



FM GUIDE TO THE... **NEW
BRIGHT
SOUND**
IN RADIO BROADCASTING

RCA Radio Broadcast
Systems





YOUR AUDIENCE

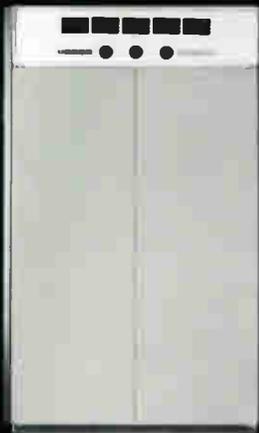
Today's FM listener knows what he likes, he wants his sound delivered the way he likes it . . . if it's rock, he wants it loud, jazz he wants it mellow, talk, he wants it crisp. He's a new breed of listener educated in sound. He's a listener with a tuned ear, your audience.

YOUR SOUND

Jazz, rock, pop, classical, country and western, easy listening or talk. You want what makes it sound best, what captures the talents' sound and delivers it with the fidelity that your audience wants . . . but, at the operating efficiency rate that you expect. Your sound is your station's trademark. And when it comes time to upgrade your station's FM equipment you will choose the equipment that will enhance your sound . . . make it brighter, fresher. The FM equipment that will make a positive difference to your sound . . . A difference that can be heard . . . the difference found in . . .

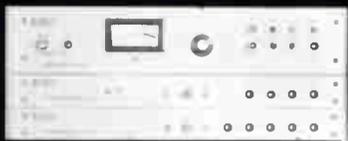
RCA'S NEW BRIGHT SOUND

Our NEW BRIGHT SOUND family of radio equipment offers nearly everything you need to add new impact to your distinctive sound. It's a state-of-the-art family, with improved capability to deliver your sound optimally. It's a technically superior line that has the products to produce the system that will deliver your sound . . . brightly, crisply, completely . . . and at the volume your audience demands. RCA's FM system delivers your sound . . . delivers your audience. Follow the FM trend to RCA's NEW BRIGHT SOUND.



FULL DIMENSION TRANSMITTERS

Get your total sound potential to your total potential audience with RCA's new "ES" family of FM transmitters featuring a new exciter system for crisp, complete signal delivery. There are 30 models to choose from, available in any combination to meet your power requirements with greater efficiency, performance and reliability.



PURE SIGNAL EXCITER

Maximum fidelity in signal transmission is assured with the new entirely solid-state exciter. Your audience will notice the difference.



PEAK MODULATION AUDIO SIGNAL PROCESSORS

Put a new brightness in your sound and new efficiency in your operation with audio signal processors that free your operator for more creative activity, and permit clean, responsive delivery of your sound at maximum loudness.





WIDER COVERAGE CP ANTENNAS

The "BF" family of pattern optimized antennas... for efficient use of your transmitter power and maximum coverage of your audience. Choose from more than 100 low and high gain models that put your sound where your audience is.



MONITORS, REMOTE CONTROL, STL EQUIPMENT

Add new horizons of efficiency and flexibility to your FM broadcast operation with RCA equipment that monitor peak sound delivery, provide worry-proof remote control, and permit private control of high-quality program transmission and reception.



AUDIO

There's a complete family of audio products to complement your sound delivery. From turntables to tape machines to consoles and more... these high quality products add new dimension to your own unique sound.



TRANSMISSION LINE

Efficiency in transferring transmitter power to your antenna is assured with RCA's family of rigid and semi-rigid coaxial FM transmission lines. Economy, dependability, and ease of installation are common to these products.



