

# BROADCASTERS CLINIC 1978

The Wisconsin Center  
702 Langdon Street  
Madison, Wisconsin

WEDNESDAY and THURSDAY  
OCTOBER 18-19, 1978

University of Wisconsin—Extension  
Communication Programs

**WLEX**

## 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**, 525 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 AMPEREX "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 Mandzuik*, 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 13, 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