BROADCASTERS

CLINIC 1978

The Wisconsin Center
702 Langdon Street
Madison, Wisconsin

WEDNESDAY and THURSDAY
OCTOBER 18-19, 1978

University of Wisconsin—Extension
Communication Programs
GENERAL INFORMATION

FEE: Both days, $45; single day, $30.
The registration fee includes all lectures, continental breakfasts, luncheons and hor d’oeuvres as well as dinner on October 18.

CREDIT: A total of 1.3 Continuing Education Units (CEU’s) can be earned from UW-Extension by individuals participating in this program. These units are increasingly being accepted as evidence of educational attainment by professional associations.

LODGING: Please make your own arrangements with the hotel or motel of your choice. We suggest making your reservations as far in advance as possible since lodging in Madison is difficult during many periods of the year. If you make your reservation one week or less in advance of your program date, we advise that you do it by telephone and specify your time of arrival. The following hotels and motels are within walking distance of The Wisconsin Center.

Edgewater Motor Hotel, 666 Wisconsin Avenue at Lake Mendota, (608) 256-9071.
Howard Johnson’s Motor Lodge, 526 West Johnson Street (Downtown/Campus), (608) 251-5511.
Madison Inn, 601 Langdon Street (at Frances Street), (608) 257-4391.
Town/Campus Motel, State Street at Frances Street, (608) 257-4881.

PARKING: Visitor parking is extremely limited on campus, University lots marked "Paid Permit Parking Areas" are not available to participants. We recommend that you leave your car at your hotel and take public transportation to The Wisconsin Center.

DEADLINE: We urge you to send your registration fee prior to October 11. You may register at the time of the BROADCASTERS CLINIC, but we cannot guarantee lunch and dinner reservations with late registrations.

FOR MORE INFORMATION: Please contact Don Borchert, Vilas Communication Hall, UW-Extension, Madison, WI 53706/ (608) 263-2157.

Registration Form—BROADCASTERS CLINIC

Name ________________________________

Street ________________________________

City ______ State _______ Zip _______

Phone ( ) __________ ( ) __________

area code business area code home

Company Name ____________________________

(Station Call Letters)

Social Security Number ____________________________

Not mandatory—used only to insure accessibility and accuracy of your educational record.

MAIL THIS FORM TO: BROADCASTERS CLINIC

Registration
The Wisconsin Center
702 Langdon Street
Madison, WI 53706

For Registration Information Call (608) 262-1122.

UW-Extension provides equal opportunities in employment and programming including Title IX requirements.
BROADCASTERS CLINIC 1978
AGENDA

OCTOBER 18
8:30 REGISTRATION AND CONTINENTAL BREAKFAST
  The Wisconsin Center, 702 Langdon Street, Madison, Wisconsin

9:30 WELCOME
  Ronald C. Bornstein, Director of Radio and Television, University of Wisconsin—Extension

9:40 WIDGET WORKS “ATS Workshop Applications . . . AM-FM Combo—Split Sites—Off Premise”
  J. Beebe, President

10:30 FEDERAL COMMUNICATIONS COMMISSION
  Dennis L. Williams, Washington, D.C.
  William Meintel, Chicago

12:00 LUNCHEON
  Speaker: Ed Addison, National Weather Bureau

2:00 RCA “Program Distribution Via Satellite”
  Dr. Kerns H. Powers, Director Communication Research, Princeton

2:45 BROADCAST ELECTRONICS INC.
  “Program Automation Systems”
  Dow Jones, Manager Automation System

3:15 HARRIS CORPORATION “AM Stereo”
  Joe De Angelo, Engineering Specialist

3:50 RALPH EVANS ASSOCIATES “Stereo Proof of Performance—FM Today . . . AM Tomorrow”
  Rick Evans, Consulting Engineer

4:30 RECEPTION—EQUIPMENT EXHIBIT

6:00 DINNER

7:30–9:30 EQUIPMENT EXHIBIT

OCTOBER 19
8:00 REGISTRATION AND CONTINENTAL BREAKFAST

9:00 TEKTRONIX “ANSWER—Digital Video Measuring System”
  Robert W. Seaberg

9:30 AMPEREK “New Plumbicons Today”
  Ralph Johnson, Sales Engineering Manager

10:00 HARRIS CORPORATION “CPV Antennas”
  Jerry Collins, Manager Antenna Operations

10:30 BREAK

11:00 MICROTIME “TBC Design Considerations”
  David Acker, Director of Engineering

11:30 AUDIO DESIGNS AND MANUFACTURING
  “Audio Systems Design”
  Larry Mandzuk, Director of Engineering

12:00 LUNCHEON “Investigation of the Ionosphere”
  Speaker: Dr. Henry Voss, Project Scientist

2:00 CENTRAL DYNAMICS LIMITED
  “Intelligent Interface Utilizing Microprocessors”
  Howard Shepard, Vice President

2:30 WISCONSIN TELEPHONE COMPANY
  “Modern Transmission Technology”
  Bell System Engineering

3:00 TIME AND FREQUENCY TECHNOLOGY
  “Microprocessor Control of Transmitter Remote Control”
  Bruce Elliott, Designer

3:30 THOMSON-CSF LABS “Digital Noise Reduction Techniques”
  H. Caplan

4:00 CONCLUSION

TAX DEDUCTION FOR EDUCATIONAL EXPENSES
Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses (registration fees, cost of travel, meals and lodging) undertaken to: (1) maintain or improve skills in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition for retention of employment, job status or rate of compensation.
9XM-WHA
"The Oldest Station in the Nation"

On this campus pioneer research and experimentation in "wireless" led to successful transmissions of voice and music in 1917 and the beginning of broadcasting on a scheduled basis in 1919.

Experimental station 9XM transmitted telegraphic signals from Science Hall until 1917 when it was moved to Sterling Hall. In that year Professor Earle M. Terry and students built and operated a "wireless telephone" transmitter.

In 1918, during World War I, when other stations were ordered silenced, 9XM operated under special authorization to continue its telephonic exchange with U.S. Navy stations on the Great Lakes. After the war, programs were directed to the general public.

The WHA letters replaced the 9XM call on January 15, 1922. Thus, the University of Wisconsin station, under the calls 9XM and WHA, has been in existence longer than any other.

Marker Erected 1958

In the spirit and tradition of 60 years in broadcasting, we present BROADCASTERS CLINIC 1978. This year's program, as in the past, represents an excellent array of speakers and challenging technical papers.

Join your colleagues to exchange ideas, share experiences, renew contacts and learn what technical advances another year has brought to our industry.

Don Borchert
Director of Engineering
WHA Radio and Television