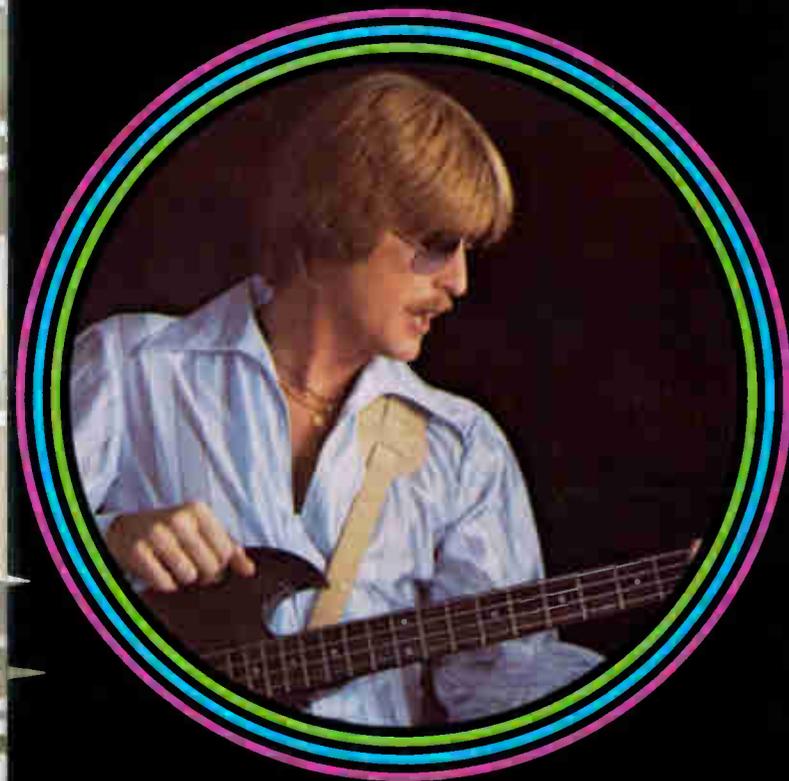
THE "ES" FAMILY OF TRANSMITTERS FOR YOUR SOUND

The hot, bold blast of the trumpet, the cool smooth tones of the vocalist, the reverberating ring of the electric guitar, whatever your sound, its special qualities must be delivered to *all* your audience in their purest form, moment to moment, day in, day out. You want your sound to reach your listeners' ears at the same strength and clarity you hear in the studio.

RCA's "ES" family of transmitters offers uncompromised sound transmission. You will reach more of your audience because whatever "ES" transmitter you choose, its output capability assures that you get the full benefit of your authorized power.

A new dimension of clarity is added to your sound due to the low distortion characteristics of RCA's new exciter integral to every "ES" transmitter. Improved reliability and efficiency are results of solid-state construction. This means your sound stays on-air with less power consumption than found in transmitters of comparable power outputs.

RCA



MONO

The BTE-115 FM exciter system uses direct frequency modulation to provide excellent frequency response, low distortion and low noise. Puts a brightness in your sound, more sound gets through, cleaner and crisper. Solid-state construction throughout assures long-life, cool operation, and extended reliability. It's simple to maintain, too. Completely modular, integrated design means easy accessibility...no module extenders or umbilical cords to contend with during service. And, complete metering facilities permit simplified tuning with minimum test equipment.

