

GATES INTERCOM

PUBLISHED BY AND FOR THE EMPLOYEES OF GATES RADIO COMPANY
A DIVISION OF HARRIS-INTERTYPE CORPORATION

VOLUME 10

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NOVEMBER, 1971

KETC-TV ST. LOUIS ON CHANNEL 9 WITH DUAL 35 kW TV TRANSMITTERS



Gates TV transmitters brighten horizons at KETC-TV.



Newly constructed home of KETC-TV - St. Louis, Missouri.

KETC-TV is not to be outdone by any TV station in St. Louis, now that it is transmitting with dual television transmitters from Gates. When KETC-TV made plans to transmit in color it moved to a new location and updated its equipment with two Gates' 35 kW transmitters. The two BT-35H transmitters operate in parallel and feed 40.7 kW visual and 8.2 kW aural power into the transmitting antenna.

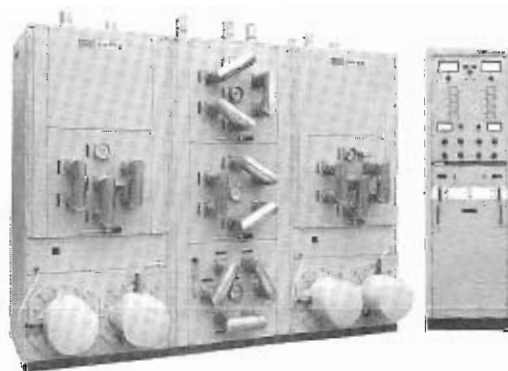
They are operated in parallel to supply complete redundancy which provides KETC-TV a transmitting system designed to operate without loss of air time.

Coverage area and color quality have both been greatly increased and improved through KETC's new 1,073 foot tower, and the powerful Channel 9 signal now reaches an area of 60,000 miles.

After six years of planning, the KETC Broadcast Center is fully equipped with playback film and tape facilities, automated video and audio control, as well as new Gates' transmitters and a Gates' designed RF switching system. In short, it is set up for first-class operation.

KETC-TV was the sixth educational television channel to begin operation in the United States. It is supported by the St. Louis County Cooperative School Districts, the Arts and Educational Council of Greater St. Louis, and membership subscriptions for outlying school districts outside the St. Louis area.

OCT. RECORD MONTH FOR SHIPMENT OF TV TRANSMITTERS



RF switching system for WOI-TV.

October of '71 will always be remembered as the first month we shipped three high power IF modulation TV transmitters to U.S. television station customers. Two BT-18L low band transmitters were shipped to Station WOI-TV in Ames, Iowa, and a 35 kW, Model BT-35H, went to Station KDIN-TV in Des Moines, Iowa. The two transmitters shipped to WOI were accompanied by a complex RF switching system that was designed and built to exact customer specifications. The basic purpose of this RF switcher is to allow the combined transmission of the two BT-18L's or the single use of one transmitter. This changeover in switching can mean the difference between staying on the air at a reduced power or leaving the air completely while repairs are made. These two shipments to Iowa came close to equaling or exceeding the largest WDCA shipment that was made to Washington, D.C. in December of 1970.

October 29th will also be remembered as a good day by the folks in the Shipping Department, for on the 29th, eight radio transmitters were shipped. Any time we ship eight, we know we have been busy.



FOCUS FOCUS FOCUS FOCUS

STAYING ON TOP

How does a company that wants to maintain its industry leadership stay on top? This question is particularly vital to all of us at Gates, and it seems to be timely to explore the elements of industry leadership.

As leadership status is granted to a company by its customers and by nobody else, several dynamic conditions should be present if any company is to maintain the confidence and loyalty of its customers. These are:

1. The company must build trouble-free, reliable products—equipment which, when the customer gets it, performs as the company said it would.
2. The prices for the company's products should be reasonable and attractive. They may not be the very lowest, and cannot always be the highest, but the prices must always reflect value received.
3. The company must continually monitor the quality, performance, and features of its products, using value analysis to be sure that unnecessary frills or costly features with marginal benefits are eliminated. Value analysis should also uncover overlooked but essential features so that they can be designed into the product in an orderly manner.
4. The company should be capable of providing fast service to meet customers' needs.
5. The company will use market research tools to identify shifting industry trends which might require changes in existing models or completely new product designs.
6. The company must utilize new technology and develop new products to meet changing customer requirements. It must also try to introduce these new products ahead of competitors.

Sometimes a totally new product concept, such as the Xerox machine and the Polaroid camera, propel a company into industry leadership. But this leadership is not always guaranteed and may not be sustained unless the company makes a determined effort to stay on top.

Regardless of how it got there, once it attains leadership, the key factor which enables a company to remain the leader in its field is the quality of its product. This is always of prime importance. A leadership company acquires a reputation of producing reliable equipment which provides long-lasting, trouble-free service to customers, and which gives the user tangible benefits in cost or performance.

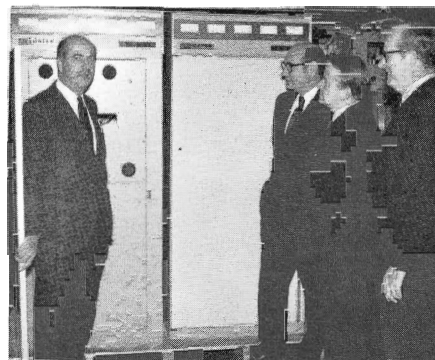
If we can make the customer believe that our product is the best for him—not an easy job—then the product itself has to deliver on that promise. No advertising program can substitute for product performance.

