

BROADCASTING CABLE

YEARBOOK 2009

- Industry Overview • Television • Cable • Radio • Satellites & Other Carriers
- Programming Services • Technological Solutions • Brokers & Professional Services
- Associations, Events, Education, Awards • Law & Regulation, Government Agencies

*It all comes down
to trust...and results.*

PATRICK



COMMUNICATIONS

for Station Brokerage

EXPERIENCE

INTEGRITY

SUCCESS

6805 DOUGLAS LEGUM DRIVE, SUITE 100
ELKRIDGE, MARYLAND 21075

www.patcomm.com • (410) 799-1740

BROADCASTING & CABLE YEARBOOK 2009

was prepared by ProQuest's Serials Editorial Department in collaboration
with R.R. Bowker's Production and Information Technology Departments

Product Development

Yvette Diven, Director, Product Management, Serials

Editorial

Laurie Kaplan, Director Serials

Nancy Bucenec, Managing Editor

Valerie Mahon, Managing Editor

Joseph A. Esser and Jennifer Williams, Associate Editors

Carolyn Hamilton, Assistant Editor

Bowker Production

Doreen Gravesande, Senior Director, Production

Ralph Coviello, Manager, Manufacturing Services

Myriam Nunez, Project Manager, Content Integrity

Lorena Soriano, Project Manager, Production

Gunther Stegmann II, Project Manager, Production

Information Technology Group

Dina Dvinyanova, Director

Steve Gorski, Programmer Analyst

Computer Operations Group

John Nesselt, UNIX Administrator

Published by
ProQuest LLC
630 Central Avenue
New Providence, NJ 07974 USA

Marty Kahn, CEO

Copyright © 2008 by ProQuest LLC
Broadcasting & Cable is a registered trademark of Reed Publishing (Nederland) B.V., used under license.

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any information storage and retrieval system, without prior written permission of ProQuest, 630 Central Avenue, New Providence, New Jersey 07974 USA.

For sales inquiries Telephone: 908-286-1090, Toll-free: 1-888-BOWKER2 (1-888-269-5372); FAX: 908-219-0182
Editorial Development and Production by R.R. Bowker LLC, New Providence, NJ

International Standard Book Number

ISBN 13: 978-1-60030-121-6

International Standard Serial Number

0000-1511

Library of Congress Control Number

71-649524

Printed and Bound in the United States of America

No payment is either solicited or accepted for the inclusion of entries in this publication. ProQuest has used its best efforts in collecting and preparing material for inclusion in this publication, but does not warrant that the information herein is complete or accurate, and does not assume, and hereby disclaims, any liability to any person for any loss or damage caused by error or omissions in this publication, whether such errors or omissions result from negligence, accident, or any other cause.

ISBN 13: 978-1-60030-121-6



RIDER UNIVERSITY LIBRARY

Table of Contents

Index to Sectionsvi
Index to Advertisersxiii
Glossary of Termsxiv
List of Abbreviationsxv

Section A Industry Overview A-1

Television Markets Ranked by Number of TV Homes	A-2
Top 25 Cable System Operators	A-6
U.S. Sales of Television Receivers 1983-2008	A-7
Television Sets in Use	A-8
54 Years of Station Transactions	A-9
Record of Television Station Growth Since Television Began	A-10
Top 20 Cable Networks	A-11
Top 100 Television Programs	A-12
Top 10 Cable Programs	A-14
Television Advertising Shares	A-15
Top 25 TV Advertisers	A-16
Top 25 TV Advertising Categories	A-17
A Brief History of Broadcasting and Cable	A-18
A Chronology of the Electronic Media	A-20
The FCC and the Rules of Broadcasting	A-26

Section B Broadcast Television B-1

TV Group Ownership	B-2
Key to Television Listings	B-14
Directory of Television Stations in the United States and Canada	B-15
U.S. Television Stations by Call Letters	B-127
Canadian Television Stations by Call Letters	B-133
U.S. Television Stations by Analog Channel	B-134
Canadian Television Stations by Channel	B-139
U.S. Television Stations by Digital Channel	B-140
Spanish-Language Television Stations	B-144
U.S. TV Stations Providing News Programming	B-145
Nielsen DMA Market Atlas	B-148
Multi-City DMA Cross-Reference	B-232

Section C Cable C-1

Top 25 Cable System Operators	C-2
Cable Penetration by DMA	C-3
Top 50 DMA by Cable Penetration	C-7
Bottom 50 DMA by Cable Penetration	C-8
Top 50 DMA by Cable Households	C-10

Section D Radio D-1

Radio Group Ownership	D-2
Key to Radio Listings	D-37
Directory of Radio Stations in the United States and Canada	D-38
Miscellaneous Radio Services	D-654
Satellite Services	D-656
U.S. AM Stations by Call Letters	D-657
U.S. FM Stations by Call Letters	D-669
Canadian AM Stations by Call Letters	D-693
Canadian FM Stations by Call Letters	D-694
U.S. AM Stations by Frequency	D-696
U.S. FM Stations by Frequency	D-708
Canadian AM Stations by Frequency	D-732
Canadian FM Stations by Frequency	D-733
Radio Formats Defined	D-736
U.S. and Canada Radio Programming Formats	D-737

Programming on Radio Stations in the United States and Canada	D-739
Special Programming on Radio Stations in the United States and Canada	D-787
U.S. Radio Markets: Arbitron Metro Survey Area Ranking	D-804
U.S. Radio Markets	D-806

Section E Programming E-1

Major Broadcast TV Networks	E-2
Major TV Program Syndicators/Distributors	E-3
Regional Broadcast TV Networks	E-4
National Cable Networks	E-5
Regional Cable News Networks	E-13
Regional Cable Sports Networks	E-15
Cable Audio Services	E-17
Major National TV News Organizations	E-18
TV News Services	E-20
National Radio Programming Services	E-22
Regional Radio Programming Services	E-25
Radio News Services	E-28
Radio Format Providers	E-31
Music Licensing	E-33
Canadian Broadcast Networks	E-34
Canadian Cable Networks	E-35
Canadian Radio Networks and Services	E-37
Producers, Distributors, and Production Services Alphabetical Index	E-38
Producers, Distributors, and Production Services Subject Index	E-68

Section F Technology F-1

Equipment Manufacturers and Distributors Alphabetical Index	F-2
Equipment Manufacturers and Distributors Subject Index	F-33
Satellite and Transmission Services	F-53
Teleports	F-56