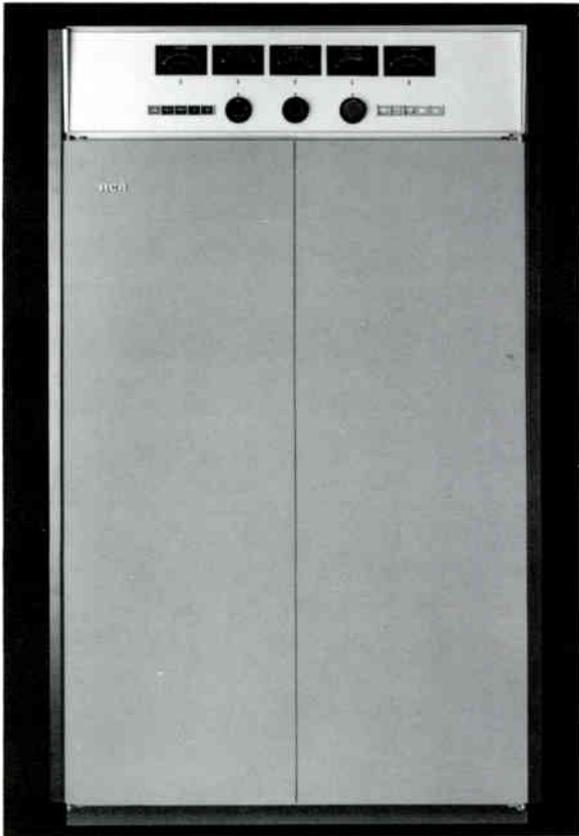
STEREO

Operating on stereo now or plan to? The BTE-115 easily adapts...just plug-in the BTS-101 stereo generator module and you're in business. And the BTS-101 is packed with performance features to enrich your stereo sound...identical radio channels with filtering to resist noise, symmetrical switching to maintain frequency response and low distortion, pushbutton switching for control accuracy.

SCA

Subscription activities increase your revenues. Expand or replace your present capabilities with the BTX-101 SCA generator. Plug-in the BTE-115 compatible module or upgrade RCA exciters of compatible earlier design with the self-powered model. Built-in overmodulation limiter means your subscribers receive your sound crystal clear, without crosstalk with your main program channel.





“ES” FAMILY OF FM TRANSMITTERS

BTF-40ES1

If you need a high powered transmitter that can operate day and night, continuously, here's your best choice. We've combined two duplicate 20 kW transmitters to punch out a full 40 kW of big power... enough to reach your most distant listener.

BTF-20ES1

Puts 20 kW of power capability in your business of sound. The BTF-20/20ES1 gives you alternate-main capability to keep you on-air at full power 24-hours a day, every day of the year.

BTF-10ES1

This 10 kW transmitter can grow as you grow. Expand power capability to 20 kW and even 40 kW right in the field with the replacement of just a few system components. The BTF-10 + 10ES1 gives you added reliability and redundancy for 20 kW of output power. Where optimum dependability is essential the BTF-10/10ES1 alternate-main system delivers 10 kW of power reliably.

BTF-5ES1

Your growth potential is maximized with this 5 kW transmitter. Increase your power capability to 10 kW, 20 kW, 40 kW... simply, economically... lower power components can be replaced right on your premises. Select BTF-5 + 5ES1 for 10 kW of power, backed-up with 5 kW standby. BTF-5/5ES1 transmits your full sound, even under main transmitter failure.

BTF-5ES2

A compact, 5 kW transmitter with less power consumption for more economical operation. BTF-5 + 5ES2 system provides 10 kW redundant transmission. Select BTF-5/5ES2 for worry-proof 5 kW output.

BTF-3ES1

Operate from 3-phase or single phase power with this 3 kW transmitter. For 6 kW output power and 3 kW standby choose BTF-3 + 3ES1. Parallel transmitters in BTF-3/3ES1 permit highly reliable alternate-main operation.

FEATURES

- Employs advanced solid-state BTE-115 exciter.
- Excellent frequency response and low distortion.
- Operate in the standard 87.5 to 108 MHz band.
- Silicon rectifier power supplies and solid-state circuitry provide long life and dependability.
- Remote control capability.
- Front panel metering.



AUDIO PROCESSING

The crescendo rises...cymbals crash, it's the sound of Bach—at its best. The tempo quickens, saxophone wails a racy rhythm...it's the disco sound—completely together. Greatest fidelity and maximum loudness, essentials to these sounds—to your sound.

RCA produces a system of audio processing equipment designed to maintain the full percussive attack of the music but eliminate distortion. Sound quality is improved, no thumps, ringing, gain pumping. No matter what the volume...your sound reaches your audience at maximum fidelity.

