Section I: This 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 communications law, public relations services, talent agents, and employment services. Part two, Associations, begins on page I-55 with the National Association of Broadcasters and includes trade organizations, professional associations and societies, and unions. Broadcast Education, part three, opens on page I-69 with broadcasting schools. The section continues with reviews of recently published books related to the Fifth Estate. It has been expanded to include English-language titles dealing with international broadcasting, arranged geographically. Following that is a list of colleges and universities offering degrees and courses in radio and television. On Page I-79, a new chart derived from the Yearbook radio database breaks down radio programming in the U.S. and Canada, with totals for each format, AM/FM comparisons and commercial/non-commercial comparisons.

Section H: This is the “Technology” section, begins with a list of U.S. and international equipment manufacturers and distributors, and continues with listings of frequency measuring services, videotext operations, teletext operations, videotext and teletext software and hardware suppliers, subcarrier VBI services, 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-61 a chart shows the growth of broadcasting, and on page H-63 a chart shows television and radio set sales from 1958-1986. The last part of Section H, beginning on page H-65, is the 1988 Buyer’s Guide, the yellow pages, a commercial directory to equipment, programming and broadcast services.

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MADEIRA BEACH, FLORIDA 33480
TELEPHONE (813) 391-2624

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103 Market Street
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ROADCASTING BROKER
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SAN LUIS OBISPO, CALIFORNIA 93401
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CABLE MUSIC NETWORK™

See our ads in Section E (“Satellites”) under “Audio Cable Programming Services” Section F (“Programming”) under “Producers, Distributors” & “Encore and Wilkes-Barre Radio/Keith Evans, Sr., Pres., 190 Prospect St., Wilkes-Barre, Pa. 18702-4897/Ph. 717-823-1166.”

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B

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Broadcasting/Cablecasting Yearbook 1988
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It's the world's first hi-performance, truly portable Ku-band satellite uplink. Each of the 13 A.T.A. approved cases weighs less than 100 pounds, and the complete system conforms to international baggage regulations. Checked as excess baggage, the S-1 arrives when you arrive. Economically.

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Edgewood, KY 41017
606-331-8990
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The On-Camera Audioclarifier is used mostly for talent. It comes with six different size ear tips or a custom ear piece. Both custom and lip models are also used for security and surveillance work.

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(619) 262-9393

METRO WEATHER!
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ADI ................................ Area of
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affil ................................ affiliate
aftrs ................................ affairs
AIRS .................................... Armed Forces
alt .................................. alternate
Am Pub ................................ American Radio
Ant .................................... antenna
AOR ................................ album oriented rock
AP ........................................ Associated Press
assoc ................................ associate
assl ................................ assistant
bcast ................................ non-commercial
atty ................................ attorney
aux ................................... auxiliary
bcst ................................... broadcast
bcstg ................................ broadcasting
bcstr ................................ broadcaster
bd ...................................... board
BET ................................ Black Entertainment Television
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“UPI has always meant integrity, accuracy and independence in news reporting.

It always will.”

Helen Thomas
White House Bureau Chief

United Press International
80 YEARS OF INDEPENDENT NEWS REPORTING
MPCS is a full service video company that provides the video professional with everything from videotape to video editing — all in our Video Center Building. So, not only can we save you money, we'll also save you time.

When you purchase with the MPCS advantage, you are choosing from one of the largest inventories in the industry. Our state-of-the-art showroom on the fourth floor is equipped to demonstrate equipment both simple and complex.

Down on the first floor, our Rental Department houses everything from VHS Camcorders to broadcast Betacam and full-blown U-Matic A/B Roll edit systems.

For those who need systems designed around a particular project, MPCS' new System Engineering Division is but a short walk upstairs to the third floor — as is our factory authorized Repair Center.

The International Production Center (IPC), located on the 6th and top floor of the MPCS Video Center Building, offers clients broadcast quality production packages, creative graphics, editing with digital effects and duplication services, again with the MPCS advantage — the highest professional quality at the most competitive prices.

So whether you need to rent a camcorder for a day, an edit suite for a week or you just want to browse at the newest industrial/broadcast equipment in our showroom — come to MPCS — where you can get it all under one roof!
A Glossary of Terms Used in Yearbook

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

Ghz-Gigahertz, 1,000 megahertz.

HDITV-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 into system.)

Herzt-A unit of frequency equal to one cycle per second. One kilohertz is 1000 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-15).

KHz-Kilohertz (see Herzt).

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

LOR-Local origin channel.

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

LV-Laser Vision (optical video).

MDS-Multichannel distribution service (see page A-7).

MHz-Megahertz (see Herzt).

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.

PFP-Pre-payment.

PSA-Public service announcement.

PTV-Public television.

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

SAC-Subsidized communications authorities. Authorized and 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 broadcast TV.

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-Videotape recorder.