Section G Professional Services G-1

Station and Cable System Brokers	G-2
Management and Marketing Consultants	G-6
Station Financing Services	G-14
Research Services	G-16
Engineering and Technical Consultants	G-20
Law Firms	G-24
Talent Agents and Managers	G-33
Employment and Executive Search Services	G-34
Professional Cards Engineering & Technical Consultants	G-35

Section H Associations, Events, Education, and Awards H-1

Major National Associations	H-2
National Associations	H-4
State and Regional Broadcast Associations	H-9
State and Regional Cable Associations	H-11
Union/Labor Groups	H-13
Trade Shows	H-15
Vocational and Career Development Schools	H-17
Universities and Colleges with Broadcasting or Journalism Programs	H-19
Major Broadcasting and Cable Awards	H-23

Section I Government I-1

Federal Communications Commission Executives and Staff	I-2
U.S. Government Agencies	I-7
U.S. State Cable Regulatory Agencies	I-8

Index to Sections

A

Abbreviations xv

ABC
 Executives and Staff E-2, E-22
 Networks, Radio E-22
 Networks, TV E-2

Academy of Television Arts & Sciences H-2

Adult Contemporary
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-783
 Programming, U.S. D-739
 Special Programming, U.S. D-787

Advertisers Index xiii

Advertising
 Associations, Media Societies H-4
 Professional Cards G-35

Affiliates (see appropriate network)

AFRTS (Armed Forces Radio
 and Television Service) D-654

Agencies
 State Cable Regulatory I-8
 U.S. Government I-7

Agents, Talent G-33

Agriculture
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-783
 Programming, U.S. D-743
 Special Programming, Canada D-802
 Special Programming, U.S. D-787

Album-Oriented Rock (AOR)
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-783
 Programming, U.S. D-743
 Special Programming, Canada D-802

Alternative
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-783
 Programming, U.S. D-743
 Special Programming, U.S. D-789

AM Stations
 By Call Letters, Canada D-693
 By Call Letters, U.S. D-657
 By Frequencies, Canada D-732
 By Frequencies, U.S. D-696

American Broadcasting Co. (see ABC)

American Indian
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-783
 Programming, U.S. D-744
 Special Programming, Canada D-802
 Special Programming, U.S. D-789

American Urban Radio Networks E-22

AOR (see Album-Oriented Rock)

AP Radio Networks (Associated Press) E-22

Arabic
 Format, Canada D-737
 Format, U.S. D-737
 Programming, U.S. D-744
 Special Programming, Canada D-802
 Special Programming, U.S. D-789

Arbitron Metro Survey Area
 Ranking of Radio Markets D-804

Armed Forces Radio & TV Service (AFRTS) D-654

Artists Representatives G-33

Assignments of
 AM Stations, U.S. D-657
 FM Stations, U.S. D-669
 TV Channels, U.S. B-134

Associated Press (AP) Radio Networks E-22

Associated Press Broadcast Services E-22

Associations
 Major National H-2
 National H-4
 State and Regional Broadcast H-9
 State and Regional Cable H-11

Associations, Events, Education, and Awards H-1

Attorneys, Communications G-24

Awards, Major Broadcasting and Cable H-23

B

Beautiful Music
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-783
 Programming, U.S. D-744
 Special Programming, U.S. D-789

Big Band
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-783
 Programming, U.S. D-744
 Special Programming, Canada D-802
 Special Programming, U.S. D-789

Black
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-783
 Programming, U.S. D-744
 Special Programming, Canada D-802
 Special Programming, U.S. D-789

Bluegrass
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, U.S. D-744
 Special Programming, Canada D-802
 Special Programming, U.S. D-790

Blues
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-783
 Programming, U.S. D-744

Special Programming, Canada D-802
 Special Programming, U.S. D-790

Brief History of Broadcasting and Cable A-18

Broadcast History A-18

Broadcasters State and Regional Associations H-9

Broadcasting
 Degrees in H-19
 History of A-18
 Major Awards H-23

Brokers G-2

C

CAB (Cabletelevision Advertising Bureau Inc.) H-2

Cable
 Brokers G-2
 History of A-18
 National Services E-5
 Penetration by DMA C-3
 Regional Associations H-9
 Regional Cable News Networks E-13
 Regional Cable Sports Networks E-15
 Regulatory Agencies, State I-8
 Schools H-17
 State Associations H-9

Cable Audio Services E-17

Cable News Network (CNN) E-6, E-18

Cabletelevision Advertising Bureau Inc. (CAB) H-2

Call Letters
 Radio, Canadian AM by D-693
 Radio, Canadian FM by D-694
 Radio, U.S. AM by D-657
 Radio, U.S. FM by D-669
 TV, Canadian by B-133
 TV, U.S. by B-127

Canada
 AM Stations by Call Letters D-693
 AM Stations by Frequency D-732
 FM Stations by Call Letters D-694
 FM Stations by Frequency D-733
 Radio Station Directory D-618
 TV by Channel B-139
 TV Station Directory B-115

Canadian Broadcasting Corp. E-34, E-37

Canadian Broadcasting Networks E-34

Canadian Radio
 Formats, Canada D-737
 Programming D-783
 Programming Formats D-737
 Special Programming D-802

CBS Corp.
 Executives and Staff E-2, E-22
 Networks, Radio E-22
 Networks, TV E-2

Channels
 TV by, Canadian B-139
 TV by, United States B-134

Charts
 Bottom 50 Market Areas Ranked by
 Percentage of Cable Penetration C-8
 Cable Penetration by Market C-3
 Comparable Record of TV Station Growth
 Since TV Began A-10