AUDIO PROCESSOR

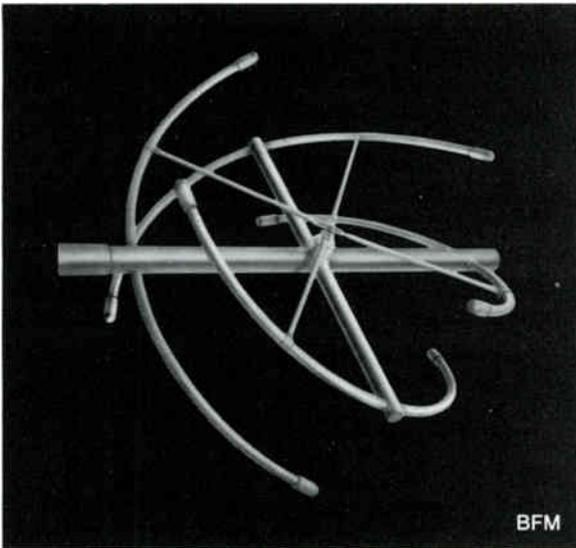
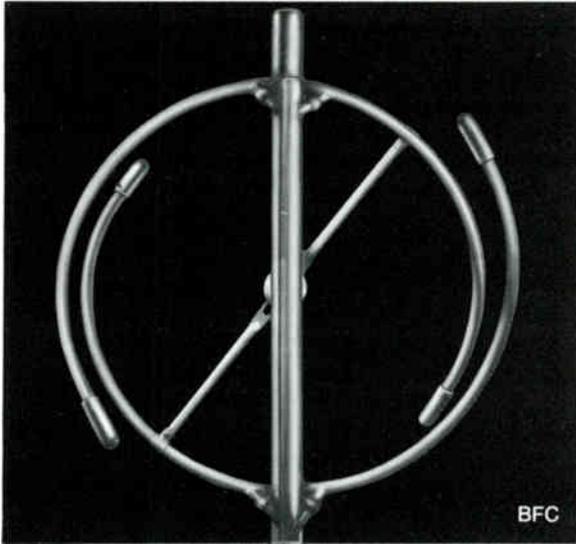
The sure cure for overmodulation. The BA-150 DOC processor is a unique system that utilizes the time-proven technique of peak clipping preferred by the majority of listeners. It is a sophisticated peak clipper that forms bi-level clipping to precisely control and maintain high frequency peaks without audible filter ring. The BA-150 permits clean, responsive signal transmission. Your audience will notice a freshness and new brightness in your sound that will keep them tuning in.

AUTOMATIC GAIN CONTROLLER

The BA-145 amplifier for mono or stereo broadcasting makes the most of your loud sound over extreme variations of program levels by automatically adjusting gain to maximize average modulation. Rather than continuously riding gain, the BA-145 makes gain changes under a strict set of logical conditions. Undesirable side effects found in conventional AGC amplifiers are eliminated. You get complete control of the widest input dynamic range of your sound style—be it Bach, rock, or talk.

PEAK LIMITER

More of your sound will reach your audience with the BA-146. Its limiter action allows increased transmitter modulation without overmodulation. The BA-146 attacks modulation peaks that would result in overmodulation by applying inaudible limiting action at a fast rate. Your sound is cleaner, louder. Asymmetrical and symmetrical limiting permits fine tuning for your varying program formats. Release time can be adjusted to suit programming as required. Built-in proof-of-performance testing facilities allow measurement without system disconnection.



RCA ANTENNAS DELIVER YOUR SOUND

ANTENNA OPTIONS

Now, you have the freedom to bring *more* of your audience within reach. RCA's "BF" family of circularly polarized antennas gives you a wider margin of choice in selecting the antenna equipment that can deliver the audience you want with top notch efficiency.

There's a wide range of arrays, pole or side mounts, and all-weather options that can be matched to suit your particular application.

Need better coverage of that segment of your audience that's located close to your station? Then you may want to team up a high power transmitter with a low gain "BF" antenna for delivery of your sound "close-in"

For cases where audience density is further out, combine a "BF" family high gain antenna and low power transmitter. You'll gain maximum sound delivery with greater economy. Your own NEW BRIGHT SOUND will reach more of your audience...at less cost, more

efficiency.

Whether you need an antenna with high gain or low, pole or side mounted, RCA's family of "BF" antennas has the right antenna with the right power handling capability to get your NEW BRIGHT SOUND to *more* of your listeners. You can choose from over one hundred variations of six "BF" circularly polarized antennas.