It's fairly obvious that in a company such as ours, the product itself is all important. To stay on top we must all be somewhat product oriented, and in our own individual jobs work to make sure our equipment and the service behind it can do a better job for the customer than any other he can choose.

Lawrence J. Cervoy

Vice President-General Manager

EXECUTIVES FROM BRITAIN'S INDEPENDENT TELEVISION AUTHORITY VISIT GATES



In anticipation of commercial radio broadcasting in Great Britain next year, two executives from the Independent Television Authority visited Gates in October to become more familiar with our AM and FM transmitters. Shown looking at two BC-1H transmitters are (left to right) Thomas S. Robson, Assistant Director of Engineering, ITA; Larry Cervon, Baron Sewter, Network Manager, ITA; and Howard Young. Arrangements for this visit were handled by Tom Lee, Gates' representative in Great Britain.

1971 UNITED WAY CAMPAIGN SHOWS GAIN OF 24.6%



All areas of the campaign show an excellent increase from last year.

	1970	1971
Total Contribution	\$6,457.10	\$8,044.66
Percent of Participation	84%	87%
Ave. Gift Per Contributor	\$17.17	\$19.34
Ave. Gift Per Employee	\$14.41	\$16.83

These results reflect a strong sense of responsibility displayed by our Gates employees, 27 of which are Fair Share Givers.

SINCERE SYMPATHY

The Company wishes at this time to express sincere sympathy to Hans Bott in the death of his mother and to Glenn Foster in the death of his father.



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Edited By Personnel Dept.

Contributing Reporters:

Jeannie Genenbacher

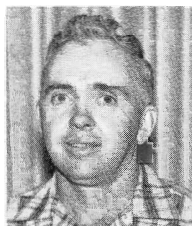
Cel Studer

Ruth Ann Skirvin

Betty Weber

Lois Butcher

Service Awards



15 years
Dean Fugate
Support & Repair



15 years
Maxine Rice
Material Ctrl.



15 years
Wayne Kaessen
Test Lab.



15 years
Don Meyer
Stock



10 years
Carol Waddell
Support & Repair



10 years
Frances Olson
Ind. Engrg.



10 years
Dexter Wheelock
Fabrication



10 years
Bob Roan
Shipping



10 years
Carol Daugherty
Ind. Engrg.



10 years
Jack Moulder
Audio Engrg.



5 years
Delores Whelan
Repair & Support



5 years
Marian Stark
Personnel



1 year
Maxine Crooks
Cable Assy.



1 year
Katie Parson
Data Processing



1 year
Julia Killday
Fabrication



1 year
Betty Stone
Audio Assy.

DISTRICT MANAGERS—RADIO BROADCAST SALES-MEET IN QUINCY NOV. 8 & 9

The Regional Sales Meeting was held in Quincy's Holiday Inn for the two days mentioned. New products were shown and workshop sessions were held. Awards were presented to two of our top radio salesmen for their 1970-71 sales records.

Ivey Raulerson proved that he can bag orders as well as deer by selling a whopping 86% of the new AM and FM transmitters that were sold in his territory during the current sales year. "Thus he became Gates Transmitter Salesman for 1970-71."

Bob Switzer bested his closest competitor by four points in the race for the Sales Achievement Award for 1970-71. Out of a possible

29 points, Bob came up with 25. Second place went to Ivey Raulerson with 21 points; third place to Red Lowder with 19 points; fourth place was shared by Paul Timpe and London England who each had 14 points and fifth place went to Bob Gorjance with 13 points.

Congratulations to all our salesmen for the fine record setting year of 1970-71, but a special "Thanks" to those mentioned above.

Assisting Joe Engle with the sales meeting were: Gene Edwards, Ed Gagnon, Larry Pfister, Rolland Looper, Bob McDonough, Dale Connor, Bob Bush, Bill Hoyt and Jim Barry.



Ivey Raulerson receives the award from Joe Engle upon becoming Gates Transmitter Salesman for 1970-71.



Bob Switzer receives the award and the congratulations from Gene Edwards for his fine record in winning the Sales Achievement Award for 1970-71.

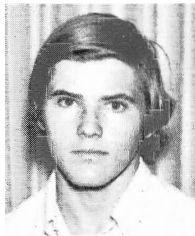
New Employees



Sharon Beedle
Prtd. Bd. Assy.



Lawrence Riley
Fabrication



Mike Jones
Fabrication



Frank Williamson
Fabrication



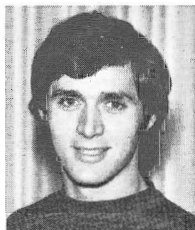
James Tucker
Automation Engrg.



Robert Horvath
Automation Engr.



George Hendrickson
Customer Service



Ronald Smith
Fabrication



Dolores Allensworth
Static Assy.



Charles Reddick
Fabrication



Edward Schober
N.Y. Serv. Center



Mildred Creely
Cable Assy.



Francis Welsh
TV Engrg.



Betty Merritt
Prtd. Bd. Assy.



Linda Hendricks
Cable Assy.



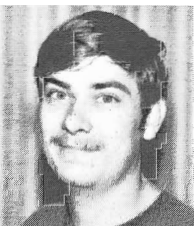
David Chandler
Fabrication



Stanley Hackert
Drafting



Sharon Stanbridge
Audio Assy.



Dana Sharp
Fabrication



Loretta Rottman
Engrg. Records



Ted Dutton
Ind. Engrg.



William Heiberger
Mech. Engrg.



Larry Allensworth
Fabrication



Lynd Carter
TV Adm.

GATES RADIO COMPANY

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Return Requested

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