- Federal Communications Commission Staff . . . I-2
 History of Station Sales Transactions . . . A-9
 Multi-City DMA Cross-Reference . . . B-232
 Nielsen DMA Market Atlas . . . B-148
 Radio Markets Ranked by Arbitron
 Metro Survey Area . . . D-804
 Top 50 Market Areas Ranked by
 Cable TV Households . . . C-10
 Top 50 Market Areas Ranked by
 Percentage of Cable Penetration . . . C-7
 U.S. and Canadian Radio
 Programming Formats . . . D-737
 U.S. Sales of Television
 Receivers 1983-2007 . . . A-7
- Children
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, U.S. . . . D-744
 Special Programming, Canada . . . D-802
 Special Programming, U.S. . . . D-790
- Chinese
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-783
 Programming, U.S. . . . D-744
 Special Programming, Canada . . . D-802
 Special Programming, U.S. . . . D-791
- Christian
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-783
 Programming, U.S. . . . D-744
 Special Programming, Canada . . . D-802
 Special Programming, U.S. . . . D-791
- Citations and Awards . . . H-23
- Classic Rock
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-783
 Programming, U.S. . . . D-748
 Special Programming, U.S. . . . D-791
- Classical
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-784
 Programming, U.S. . . . D-749
 Special Programming, Canada . . . D-802
 Special Programming, U.S. . . . D-791
- CNN (Cable News Network) . . . E-6, E-18
- Colleges Offering Radio-TV-Cable Courses . . . H-19
 Colleges Offering Broadcasting Degrees . . . H-19
 Colleges Offering Two-Year Programs . . . H-19
- Comedy
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-784
 Programming, U.S. . . . D-750
 Special Programming, U.S. . . . D-791
- Commerce Committees, House and Senate . . . I-7
 Communications Law, Firms Active in . . . G-24
 Congressional Committees . . . I-7
 Consultants
 Management . . . G-6
 Technical, Engineering . . . G-20
- Contemporary Hit/Top-40
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-784
 Programming, U.S. . . . D-750
 Special Programming, U.S. . . . D-791
- Country
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-784
 Programming, U.S. . . . D-752
 Special Programming, Canada . . . D-802
 Special Programming, U.S. . . . D-791
- Croatian
 Special Programming, U.S. . . . D-791
- Cross-Ownership, Station . . . B-2
- Czech
 Special Programming, U.S. . . . D-791
- D**
- Definition of Radio Formats . . . D-736
 Degrees in Broadcasting . . . H-19
 Digital TV Assignments . . . B-140
 Directories
 Canadian Radio Stations . . . D-618
 Canadian TV Stations . . . B-115
 Miscellaneous Radio Services . . . D-654
 U.S. Radio Stations . . . D-38
 U.S. TV Stations . . . B-15
- Disco
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, U.S. . . . D-757
 Special Programming, Canada . . . D-802
 Special Programming, U.S. . . . D-791
- Discussion
 Special Programming, U.S. . . . D-791
- Distributors
 Equipment . . . F-2, F-33
- Diversified
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-784
 Programming, U.S. . . . D-757
 Special Programming, U.S. . . . D-791
- DMA
 Bottom 50 by % Cable Penetration . . . C-8
 By % Penetration . . . C-3
 Multi-City DMA Cross-Reference . . . B-232
 Nielsen Market Atlas . . . B-148
 Top 50 by Cable TV Households . . . C-10
- Drama/Literature
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-784
 Programming, U.S. . . . D-791
- E**
- Eastern Public Radio . . . E-22
 Easy Listening
 Definition of Format . . . D-736
- Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-784
 Programming, U.S. . . . D-757
 Special Programming, U.S. . . . D-791
- Education
 Schools Specializing in Radio-TV-Cable . . . H-17
 Universities and Colleges Offering
 Degrees in Broadcasting . . . H-19
- Educational
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-784
 Programming, U.S. . . . D-757
 Special Programming, U.S. . . . D-791
- Electronic Media, Chronology . . . A-20
 Employment Services . . . G-34
 Engineering Consultants . . . G-20
 Equipment Manufacturers, Distributors . . . F-2, F-33
- Eskimo
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-784
 Special Programming, U.S. . . . D-792
- Ethnic (also see Foreign/Ethnic)
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, Canada . . . D-785
 Programming, U.S. . . . D-778
 Special Programming, Canada . . . D-802
 Special Programming, U.S. . . . D-792
- Events
 Trade Show . . . H-15
- Executive Search Services . . . G-34
- F**
- Farm (See Agriculture)
- Farsi
 Format, U.S. . . . D-737
 Programming, U.S. . . . D-758
 Special Programming, U.S. . . . D-792
- Federal Communications Commission
 Executives & Staff . . . I-2
 Organization Chart . . . I-3
- Filipino
 Format, Canada . . . D-737
 Format, U.S. . . . D-737
 Programming, U.S. . . . D-758
 Special Programming, Canada . . . D-802
 Special Programming, U.S. . . . D-792
- Financial Consultants . . . G-6, G-14
 Financing, Station . . . G-14
- Finnish
 Special Programming, Canada . . . D-802
 Special Programming, U.S. . . . D-792
- FM Stations
 By Call Letters, Canada . . . D-694
 By Call Letters, U.S. . . . D-669
 By Frequency, Canada . . . D-733
 By Frequency, U.S. . . . D-708
- Folk
 Definition of Format . . . D-736
 Format, Canada . . . D-737
 Format, U.S. . . . D-737