BFM Series Quadrapole FM Antennas, the newest edition to the family, are wide bandwidth, high power input capability antennas. They exhibit 18kW power rating per section and in stacked arrays of up to 16 sections have 40 kW input power. Special arrays suitable for multi-station operation and/or having high power input ratings are available. Low ice sensitivity eliminates the need for de-icers in areas subject to light icing conditions. De-icers are available for use in more severe environments.

BFC Series Antennas, the most popular of RCA FM circularly polarized antennas, have power ratings of 4 kW per section (10 kW with radomes) and are available in stacked arrays of up to 16 sections with input ratings of 40 kW.

BFG Series Tri-Pole Antennas, with 6 kW power rating per section, come in stacked arrays up to 16 sections with 40 kW maximum power ratings. Horizontal and vertical polarization ratio is factory adjustable for maximum horizontal power, permitting operation with existing limited power transmitters.

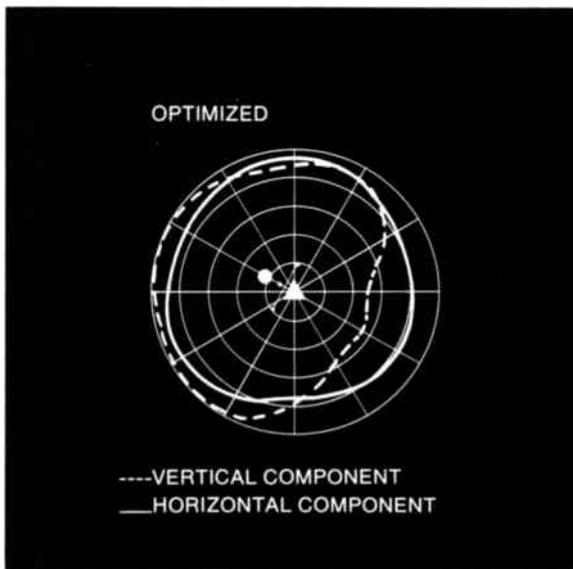
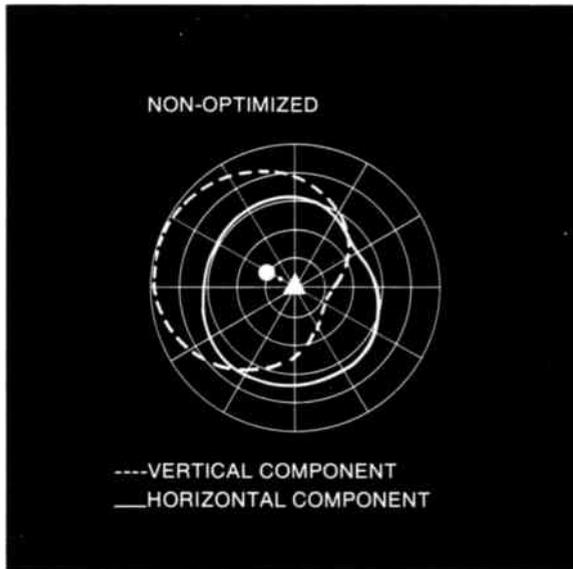
BFH Series Antennas are ideal for the investment-minded broadcaster seeking excellent performance at a readily affordable price. Available in stacked arrays of up to eight sections with power ratings to 12 kW.

BFI Series Antennas are offered in one- and two-section arrays for the educational or campus FM station requiring less than 500 watts antenna power input capability.

BFJ Series FM Panel Antennas provide the ultimate in horizontal/vertical component circularity at power ratings from 20 kW to 45 kW. Radomes are recommended for use in areas with heavy icing conditions.

FEATURES

- Pole or side mounting hardware is provided permitting ease of installation on new or existing structures.
- Unique, integral effective de-icers are available for most BF antennas to assure effective delivery of your sound under frigid weather conditions. For climates which are particularly severe, ice preventing radomes are offered for most antennas.
- Fabricated from 304 stainless steel using heliarc welding techniques for long life and maximum protection from damage by falling ice.



