

suppliers, broadcast automation systems, and a directory of companies providing mobile production services. These listings include addresses, telephone numbers, and names of principal executives. Next are lists of common carriers including land line, microwave & multipoint distribution services. On page H-54 a chart shows the growth of broadcasting, and on page H-56 a chart shows television and radio set sales from 1958-1983. The last part of Section H begins on page H-57 with the 1985 Buyer's Guide, the yellow pages, a commercial directory to both equipment and broadcast services.

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A Glossary of Terms Used in Yearbook

Basic cable service—Package of cable programming provided to subscribers without additional fee.

Cable television—System that transmits original programming, and programming of broadcast television stations, to consumers over wired network (see page A-6).

Clear channel—AM radio station allowed to dominate its frequency with up to 50 kw of power; their signals are generally protected for distance of up to 750 miles at night.

Coaxial cable—Cable with several common axis lines under protective sheath used for television signal transmissions.

CC—Closed captioning. Method of transmitting textual information over television channel's vertical blanking interval; transmissions are deciphered with decoders; decoded transmissions appear as text superimposed over television image.

CED—Capacitance electronic disk (RCA videodisk).

Common carrier—Telecommunications company that provides communications transmission services to public.

DBS—Direct broadcast satellite. High powered satellite authorized to broadcast direct to homes (see page A-7).

Domsat—Domestic satellite (see page A-6).

Downlink—Earth station used to receive signals from satellites.

Earth station—Equipment used for transmitting or receiving satellite communications.

EFT—Electronic funds transfer.

EM—Electronic mail.

ENG—Electronic news gathering.

ETV—Educational television.

Footprint—Area on earth within which satellite's signal can be received.

Geostationary orbit—Orbit 22,300 miles above earth's equator where satellites circle earth at same rate earth rotates.

Ghz—Gigahertz. 1,000 megahertz.

HDTV—High-definition television (see page A-7).

Headend—Facility in cable system from which all signals originate. (Local and distant television stations, and satellite programming, are picked up and amplified for retransmission through system.)

Hertz—A unit of frequency equal to one cycle per second. One kilohertz is 1,000 hertz; one megahertz is one million hertz; one gigahertz is one billion hertz.

HUT—Households using television.

ITFS—Instructional Television Fixed Service (see page A-7).

Khz—Kilohertz (see Hertz).

LED—Light emitting diode. Type of semiconductor that lights up when activated by voltage.

LO—Local origination channel.

LPTV—Low-power television (see page A-7).

LV—LaserVision (optical videodisk).

MATV—Master antenna television. Delivery method for pay programming to multi-unit dwellings.

MDS—Multipoint distribution service (see page A-7).

Mhz—Megahertz (see Hertz).

Microwave—Frequencies above 1,000 mhz.

MSO—Multiple cable system operator.

NTSC—National Television System Committee. Committee that recommended current American standard for color TV.

PCM—Pulse code modulation. Conversion of voice signals into digital code.

PPV—Pay-per-view.

PSA—Public service announcement.

PTV—Public television.

RCC—Radio common carrier. Common carriers whose major businesses include radio paging and mobile telephone services.

SCA—Subsidiary communications authorizations. Authorizations granted to FM broadcasters for using subcarriers on their channels for other communications services.

Shortwave—Transmissions on frequencies of 6-25 mhz.

SHF—Super high frequency.

SMATV—Satellite master antenna television (see page A-7).

STV—Subscription television (see page A-6).

Superstation—Local TV station whose signal is retransmitted via satellite to cable systems beyond reach of over-the-air signal.

Tariff—Common carrier's statement describing services it offers and rates it charges.

Teletext—One-way electronic publishing service (see page A-7).

Translator—Broadcast station that rebroadcasts signals of other stations without originating its own programming.

Transponder—Satellite transmitter/receiver that picks up signals transmitted from earth, translates them into new frequency and amplifies them before retransmitting them back to ground.

UHF—Ultra high frequency.

Uplink—Earth station used for transmitting to satellite.

VCR—Videocassette recorder.

VHF—Very high frequency.

Videotext—Two-way interactive service that uses either two-way cable or telephone lines to connect a central computer to a television screen (see page A-7).

VTR—Video-tape recorder.