Index to Sections

- Programming, U.S. D-758
 Special Programming, Canada D-802
 Special Programming, U.S. D-792
- Foreign/Ethnic**
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-785
 Programming, U.S. D-758
 Special Programming, Canada D-802
 Special Programming, U.S. D-792
- Formats**
 Canadian for Radio D-737
 Canadian Radio Programming D-783
 Definition for Radio D-736
 U.S. for Radio D-737
 U.S. Radio Programming D-739
- Fox Broadcasting Company** E-2
- French**
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-785
 Programming, U.S. D-758
 Special Programming, Canada D-802
 Special Programming, U.S. D-792
- Frequencies**
 Canadian AM D-732
 Canadian FM D-733
 United States AM D-696
 United States FM D-708
- Full Service**
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, U.S. D-758
 Special Programming, U.S. D-793
- G**
- German**
 Programming, Canada D-785
 Special Programming, Canada D-802
 Special Programming, U.S. D-793
- Global Television Network** E-34
- Glossary of Terms** xiv
- Golden Oldies**
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-785
 Programming, U.S. D-759
 Special Programming, U.S. D-793
- Gospel**
 Definition of Format D-736
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-785
 Programming, U.S. D-759
 Special Programming, Canada D-802
 Special Programming, U.S. D-793
- Government Agencies**
 Federal Communications Commission I-7
 House Committee on Commerce I-7
 Senate Committee on Commerce I-7
 Supreme Court I-7
- Greek**
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-785
 Programming, U.S. D-760
- Special Programming, Canada D-802
 Special Programming, U.S. D-794
- Group Ownership of Stations** B-2
- Groups, Labor & Unions** H-13
- H**
- Hardcore**
 Special Programming, U.S. D-794
- Hebrew**
 Special Programming, Canada D-802
 Special Programming, U.S. D-794
- Hindi**
 Programming, Canada D-785
 Special Programming, Canada D-802
 Special Programming, U.S. D-794
- History of Broadcasting and Cable** A-18
- House Committee on Commerce** I-7
- Hungarian**
 Special Programming, Canada D-802
 Special Programming, U.S. D-794
- I**
- Index**
 Advertisers xiii
 Equipment Manufacturers and Distributors
 Alphabetical F-2
 Equipment Manufacturers and Distributors
 Subject F-33
 Producers, Distributors, and
 Production Services Subject E-68
 Sections vi
- Inspirational**
 Format, Canada D-737
 Format, U.S. D-737
 Programming, Canada D-785
 Programming, U.S. D-760
 Special Programming, U.S. D-794
- International Stations in the U.S.** D-654
- Irish**
 Special Programming, Canada D-802
 Special Programming, U.S. D-794
- Italian**
 Format, Canada D-737
 Format, U.S. D-737
 Programming, U.S. D-760
 Special Programming, Canada D-802
 Special Programming, U.S. D-794
- J**
- Japanese**
 Format, Canada D-738
 Format, U.S. D-738
 Programming, U.S. D-760
 Special Programming, Canada D-802
 Special Programming, U.S. D-794
- Jazz**
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-785
 Programming, U.S. D-760
 Special Programming, Canada D-802
 Special Programming, U.S. D-794
- Jewish**
 Programming, Canada D-785
 Special Programming, U.S. D-795
- Jones Radio Network E-23
- K**
- Key to Radio Listings D-37
 Key to Television Listings B-14
- Korean**
 Programming, U.S. D-761
 Special Programming, Canada D-802
 Special Programming, U.S. D-795
- L**
- Labor Groups & Unions** H-13
- Law and Regulation & Government Agencies** I-1
- Law Firms** G-24
- Lawyers, Communications** G-24
- Licensing, Music** E-33
- Light Rock**
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-785
 Programming, U.S. D-761
 Special Programming, U.S. D-795
- Lithuanian**
 Special Programming, U.S. D-795
- M**
- Magazine or Newspaper**
 Cross-Ownership with Stations B-2
 Ownership of Stations B-2
- Major Broadcasting and Cable Awards** H-23
- Major National Associations**
 Cabletelevision Advertising
 Bureau Inc. (CAB) H-2
 Media Rating Council H-2
 National Association of Broadcasters (NAB) H-2
 National Association of Farm Broadcasters H-2
 NATPE International (National Association of
 Television Program Executives) H-2
 National Cable and Telecommunications
 Association Inc. (NCTA) H-3
 National Cable Television Cooperative Inc. H-3
 Radio Advertising Bureau H-3
 Radio-Television News Directors Assn. H-3
 Television Bureau of Advertising (TVB) H-3
- Major Networks, Radio**
 ABC Radio Networks E-22
 American Urban Radio Networks E-22
 AP Radio Networks E-22
 CBS E-22
 Eastern Public Radio E-22
 Jones Radio Network E-23
 National Public Radio E-23
 Public Radio International E-23
 United Press International E-23
 USA Radio Networks E-23
 Westwood One E-24
- Major Networks, TV**
 ABC E-2
 CBS E-2
 The CW E-2
 Fox E-2
 i E-2
 NBC E-2
- Management Consultants** G-6
- Managers, Talent** G-33

Manufacturers of Equipment F-2, F-33
 Maps of TV Markets B-148
 Market Research Services G-16
Markets
 Bottom 50 Ranked by Percentage of
 Cable Penetration C-8
 DMA TV, Multi-City B-232
 DMA TV, Nielsen Market Atlas B-148
 Radio by Arbitron Metro Survey Area D-806
 Ranked by TV Households A-2
 Top 50 Ranked by Cable TV Households C-10
 Top 50 Ranked by Percentage of
 Cable Penetration C-3
 TV (Maps) B-148
 Media Rating Council H-2
 Media Societies, Groups H-2, H-4
 Middle-of-the-Road (see MOR)
MOR (Middle-of-the-Road)
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-785
 Programming, U.S. D-761
 Special Programming, U.S. D-795
 Music Licensing Groups E-33

N

NAB (National Association of Broadcasters) H-2
 National Associations H-2, H-4
 National Association of Broadcasters (NAB) H-2
 National Association of Farm Broadcasters H-2
 National Association of Television Program
 Executives (NATPE International) H-2
 National Broadcasting Co. (see NBC)
 National Cable and Telecommunications
 Association Inc. (NCTA) H-3
 National Cable Networks E-5
 National Cable Television Cooperative Inc. H-3
National Networks, Radio
 ABC Radio Networks E-22
 American Urban Radio Networks E-22
 AP Radio Networks E-22
 CBS E-22
 Eastern Public Radio E-23
 Jones Radio Network E-23
 National Public Radio E-23
 Public Radio International E-23
 United Press International E-23
 USA Radio Networks E-23
 Westwood One E-24
National Networks, TV
 ABC E-2
 CBS E-2
 The CW E-2
 Fox E-2
 i E-2
 NBC E-2
 NATPE International (National Association
 of Television Program Executives) H-2
 National Public Radio (NPR) E-23
 Native American
 Programming, Canada D-785
 Programming, U.S. D-762
 Special Programming, U.S. D-795
 NBC E-2

NCTA (National Cable and Telecommunications
 Association Inc.) H-3
Networks, Radio
 ABC Radio Networks E-22
 American Urban Radio Networks E-22
 AP Radio Networks E-22
 Canadian E-37
 CBS E-22
 CNN Radio Networks E-23
 Eastern Public Radio E-22
 Family Stations Inc. E-23
 Jones Radio Network E-23
 Moody's Broadcasting Network E-23
 National Public Radio E-23
 Public Radio International E-23
 Radio Program E-22
 Regional Radio E-25
 Superadio Network E-23
 USA Radio Network E-23
 United Press International E-23
 Westwood One E-24
Networks, TV
 ABC E-2
 Canadian E-34
 CBS E-2
 Fox E-2
 NBC E-2
 Regional TV E-4
 TV Program E-2

New Age
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, U.S. D-762
 Special Programming, Canada D-802
 Special Programming, U.S. D-795
New Wave
 Definition of Format D-736
 Format, U.S. D-738
 Special Programming, U.S. D-795
News
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-785
 Programming, U.S. TV Stations Providing B-145
 Programming, U.S. D-762
 Special Programming, Canada D-802
 Special Programming, U.S. D-795
 News Directors, Radio-TV Association H-3
News Services
 Radio E-28
 TV E-18
News/Talk
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-785
 Programming, U.S. D-763
 Special Programming, Canada D-802
 Special Programming, U.S. D-796
Newspaper or Magazine
 Cross-Ownership with Stations B-2
 Ownership of Stations B-2
Nostalgia
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-785
 Programming, U.S. D-766
 Special Programming, Canada D-802