ACTUAL CASE STUDY

Note how optimization has provided a more omni-directional radiation pattern particularly in the vertical component.

ANTENNA PATTERN OPTIMIZATION

Optimum signal coverage of your broadcast area begins with selection of your RCA FM antenna. But there's more to maximum audience coverage than simply choosing the right antenna. Placement of your antenna on your tower is highly critical to antenna performance.

Because correction of coverage problems after installation can prove to be costly, indecisive or simply impractical, the exact tower location of your antenna, for best results, has to be accurately predicted before installation. Until now, methods which provided true pattern performance beforehand proved to be a highly expensive operation which few could afford because of the complexity of calculations required and the necessity for full scale measurements.

Now there's a better way to be confident you're on the right track before you install your antenna. RCA offers a time proven, cost effective method which means that when your antenna goes up you'll get the best audience coverage possible.

For a modest fee, RCA constructs an accurate scale model of your tower and measures the radiation patterns obtained using a model of your choice of RCA FM antenna. Antenna position is adjusted and patterns corrected to the maximum degree possible to provide the best obtainable patterns for your needs.

Your share of the effort is minimal, but the benefit to you is high. We ask for drawings of your tower and a map showing your prime coverage areas, the location of the tower, and the orientation of the tower. RCA consults with you, your chief engineer or consultant, if you wish, to make sure every pertinent detail is taken into consideration and that your needs are fully understood and met. Radiation patterns are submitted for your approval before the antenna is fabricated. If special pattern shaping means prove desirable, you are shown the benefits and advised of any additional costs.

RCA's Antenna Pattern Optimization Service is an inexpensive method that saves time and expense in getting your NEW BRIGHT SOUND to your audience, optimally. Try it before you buy your next RCA FM antenna. It will help you get your sound on mark!



BC-50



BC-300



RT-127

AUDIO

The NEW BRIGHT SOUND begins in your studio with RCA audio equipment designed to add new fidelity to any performance...live or pre-recorded. There's a wide range of products to heighten the quality of your unique sound. There's new flexibility, too. Install what you need now, expand your capability as you grow. RCA audio products are built for your future growth.

CONSOLES

BC-500 SERIES

Mono, stereo, even quad configurations are standard with this flexible and versatile broadcast audio console. Units are available in capabilities from 12 inputs and up. Featuring a large variety of standard modules and options, the BC-500 series can easily configure to your specific requirements. Superb quality, rugged construction and careful attention to RFI immunity makes the BC-500 series true top-of-the-line audio consoles.

BC-50

Do it yourself...or have us build and test a customized console that has almost everything

you desire in audio control. The flexibility of the BC-50 centers around a "Unimodule" which serves as an input mixer, submaster mixer or echo/send/return level control through use of a series of plug-in submodules. Its modular design permits future expansion...at minimal expense, with minimal effort. Choose mono, stereo, quad or multiple-channel operational capability.

BC-300 SERIES

Designed specifically with the needs of today's radio broadcaster in mind, the BC-300 series of consoles provides an excellent combination of high quality, advanced human engineering with functional flexibility. These dual channel, stereo or mono consoles are available with six, eight and ten mixers. Each mixer channel accepts four inputs and is complete with a standard remote start feature. The BC-300 series is an excellent complement to your choice of RCA transmitting equipment.

CARTRIDGE-TAPE PLAYERS AND RECORDERS

There are 140 versions of three basic machines: RT-125 with 1 minute capability, RT-126 with 15 minutes and RT-127 with 30 minutes. There are units to accommodate NAB A, A and B, or A, B, and C cartridges. You can choose stereo or mono operation, play-only, or record-play operation. Select from a variety of facilities including: fast-forward shuttle, automatic audio mute, end-cue, trip-cue, switching and more. Solid-state construction provides long-life and low maintenance. Field expandable design permits addition of future capability whenever needed.