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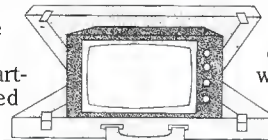
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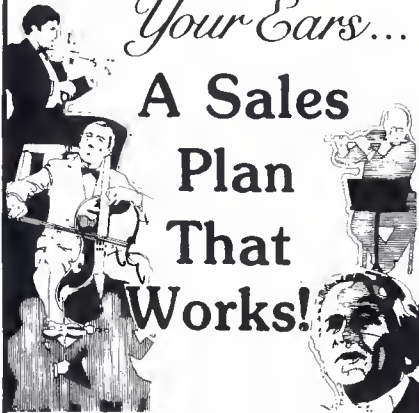


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Abbreviations Commonly Used in 1985 YEARBOOK

| | | | | | | | | | |
|-----------------|---------------------------------------|------------------|--|-------------------|---------------------------------|---------------------------|---|-----------------|----------------------------|
| acct | account | CATV | community antenna television | g | ground | MTV | Music Television | sec. | secretary |
| actg | acting | cc. | common carrier | gen | general | mus | music | sep. | separate |
| ADI | Area of Dominant Influence | cd | ciudad | Ger. | German | mw. | medium wave | sh. | shares |
| admin. | administrative | CEO | chief executive of ficer | govt. | government | N | night | SH | specified hours |
| adv. | advertising, advertisement | ch. | channel | HAAT | height above average terrain | na. | not available | SIN. | Spanish Interna |
| A & E. | Arts and Entertainment | CH | critical hours | HBO | Home Box Office | NAB | National Association of Broad- | SL | studio location |
| AFC | antenna for communications | chg | charge | horiz. | horizontal | casters | sls | sales | SMATV |
| afil | affiliate | chmn | chairman | hqtz | polarization | natl. | satellite master antenna television | Sp | Spanish |
| afrr | affairs | CBN | Christian Broadcasting Network | HTN Plus. | Home The | Association of Television | ST | shares time | spec. |
| AFRTS | Armed Forces Radio Television Service | CNN. | Cable News Network | atre Network | ind. | Program Executives | sr | senior | net |
| alt. | alternate | coml. | commercial | info. | independent | net | network | ST | newspaper |
| AmPub | American Public Radio | coord. | coordinator | instal | information | off. | officer | stn | station |
| ann. | announced | CP | construction permit | instrm. | instrumental | opns. | operations | STV | subscription television |
| anncr | announcer | C-SPAN | Cable Satellite Public Affairs Network | intl | international | own | owner | sub. | subscriber |
| ant | antenna | C&W | country & western | It. | Italian | per | personnel | supt | superintendent |
| AOR. | album oriented rock | D | day | khz. | kilohertz | Pol | Polish | supvr | supervisor |
| AP | Associated Press Network | DA | directional antenna | kw | kilowatts | pop | population | svcs | services |
| assn. | association | DBS. | direct broadcast satellite | loc | local | PR | public relations | sw | short wave |
| assoc. | associate | dev. | development | LPTV | low power television | pres. | resident | sys. | system |
| asst | assistant | dir | director | LS | local sunset | prod. | production, producer | t | terrain |
| * | non-commercial | dup | duplicates | lstng. | listening | prog. | program | tech | technical |
| atty. | attorney | edit. | editor | lw. | long wave | progmg | programming | TL | transmitter location |
| aur. | aural | educ | educational | m | meters | progrsv. | progressive | traf. | traffic |
| aux. | auxiliary | educ | educational | MBS. | Mutual Broadcasting System | prom | promotion | trans. | translators |
| bcstg | broadcasting | enr | engineer | MDS. | Multipoint Distribution Service | PSA | presunrise authority, Public Service Announcement | treas. | treasurer |
| bcst | broadcast | enrg | engineering | mdse | merchandising | ptrn | partner | twp. | township |
| bcstr | broadcaster | EPG. | Electronic Program Guide | med | media | pub affrs | public affairs | TWX | Teletypewriter Exchange |
| bd | board | equip | equipment | mfg | manufacturing | pub ser | public service | U | unlimited |
| BET | Black Entertainment Network | ERP | effective radiated power | mng | managing | publ | publicity | UHF | ultra high frequency |
| bldg | building | ESP. | Entertainment & Sports Programming Network | mgr | manager | quad | quadrasonic | UPL | United Press International |
| bor. | borough | Fr | French | mgt | management | RCL | remote control location | vert. | vertical |
| btfl | beautiful | ETV | educational television | mhz | megahertz | rel. | relations | VHF | very high frequency |
| bus. | business | exec. | executive | mi. | miles | relg | religion | vis | visual |
| CARS | Cable TV Relay Service | FCC. | Federal Communications Commission | mktg. | marketing | rep. | representative | VOA | Voice of America |
| | | | | mod | modification | RFE | Radio Free Europe | VP | vice president |
| | | | | MOR | middle of the road | rgn | regional | w | watts |
| | | | | MSO. | multiple system operator | rgnl. | regional | wkly | weekly |
| | | | | | | RL | Radio Liberty | | |
| | | | | | | rsch | research | | |