

The Broadcasting Yearbook 1990

THE BROADCASTING YEARBOOK 1990 shares with its predecessors the distinction of being the most comprehensive directory to the Fifth Estate. It covers the history and continuing growth of every field in the industry. To acquaint readers with the structure of the Yearbook, and to assist in locating information, the editors have provided a condensed guide to each of the nine major sections: The Fifth Estate, Radio, Television, Cable, Satellites, Programming, Advertising and Marketing, Technology, and Professional Services. In addition, the comprehensive alphabetical index begins on the following page. The general index is followed by an index to advertisers in the 1990 YEARBOOK. These are grouped according to service. Finally, each of the nine sections has a complete index on the first page of the section.

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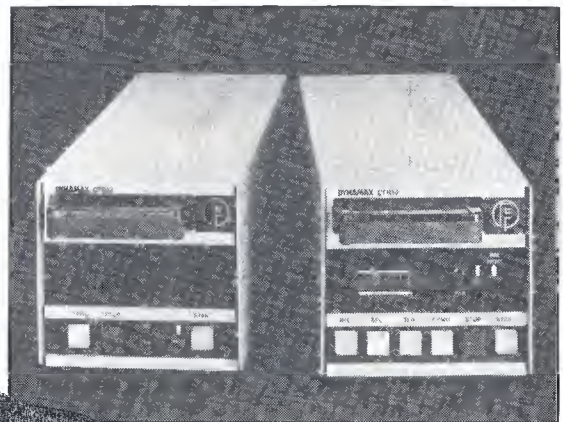
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A Glossary of Terms Used in Yearbook

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-Telecommunication 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 unite 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).

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 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 to 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 televison screen (see page A-7).

VTR-Video-tape recorder.