Special Programming, U.S. D-796
 NPR (National Public Radio) E-23

O

Oldies
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-767
 Special Programming, Canada D-803
 Special Programming, U.S. D-796
Other (Program Format)
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-769
 Special Programming, Canada D-803
 Special Programming, U.S. D-796

Owners and Operators, Satellite F-53

Ownership
 Group Stations B-2
 Magazine of Broadcast Station B-2
 Newspaper of Broadcast Station B-2

P

Placement Services G-34
Polish
 Format, U.S. D-738
 Programming, U.S. D-770
 Special Programming, Canada D-803
 Special Programming, U.S. D-797
Polka
 Definition of Format D-736
 Format, U.S. D-738
 Programming, U.S. D-770
 Special Programming, U.S. D-797
Portuguese
 Format, U.S. D-738
 Programming, U.S. D-770
 Special Programming, Canada D-803
 Special Programming, U.S. D-797
Production Services E-38, E-68
Professional Cards (Advertising) G-35
Professional Societies H-2, H-4
Program
 Consultants G-6
 Distribution E-38, E-68
 Producers E-38, E-68
Programming, Canada
 Adult Contemporary D-783
 Agriculture & Farm D-783
 Album-Oriented Rock D-783
 Alternative D-783
 American Indian D-783
 Beautiful Music D-783
 Big Band D-783
 Black D-783
 Blues D-783
 Chinese D-783
 Christian D-783
 Classic Rock D-783
 Classical D-784
 Comedy D-784
 Contemporary Hit/Top-40 D-784
 Country D-784

Index to Sections

- Diversified D-784
 Drama/Literature D-784
 Easy Listening D-784
 Educational D-784
 Eskimo D-784
 Ethnic D-785
 Foreign/Ethnic D-785
 French D-785
 German D-785
 Golden Oldies D-785
 Gospel D-785
 Greek D-785
 Hindi D-785
 Inspirational D-785
 Jazz D-785
 Jewish D-785
 Light Rock D-785
 MOR (Middle-of-the-Road) D-785
 Native American D-785
 News D-785
 News/Talk D-785
 Nostalgia D-785
 Oldies D-785
 Other D-785
 Progressive D-785
 Public Affairs D-785
 Religious D-786
 Rock/AOR D-786
 Smooth Jazz D-786
 Spanish D-786
 Sports D-786
 Talk D-786
 Top-40 D-786
 Triple A D-786
 Urban Contemporary D-786
 Variety/Diverse D-786
- Programming, U.S. Radio**
 Adult Contemporary D-739
 Agriculture D-743
 Album-Oriented Rock D-743
 Alternative D-743
 American Indian D-744
 Arabic D-744
 Beautiful Music D-744
 Big Band D-744
 Black D-744
 Bluegrass D-744
 Blues D-744
 Children D-744
 Chinese D-744
 Christian D-744
 Classic Rock D-748
 Classical D-749
 Comedy D-750
 Contemporary Hit/Top-40 D-750
 Country D-752
 Disco D-757
 Diversified D-757
 Easy Listening D-757
 Educational D-757
 Ethnic D-758
 Farsi D-758
 Filipino D-758
 Folk D-758
 Foreign/Ethnic D-758
 French D-758
 Full Service D-758
 Golden Oldies D-759
 Gospel D-759
 Greek D-760
 Inspirational D-760
 Italian D-760
 Japanese D-760
 Jazz D-760
- Korean D-761
 Light Rock D-761
 MOR (Middle-of-the Road) D-761
 Native American D-762
 New Age D-762
 News D-762
 News/Talk D-763
 Nostalgia D-766
 Oldies D-767
 Other D-769
 Polish D-770
 Polka D-770
 Portuguese D-770
 Progressive D-770
 Public Affairs D-770
 Reggae D-770
 Religious D-770
 Rock/AOR D-772
 Russian D-773
 Smooth Jazz D-773
 Soul D-773
 Spanish D-774
 Sports D-775
 Talk D-778
 Tejano D-780
 Top-40 D-780
 Triple A D-780
 Urban Contemporary D-780
 Variety/Diverse D-781
 Vietnamese D-782
 Women D-782
- Programming Services** E-1
Progressive
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-770
 Special Programming, U.S. D-797
- Promotion**
 Consultants G-6
- Public Affairs**
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-770
 Special Programming, Canada D-803
 Special Programming, U.S. D-797
- R**
- Radio**
 Advertising Bureau H-3
 Arbitron Market Ranking D-804
 Armed Forces D-654
 Assignments of FM Stations D-669
 Call Letters, AM D-657
 Call Letters, FM D-669
 Canadian AM-FM Stations D-693, D-694
 Colleges H-19
 Directory of Stations D-38
 Equipment Manufacturers F-2, F-33
 Format Providers E-31
 Formats, U.S. D-737
 Formats, Canada D-737
 Formats, Defined D-736
 Frequencies, AM D-696
 Frequencies, FM D-708
 Group Ownership D-2
 International Stations D-654
 Listings, Key to D-37
 Markets D-806
- Miscellaneous Services D-654
 Networks, Regional E-25
 Newspaper Ownership B-2
 News Services E-28
 Program Distributors E-38, E-68
 Program Producers E-38, E-68
 Programming, Canada D-783
 Programming, U.S. D-739
 Programming Formats Defined D-736
 Schools, Vocational H-17
 Special Programming, Canada D-802
 Special Programming, U.S. D-787
 Stations on Air, by Market D-806
 U.S. AM Stations D-657
 U.S. FM Stations D-669
 Universities H-19
- Radio Advertising Bureau H-3
 Radio Free Asia D-654
 Radio Free Europe D-654
 Radio Liberty D-654
 Radio-TV News Directors Association H-3
- Reggae**
 Definition of Format D-736
 Format, U.S. D-738
 Programming, U.S. D-770
 Special Programming, Canada D-803
 Special Programming, U.S. D-797
- Regional Radio Networks** E-25
Regional TV Networks E-4
- Religious**
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-770
 Special Programming, Canada D-803
 Special Programming, U.S. D-797
- Representatives of Artists** G-33
Research Services, Radio-TV G-16
- Rock/AOR**
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-772
 Special Programming, Canada D-803
 Special Programming, U.S. D-799
- Russian**
 Format, U.S. D-738
 Programming, U.S. D-773
 Special Programming, U.S. D-799
- S**
- Sacred**
 Special Programming, U.S. D-799
- Sales**
 Consultants G-6
 of U.S. TV Receivers A-7
- Satellites Owners and Operators** F-53
- Scottish**
 Special Programming, Canada D-803
 Special Programming, U.S. D-799
- Sections, Index to** vi
- Senate Committee on Commerce** I-7
- Serbian**
 Special Programming, U.S. D-799