BQ-52 DC SERVO TURNTABLE

A new turntable from RCA, the BQ-52 features a DC-servo drive motor coupled with rim drive. This configuration provides the best of both worlds...the ultra low wow and flutter of DC-servo motor driven turntables and the high torque associated with rim drive. Thus, the BQ-52 gives your operators the flexibility to slip-cue with ease, yet back-cue without having to fight a platter brake. The high torque of the rim drive also means quick start-up. Also featured on the BQ-52 is continuous speed control from 10 to 80 RPM with LED readout of the platter speed. Audio freedom...get it from the BQ-52 at a price you can afford.

MORE AUDIO PRODUCTS

RCA supplies a wide choice of microphones, turntables, tape machines, intercoms and cabinets as part of the NEW BRIGHT SOUND FM equipment system. Whatever your needs, we have the equipment to complete any studio operation.



TRC-15A

MONITORS, REMOTE CONTROL AND STL EQUIPMENT

Beyond the broadcast equipment that is responsible for the essence of your sound... that equipment that produces your sound... there are units which bring added control and flexibility to your business of sound.

With the RCA line of monitors, remote control and STL equipment you know the quality of your distinctive sound is on track whatever your transmitter location.

RCA MONITORING SYSTEM

- BW-75A monitors main carrier frequency and combined main-carrier modulation to help maintain true fidelity in the monophonic transmission of your sound.
- BW-85A monitors pilot frequency and amplitude plus other signal components to help maintain rich, full transmission of your stereo programming.
- BW-95A monitors up to four SCA subcarrier frequencies, amplitude and modulation for maintenance of high quality subscriber services.
- BW-100B amplifies off-air signals for monitoring by the BW-75A.

Available as four separate units, the system provides individual units for separate monitoring tasks. As you grow, units may be added and combined to suit the monitoring task at hand. Unnecessary investment is curtailed... additional capability added only when needed. Your sound quality is maintained at minimal investment.

AM/FM REMOTE CONTROL

RCA offers the TRC-15A for worry-proof remote control of your AM/FM transmitters. There's a model for wire or wireless operation. Each provides fifteen metering channels and 30 individual control functions to free your engineers to concentrate on the production of your sound.

STL AND RPL EQUIPMENT

For additional programming flexibility, RCA supplies a full line of matched RPL and STL receivers and transmitters for your remote requirements.



TRANSMISSION LINE

In the chain of broadcast equipment that carries your sound to your audience, transmission line plays an essential role. Failures—during prime time or at the top of a 1,000 foot tower—due to faulty assembly and/or stress can be costly. Reliability and ease of installation become the prime considerations when selecting transmission line.

The exclusive and success-proven design of RCA's "Universal" rigid transmission line features very high reliability and easy, inexpensive installation. Its unique Marmon clamp coupling prevents misalignment during installation and the fully-captive "O-ring" gasket assures a leakproof joint. Heliarc welding of outer conductors prevents gas leaks and heat damage at joints. Wristband expansion joints prevent transmission resistance and flashovers due to galling. Other features including thick-wall copper elbows, inner conductor support and split proof bullets increase life and electrical stability.

For applications where curves and odd bends abound, RCA carries a line of semi-rigid transmission line.

See the **NEW BRIGHT SOUND** Optimization chart for help in selecting the right RCA transmission line for your broadcast system.

RCA SOUND OPTIMIZATION

Effectiveness of your sound delivery system depends upon your combination of system equipment. Quality, reliability and performance features of equipment must be considered. In the final analysis, it is the reliability and performance of these units in combination that is important to your sound quality.

The adjacent chart has been devised to aid you in selecting the FM transmitting equipment which will provide the most effective and efficient delivery of your sound. It does not cover every possible selection available, but does provide typical combinations of products to guide you in preliminary planning.

RCA's NEW BRIGHT SOUND

There's a whole new world of success potential in FM broadcasting today. RCA's NEW BRIGHT SOUND Family of broadcast products can help you make the most of your own potential. There's a whole world of equipment choices, and optimization plans to help you get more out of what you've got... your sound.

