

tors, and continues with listings of frequency measuring services, videotext operations, teletext operations, videotext and teletext software and hardware suppliers, automated-channel 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 1958-1984. The last part of Section H begins on page H-57 with the 1986 Buyer's Guide, the yellow pages, a commercial directory to both equipment and broadcast services.

Section I- is divided into three parts-Professional Services, Associations, and Broadcast Education. Part one provides listings of brokers and consultants, station financing firms, research services, technical consultants, law firms and attorneys in communication law, public relations services, talent agents, and employment services. Part two, Associations, begins on page I-42 with the National Association of Broadcasters and includes trade organizations, professional associations and societies, and unions. Broadcast Education, part three, opens on page I-55 with broadcasting schools. The section continues with reviews of recently published books related to the Fifth Estate. Section I concludes with a list of colleges and universities offering degrees and courses in radio and television.

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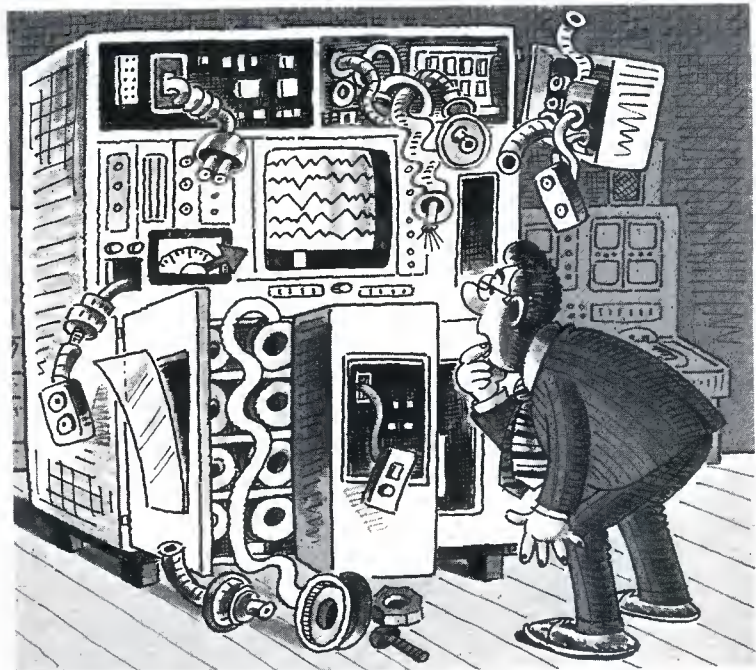
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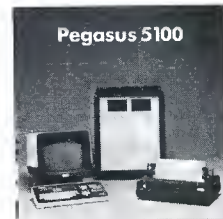
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MONTCALM
CORPORATION
Media Brokers/Consultants
315 Second Avenue South
Seattle, WA 98104
(206) 842 8061

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A Glossary of Terms Used in 1986 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).

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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Abbreviations Commonly Used in 1986 YEARBOOK

acct account
actg acting
ADI. Area of Dominant Influence
admin. administrative
adv. advertising, advertisement
A & E. Arts and Entertainment
AFC antenna for communications
affil. affiliate
affrs affairs
AFRTS. Armed Forces Radio Television Service
alt. alternate
AmPub. American Public Radio
ann. announced
anncr. announcer
ant. antenna
AOR. album oriented rock
AP Associated Press Network
assn. association
assoc. associate
asst. assistant
* non-commercial
atty. attorney
aur. aural
aux. auxiliary
bcstg. broadcasting
bcst. broadcast
bcstr. broadcaster
bd. board
BET Black Entertainment Network
bldg. building
bor. borough
btfl. beautiful
bus. business
CARS. Cable TV Relay Service

CATV community antenna television
cc. common carrier
cd. ciudad
CEO chief executive officer
ch. channel
CH. critical hours
chg. charge
chmn. chairman
CBN. Christian Broadcasting Network
CNN. Cable News Network
coml. commercial
coord. coordinator
CP. construction permit
C-SPAN. Cable Satellite Public Affairs Network
C&W. country & western
D. day
DA. directional antenna
DBS. direct broadcast satellite
dev. development
dir. director
dup. duplicates
edit. editor
educ. educational
enr. engineer
engrg. engineering
EPG. Electronic Program Guide
equip. equipment
ERP. effective radiated power
ESPN. Entertainment & Sports Programming Network
ETV. educational television
exec. executive
FCC. Federal Communications Commission
Fr. French

g. ground
gen. general
Ger. German
govt. government
HAAT. height above average terrain
HBO. Home Box Office
horiz. horizontal polarization
hqtrs. headquarters
HTN Plus. Home Theatre Network
ind. independent
info. information
instal. installation
instrm. instrumental
intl. international
It. Italian
khz. kilohertz
kw. kilowatts
loc. local
LPTV. low power television
LS. local sunset
lstng. listening
lw. long wave
m. meters
MBS. Mutual Broadcasting System
MDS. Multipoint Distribution Service
mdse. merchandising
med. media
mfg. manufacturing
mgng. managing
mgr. manager
mgt. management
mhz. megahertz
mi. miles
mktg. marketing
mo. month
mod. modification
MOR. middle of the road
MSO. multiple system operator

MTV. Music Television
mus. music
mw. medium wave
N. night
na. not available
NAB. National Association of Broadcasters
natl. national
NATPE. National Association of Television Program Executives
net. network
nwspr. newspaper
off. officer
opns. operations
own. owner
per. personnel
Pol. Polish
pop. population
PR. public relations
pres. president
prod. production, producer
prog. program
progmg. programing
progrsv. progressive
prom. promotion
PSA. presunrise authority, Public Service Announcement
ptrnr. partner
pub affrs. public affairs
pub ser. public service
publ. publicity
quad. quadraphonic
RCL. remote control location
rel. relations
relg. religion
rep. representative
RFE. Radio Free Europe
rgn. region
rgnl. regional
RL. Radio Liberty
rsch. research

sec. secretary
sep. separate
sh. shares
SH. specified hours
SIN. Spanish International Network
SL. studio location
sls. sales
SMATV. satellite master antenna television
Sp. Spanish
spec. special
sr. senior
ST. shares time
stn. station
STV. subscription television
sub. subscriber
supt. superintendent
supvr. supervisor
svcs. services
sw. short wave
sys. system
t. terrain
tech. technical
TL. transmitter location
traf. traffic
trans. translators
treas. treasurer
twp. township
TWX. Teletypewriter Exchange
U. unlimited
UHF. ultra high frequency
UPI. United Press International
vert. vertical polarization
VHF. very high frequency
vis. visual
VOA. Voice of America
VP. vice president
w. watts
wkly. weekly