- Services
 Brokers, Station and Cable System G-2
 Cable Audio Services E-17
 Canadian Cable Networks E-35
 Communications Law, Firms Active in G-24
 Consulting G-6
 Distribution E-38, E-68
 Employment G-34
 Engineering Consultation G-20
 Executive Search G-34
 Financing, of Stations G-14
 Market Research G-16
 Music Licensing Groups E-33
 National Cable E-5
 National Cable E-5
 Production E-38, E-68
 Radio Format Providers E-31
 Radio News E-28
 Rating & Research G-16
 Regional Cable Sports E-15
 Research G-16
 Talent Agents and Managers G-33
 Technical Consultation G-20
 TV News Service E-20
- Shows, Trade H-15
- Slovak
 Special Programming, U.S. D-799
- Slovenian
 Special Programming, U.S. D-799
- Smooth Jazz
 Programming, Canada D-786
 Programming, U.S. D-773
 Special Programming, U.S. D-799
- Societies, Professional, Radio-TV H-2, H-4
- Soul
 Programming, U.S. D-773
 Special Programming, U.S. D-799
- Spanish
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-774
 Special Programming, Canada D-803
 Special Programming, U.S. D-799
- Spanish-Language Stations, TV B-144
- Special Programming, Canada
 Agriculture D-802
 Album-Oriented Rock D-802
 American Indian D-802
 Arabic D-802
 Big Band D-802
 Black D-802
 Bluegrass D-802
 Blues D-802
 Children D-802
 Chinese D-802
 Christian D-802
 Classical D-802
 Country D-802
 Disco D-802
 Educational D-802
 Ethnic D-802
 Filipino D-802
 Finnish D-802
 Folk D-802
 Foreign/Ethnic D-802
 French D-802
 German D-802
 Gospel D-802
 Greek D-802
 Hebrew D-802
 Hindi D-802
- Hungarian D-802
 Irish D-802
 Italian D-802
 Japanese D-802
 Jazz D-802
 Korean D-802
 New Age D-802
 News D-802
 News/Talk D-802
 Nostalgia D-802
 Oldies D-803
 Other D-803
 Polish D-803
 Portuguese D-803
 Public Affairs D-803
 Reggae D-803
 Religious D-803
 Rock/AOR D-803
 Scottish D-803
 Spanish D-803
 Sports D-803
 Talk D-803
 Ukrainian D-803
 Urban Contemporary D-803
 Vietnamese D-803
- Special Programming, U.S.
 Adult Contemporary D-787
 Agriculture D-787
 Alternative D-789
 American Indian D-789
 Arabic D-789
 Armenian D-789
 Beautiful Music D-789
 Big Band D-789
 Black D-789
 Bluegrass D-790
 Blues D-790
 Children D-790
 Chinese D-791
 Christian D-791
 Classic Rock D-791
 Classical D-791
 Comedy D-791
 Contemporary Hit/Top-40 D-791
 Country D-791
 Croatia D-791
 Czech D-791
 Disco D-791
 Discussion D-791
 Diversified D-791
 Drama/Literature D-791
 Easy Listening D-791
 Educational D-791
 Eskimo D-792
 Ethnic D-792
 Farsi D-792
 Filipino D-792
 Finnish D-792
 Folk D-792
 Foreign/Ethnic D-792
 French D-792
 Full Service D-793
 German D-793
 Golden Oldies D-793
 Gospel D-793
 Greek D-794
 Hardcore D-794
 Hebrew D-794
 Hindi D-794
 Hungarian D-794
 Inspirational D-794
 Irish D-794
 Italian D-794
 Japanese D-794
- Jazz D-794
 Jewish D-795
 Korean D-795
 Light Rock D-795
 Lithuanian D-795
 MOR (Middle-of-the-Road) D-795
 Native American D-795
 New Age D-795
 New Wave D-795
 News D-795
 News/Talk D-796
 Nostalgia D-796
 Oldies D-796
 Other D-796
 Polish D-797
 Polka D-797
 Portuguese D-797
 Progressive D-797
 Public Affairs D-797
 Reggae D-797
 Religious D-797
 Rock/AOR D-799
 Russian D-799
 Sacred D-799
 Scottish D-799
 Serbian D-799
 Slovak D-799
 Slovenian D-799
 Smooth Jazz D-799
 Soul D-799
 Spanish D-799
 Sports D-800
 Talk D-801
 Tejano D-801
 Top-40 D-801
 Triple A D-801
 Ukrainian D-801
 Underground D-801
 Urban Contemporary D-801
 Variety/Diverse D-801
 Vietnamese D-801
 Women D-801
- Sports
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-775
 Special Programming, Canada D-803
 Special Programming, U.S. D-800
- State
 Broadcast Associations H-9
 Cable Associations H-11
 Cable Regulatory Agencies I-8
- Station
 Brokers G-2
 Cross-Ownership B-2
 Financing G-14
 Transactions, 54 Years of A-9
- Stations
 Directory of Canadian Radio D-618
 Directory of U.S. Radio D-38
 Group Ownership of B-2
 Miscellaneous Radio D-654
 Newspaper/Magazine
 Cross-Ownership with B-2
 Newspaper/Magazine Ownership of B-2
 Programming on Canadian Radio D-783
 Programming on U.S. Radio D-739
 Spanish-Language TV B-144
 Special Programming on Canadian Radio D-802
 Special Programming on U.S. Radio D-787
 TV by Channel, Canadian B-139