LET US HELP YOU PLAN YOUR NEW BRIGHT SOUND OF THE FUTURE. HERE'S HOW TO GET STARTED

You'll want detailed information on those products specifically suited to your needs; this information is available in the form of specification sheets. Complete the attached postage-paid business reply card and mail it today. A salesman will call if you so desire; information will be sent by return mail. Detailed proposals and system pricing are available from RCA salesmen and any of the sales representatives listed on the back cover.

SOUND OPTIMIZATION SELECTION CHART*

ERP	Transmitter Types
100 kW	Any 40 kW (RCA BTF-40ES1)
100 kW	Any 20 kW (RCA BTF-20ES1 or BTF-10 + 10ES1)
50 kW	Any 40 kW (RCA BTF-40ES1)
50 kW	Any 20 kW (RCA BTF-20ES1 or BTF-10 + 10ES1)
50 kW	Any 10 kW (RCA BTF-10ES1 or BTF-5 + 5ES1)
20 kW	Any 20 kW (RCA BTF-20ES1 or BTF-10 + 10ES1)
20 kW	Any 10 kW (RCA BTF-10ES1 or BTF-5 + 5ES1)
20 kW	Any 10 kW (RCA BTF-10ES1 or BTF-5 + 5ES1)
20 kW	Any 5 kW (RCA BTF-5ES1)
10 kW	Any 10 kW (RCA BTF-10ES1 or BTF-5 + 5ES1)
10 kW	Any 5 kW (RCA BTF-5ES1)
10 kW	Any 3 kW (RCA BTF-3ES1)
3 kW	Any 10 kW (RCA BTF-10ES1 or BTF-5 + 5ES1)
3 kW	Any 5 kW (RCA BTF-5ES1)
3 kW	Any 3 kW (RCA BTF-3ES1)

*Equipment listed is based on ERP levels indicated with 500 feet of transmission line. Depending upon real transmission line length, other combinations of antennas and transmitters are possible. Call your local RCA Representative for complete application assistance.

Antenna Type	Transmission Line
Any 5-Bay or 6-Bay, med. gain (RCA BFM-5, BFC-5, BFC-6 with radomes or BFM-6)	Any 3½" rigid (RCA MI-27791D or MI-19089)
Any 10-, 12- or 16-Bay, high gain (RCA BFC-10, -12, or -16 or BFM-10, -12 or -16)	Any 3½" rigid (RCA MI-27791D or MI-19089)
Any 3- or 4-Bay, low gain (RCA BFM-3, BFM-4 or BFC-4 with radomes)	Any 3½" rigid (RCA MI-27791D or MI-19089)
Any 5-Bay, or 6-Bay med. gain (RCA BFM-5, BFM-6 or BFC-6)	Any 3½" rigid (RCA MI-27791D or MI-19089)
Any 10-, 12-, 16-Bay, high gain (RCA BFC-10, BFC-12, or BFC-16)	Any 3" semi-rigid
Any 3-Bay, low gain (RCA BFC-3 with radomes)	Any 3" semi-rigid
Any 4-Bay, low gain (RCA BFC-4)	Any 3" semi-rigid
Any 5-, 6-, or 7-Bay, med. gain (RCA BFC-5, BFC-6, BFC-7, BFH-6 or BFH-7)	Any 1½" semi-rigid
Any 8-Bay med. gain or 10-Bay, high gain (RCA BFC-8, BFC-10, or BFH-8)	Any 1½" semi-rigid
Any 3-Bay, low gain (RCA BFC-3)	Any 1½" semi-rigid
Any 4- or 5-Bay, low gain (RCA BFH-4, BFH-5)	Any 1½" semi-rigid
Any 6-, 7- or 8-Bay, med. gain (RCA BFH-6, BFH-7 or BFH-8)	Any 1½" semi-rigid
Any 1-Bay, low gain (RCA BFC-1 with radomes)	Any 1½" semi-rigid
Any 2-Bay, low gain (RCA BFC-2)	Any 7⁄8" semi-rigid
Any 3- or 4-Bay, low gain (RCA BFC-3 or BFC-4)	Any 7⁄8" semi-rigid

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