Index to Sections

- TV by Channel, U.S. B-134
 TV Providing News Programming B-145
 Surveys & Market Research G-16
- T**
- Talent Agents and Managers G-33
 Talk
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-778
 Special Programming, Canada D-803
 Special Programming, U.S. D-801
 Technical Consultants G-20
 Tejano
 Definition of Format D-736
 Format, U.S. D-738
 Programming, U.S. D-780
 Special Programming, U.S. D-801
 Teleports F-56
 Television
 Advertising Bureau H-3
 Analog Channels, U.S. B-134
 Bureau of Advertising H-3
 Call Letters, Canada B-133
 Call Letters, U.S. B-127
 Channels, Canada B-139
 Channels, U.S. B-134
 Colleges H-19
 Commercial Producers E-38, E-68
 DMA Markets B-148
 Digital TV Assignments B-140
 Directory, Canadian B-115
 Directory, U.S. B-15
 Equipment Manufacturers E-38, E-68
 Group Ownership B-2
 Listings, Key to B-14
 Markets, by DMA B-15
 Networks, Major National E-2
 Networks, Regional E-4
 News Services E-20
 Newspaper Ownership B-2
 Program Distributors E-38, E-68
 Program Production Services E-38, E-68
 Program Services E-38, E-68
 Regional Networks E-4
 Schools, Vocational H-17
 Spanish-Language Stations B-144
 Station Transactions A-9
 Stations, Canadian B-115
 Stations, U.S. B-15
 Universities H-19
 Television Bureau of Advertising (TVB) H-3
 Television Quatre Saisons E-34
 Terms, Glossary of xiv
 Top-40 (also see Contemporary Hit)
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-780
 Special Programming, U.S. D-801
 Trade Shows H-15
 Transactions, 54 Years of Station A-9
 Triple A (AAA)
 Definition of Format D-736
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-780
 Special Programming, U.S. D-801
 TVA (Network) E-34
 TVB (Television Bureau of Advertising) H-3
- U**
- Ukrainian
 Special Programming, Canada D-803
 Special Programming, U.S. D-801
 Underground
 Definition of Format D-736
 Programming, U.S. D-780
 Special Programming, U.S. D-801
 Union/Labor Groups H-13
 United Press International (UPI) E-23
 United States
 Government Agencies I-7
 International Radio D-654
 Radio Markets D-806
 Radio Programming Formats D-737
 Radio Station Directory D-38
 Special Programming D-787
 TV Station Directory B-15
 TV Stations by Call Letters B-127
 Universities Offering Broadcasting Degrees H-19
 Universities Offering Radio-TV Cable Courses H-19
 Universities Offering Two-Year Programs H-19
 UPI (United Press International) E-23
 Urban Contemporary
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-780
 Special Programming, Canada D-803
 Special Programming, U.S. D-801
 USA Radio Networks E-23
- V**
- Variety/Diverse
 Definition of Format D-736
 Format, Canada D-738
 Format, U.S. D-738
 Programming, Canada D-786
 Programming, U.S. D-781
 Special Programming, U.S. D-801
 Vietnamese
 Format, U.S. D-738
 Programming, U.S. D-782
 Special Programming, Canada D-803
 Special Programming, U.S. D-801
 Voice of America D-655
- W**
- Westwood One E-24
 Women
 Definition of Format D-736
 Programming, U.S. D-782
 Special Programming, U.S. D-801

Index to Advertisers

The Austin CompanyG-6	The Exline CompanyG-3	Mullaney Engineering Inc.G-22, G-35
Bond & PecaroG-7	Filcro Media Staffing	Spine; G-34	Munn-Reese, Inc.G-23
John F.X. Browne & Associates, PCG-35	FirstCom Music.E-48	Patrick Communications.	Front cover, G-2, G-5, G-11, G-15
Cavell, Mertz & Associates, Inc.G-20, G-35	Hammett & Edison, Inc.G-21, G-35	Carl E. Smith Consulting EngineersG-35
Cobb Corp.	Back cover	Hatfield & Dawson, Consulting EngineersG-35	Smith & FisherG-35
Lauren A. Colby, Esq.	G-25	Independent Broadcast Consultants, Inc.G-22	Stainless Inc.F-26
Communications Technologies Inc.G-35	VIR James, P.C.G-35	Stainless Inc. (Doty-Moore)F-11
Doty-Moore Tower ServicesF-11	Kagan ResearchC-2		
du Treil, Lundin & Rackley Inc.G-35	Marsand, Inc.G-35		

Glossary of Terms Used in *Broadcasting & Cable Yearbook*

AM—Amplitude modulation. Also referring to audio service broadcast over 535 khz-1705 khz.

Analog—A continuous electrical signal that carries information in the form of variable physical values, such as amplitude or frequency modulation.

Basic cable service—Package of programming on cable systems eligible for regulation by local franchising authorities under 1992 Cable Act, including all local broadcast signals and PEG (public, educational and government) access channels.

Cable television—System that transmits original programming, and programming of broadcast television stations, to consumers over wired network.

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.

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.

Closed circuit—The method of transmission of programs or other material that limits its target audience to a specific group rather than the general public.

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

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

DAB—Digital audio broadcasting. Modulations for sending digital rather than analog audio signals by either terrestrial or satellite transmitter with audio response up to compact disc quality (20 khz).

DBS—Direct broadcast satellite. High powered satellite authorized to broadcast direct to homes.

Digital—A discontinuous electrical signal that carries information in binary fashion. Data is represented by a specific sequence of on-off electrical pulses.

Directional antenna—An antenna that directs most of its signal strength in a specific direction rather than at equal strength in all directions. Used chiefly in AM radio operation.

Downlink—Earth station used to receive signals from satellites.

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

EDTV—Enhanced-definition television. Proposed intermediate systems for evolution to full HDTV, usually including slightly improved resolution and sound, with a wider (16:9) aspect ratio.

Effective competition—Market status under which cable TV systems are exempt from regulation of basic tier rates by local franchising authorities, as defined in 1992 Cable Act. To claim effective competition, a cable system must compete with at least one other multichannel provider that is available to at least 50% of an area's households and is subscribed to by more than 15% of the households.

Encryption—System for scrambling signals to prevent unauthorized reception.

ENG—Electronic news gathering.

ETV—Educational television.

Fiber-optic cable—Wires made of glass fiber used to transmit video, audio, voice or data providing vastly wider bandwidth than standard coaxial cable.

Field—Half of the video information in the frame of a video picture. The NTSC system displays 59.94 fields per second.

FM—Frequency modulation. Also referring to audio service broadcast over 88 mhz-108 mhz.

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

Frame—A full video picture. The NTSC system displays 29.97 525-line frames per second.

Frequency—The number of cycles a signal is transmitted per second, measured in hertz.

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

ghz—Gigahertz. One billion hertz (cycles) per second.

HDTV—High-definition television.

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 measurement of frequency. One cycle per second equals one hertz (hz).

Independent television—Television stations that are not affiliated with networks and that do not use the networks as a primary source of their programming.

Information services—Broad term used to describe full range of audio, video and data transmission services that can be transmitted over the air or by cable.

Interactive—Allowing two-way data flow.

Interlaced scanning—Television transmission technique in which each frame is divided into two fields. NTSC system interleaves odd-numbered lines with even-numbered lines at a transmission rate of 59.94 fields per second.

ITFS—Instructional Television Fixed Service.

khz—Kilohertz. One thousand hertz (cycles) per second.

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

LO—Local origination channel.

MDS—Multipoint distribution service.

mhz—Megahertz. One million hertz (cycles) per second.

Microwave—Frequencies above 1,000 mhz.

MSO—Multiple cable systems operator.

Must carry—Legal requirement that cable operators carry local broadcast signals. Cable systems with 12 or fewer channels must carry at least three broadcast signals; systems with 12 or more channels must carry up to one-third of their capacity; systems with 300 or

fewer subscribers are exempt. The 1992 Cable Act requires broadcast station to waive must-carry rights if it chooses to negotiate retransmission compensation (see "Retransmission consent").

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

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

PPV—Pay-per-view.

Progressive scanning—TV system where video frames are transmitted sequentially, unlike interlaced scanning in which frames are divided into two fields.

PSA—Public service announcement.

PTV—Public television.

Public radio—Radio stations and networks that are operated on a noncommercial basis.

Public television—Television stations and networks that operate as noncommercial ventures.

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

Retransmission consent—Local TV broadcasters' right to negotiate a carriage fee with local cable operators, as provided in 1992 Cable Act.

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.

Signal-to-noise ratio—The ratio between the strength of an electronically produced signal to interfering noises in the same bandwidth.

SMATV—Satellite master antenna television.

STV—Subscription television.

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

Teletext—A one-way electronic publishing service that can be transmitted over the vertical blanking interval of a standard television signal or the full channel of a television station or cable television system. The major use today is for closed-captioning.

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 frequencies and amplifies them before retransmitting them back to ground.

UHF—Ultra high frequency band (300 mhz-3,000 mhz), which includes TV channels 14-83.

Uplink—Earth station used for transmitting to satellite.

VHF—Very high frequencies (30 mhz-300 mhz), which include TV channels 2-13 and FM radio.

Videotext—Two-way interactive service that uses either two-way cable or telephone lines to connect a central computer to a television screen.

List of Abbreviations Used in *Broadcasting & Cable Yearbook*

*	noncommercial	div	diverse	MSO	multiple system operator
a	annual	DMA	Designated Market Area	mthly	monthly
A&E	Arts & Entertainment	dups	duplicates	MTV	Music Television
actg	acting	Eds	editors	mus	music
admin	administrative	Ed Bd	Editorial Board	music rev	music reviews
adv	advertising	educ	educational	mw	medium wave
affil	affiliate	engr	engineer	N	night
affrs	affairs	engrg	engineering	na	not available
AFRTS	Armed Forces Radio and TV Service	EPG	Electronic Program Guide	NAB	National Association of Broadcasters
alt	alternate	ERP	effective radiated power	natl	national
ant	antenna	ESPN	Entertainment & Sports Programming Network	net	network
AOR	album-oriented rock	ETV	educational television	NPR	National Public Radio
AP	Associated Press	exec	executive	nwspr	newspaper
assn	association	FCC	Federal Communications Commission	off	officer
assoc	associate	film rev	film reviews	opns	operations
asst	assistant	fortn	fortnightly	per	personnel
atty	attorney	Fr	French	play rev	play reviews (theatre reviews)
aur	aural	g	ground	Pol	Polish
aux	auxiliary	gen	general	pop	population
bcst	broadcast	Ger	German	PR	public relations
bcstg	broadcasting	govt	government	pres	president
bcstr	broadcaster	HAAT	height above average terrain	PRI	Public Radio International
bd	board	HBO	Home Box Office	progmg	programming
BET	Black Entertainment Television	horiz	horizontal polarization	progsv	progressive
bi-m	every two months	hqtrs	headquarters	prom	promotion
bk rev	book reviews	ind	independent	PSA	presunrise authority, public service announcement
bldg	building	info	information	ptnr	partner
bor	borough	instal	installation	pub affrs	public affairs
bttl	beautiful	ISBN	International Standard Book Number	publ	publicity
C-SPAN	Cable Satellite Public Affairs Network	ISSN	International Standard Serial Number	q	quarterly
CATV	community antenna television	illus	illustrations	quad	quadraphonic
CBC	Canadian Broadcasting Corp.	irreg	irregular	record rev	record reviews
CEO	chief executive officer	lt	Italian	rel	relations
ch	channel	khz	kilohertz	relg	religion
CH	critical hours	kw	kilowatts	rep	representative
chg	charge	loc	local	RFE	Radio Free Europe
CHR	contemporary hit radio	LPTV	low power television	rgn	region
chmn	chairman	LS	local sunset	rgnl	regional
circ	circulation	lstng	listening	RL	Radio Liberty
coml	commercial	lw	long wave	rsch	research
contemp	contemporary	m	meters	s-a	twice annually
COO	chief operating officer	MDS	Multipoint Distribution Service	s-m	twice monthly
coord	coordinator	mdse	merchandising	s-w	twice weekly
CP	construction permit	mfg	manufacturing	sec	secretary
CRTC	Canadian Radio-television and Telecommunications Commission	mgng	managing	sep	separate
C&W	country & western	mgr	manager	sh	shares
D	day	mgmt	management	SH	specified hours
d	daily	mhz	megahertz	sls	sales
DA	directional antenna	mi	miles	SMATV	satellite master antenna television
dance rev	dance reviews	mktg	marketing	Sp	Spanish
DBS	direct broadcast satellite	MMDS	Multichannel Multipoint Distribution Service	sr	senior
dev	development	mo	month	ST	shares time
dir	director	mod	modification	stn	station
		MOR	middle of the road	sub	subscriber

List of Abbreviations

suptsuperintendent	TNNThe Nashville Network	UPNUnited Paramount Network
supvrsupervisor	traftraffic	varvariety
svcsservices	transtranslators	vertvertical polarization
swshort wave	treastreasurer	VHFvery high frequency
tterrain	twptownship	video revvideo reviews
techtechnical	TWXTeletypewriter Exchange	visvisual
tele revtelevision reviews	Uunlimited	VOAVoice of America
3/mthree times a month	UHFultra high frequency	vpvice president
3/ythree times a year	UPIUnited Press International	wwatts
				wklyweekly