

GLOSSARY OF PUBLIC BROADCASTING TERMS

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| ABA | <u>Arizona Broadcasters Association</u> : Statewide association of commercial and non-commercial radio and television. |
| AM | <u>Amplitude Modulation</u> : Standard radio in the lower frequency band (530 to 1600 KHz). KUAT AM is 1550. |
| APM | <u>American Public Media</u> . Public radio producer providing news/talk, entertainment and music programming to the nation's public radio stations. |
| APT | <u>American Public Television</u> . APT acquires, sells, and distributes programming - including lifestyle or "how-to" programs and British comedies and dramas, and performance programs geared to fundraising - to public television stations nationwide. |
| APTS | The <u>Association of Public Television Stations</u> is a national public television membership organization that lobbies and undertakes planning/research projects in the interests of the stations and noncommercial TV in general. APTS' mission is to support the continued growth and development of a strong and financially sound noncommercial television service for the American public. |
| ATSC 3.0 | ATSC 3.0 is the next generation terrestrial broadcast system designed from the ground up to improve the television viewing experience with higher audio and video quality, improved compression efficiency, robust transmission for reception on both fixed and mobile devices, and more accessibility, personalization and interactivity. |
| AUDIO | The sound portion of a transmitted or recorded signal. |
| BBC | The <u>British Broadcasting Corporation</u> : Known in the U.S. primarily as a supplier of quality public TV programs. The BBC is the largest production house in the world, annually producing more than 5,200 hours of TV programming. |
| CABLE | A term for wired systems of 10 to 100 or more channels for distribution of television and radio programming. |
| CLOSED CIRCUIT | Transmission of a signal in a manner that can be received only by users authorized to receive the signal. |
| CPB | The <u>Corporation for Public Broadcasting</u> is the non-profit corporation authorized by the federal government in 1967 to develop non-commercial, educational radio and TV. CPB funds television and radio stations directly with Community Service Grants as well as funding program production and training. |

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| CSG | <u>Community Service Grant</u> : That portion of federal funding administered by CPB and provided directly to stations as unrestricted grants. |
| CUME | Abbreviation for “Cumulative Audience.” A measure of the total number of unique consumers over a specified period; unduplicated audience. |
| DBS | <u>Direct Broadcast Satellite</u> , a television or radio transmission system that permits signal reception directly from a satellite feed. |
| DOWNLINK | The receiving facility in a satellite system. |
| DOWNSTREAM | A cable term normally used to describe the flow of outgoing material from a central hub or distribution point. |
| FCC | The <u>Federal Communications Commission</u> (FCC) was established by the Communications Act of 1934 as an independent United States government agency directly responsible to Congress. The Act, which has been amended over the years, charges the Commission with establishing policies to govern interstate and international communications by television, radio, wire, satellite and cable. The National Association of Educational Broadcasters persuaded the FCC to reserve five radio channels for educational broadcasting in 1938, paving the way in 1952 to reserve 242 TV channels for non-commercial broadcasters. In February 1996, the Telecommunications Act of 1996 was signed into law, representing the first major overhaul of our nation’s telecommunications policies in more than 60 years. |
| FM | <u>Frequency Modulation</u> , the high set of frequencies used in FM radio. KUAT-FM broadcasts on 90.5 (89.7 in northwest Tucson) and KUAZ-FM on 89.1. |
| GRPs | GRP stands for Gross Rating Point . A standard measure in advertising, it measures advertising impact by multiplying the percent of the target market reached by the exposure frequency. |
| HDTV | <u>High Definition Television</u> uses digital transmission technology to provide wide screen pictures with a very sharp resolution and CD-quality sound. |
| ITFS/EBS | <u>Instructional Television Fixed Service</u> , renamed <u>Educational Broadcast Service</u> uses microwave transmitters to distribute educational programming from one distribution point to several receiving locations, such as public school systems, businesses and other institutions. |
| LC | <u>The Latino Consortium</u> , founded in 1974, acquires produces and distributes Latino programs for public TV. |

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| LICENSEE | <p>Public television stations can be categorized by the nature of their organization (referred to as “Licensee Type” because the organization holds the FCC license for the station). Typically, stations fall into one of four categories:</p> <ul style="list-style-type: none"> • Community Licensees - non-profit organizations that exist solely to run public television and radio stations in their local community. • State Licensees - state agencies or state-chartered organizations that run public television for an entire state. • University Licensees - colleges and universities that have public television and/or radio stations as part of their operations. • Local Authority Licensees - typically local school districts or governments. |
| LICENSEE, JOINT | A public media organization that is authorized to operate both radio and television stations. |
| MICROWAVE | A point-to-point signal transmission system often used to interconnect studios with remote transmitter sites, or to provide remote news coverage or special events programs. |
| NAB | <u>The National Association of Broadcasters</u> . Formed in 1922, it is television and radio broadcasting’s primary lobbying organization. |
| NATAS | <u>National Academy of Television Arts and Sciences</u> is an organization based on the East Coast that awards Emmys in categories of public service, documentaries, engineering, sports and daytime programs. Its Los Angeles-based sister organization, the Academy of Television Arts and Sciences, presents the prime-time Emmys. AZPM is a member of the Rocky Mountain chapter, which covers Arizona, New Mexico, Utah, and Southeastern California (El Centro). |
| NCI | <u>The National Captioning Institute</u> is the non-profit corporation established in 1979 and supported by the television industry and the U.S. government to provide closed-captioning for the hearing-impaired. |
| NEA | <u>The National Endowment for the Arts</u> is a federal agency created in 1965 to support American arts and artists. |
| NEH | <u>The National Endowment for the Humanities</u> is a federal agency created in 1965 to support research, education and public activity in the humanities. |
| NETA | <u>The National Educational Telecommunications Association</u> is a professional association serving public television licensees and educational entities by providing representation, quality educational programming, and professional development services to its members. |

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| NPR | <u>National Public Radio</u> , incorporated in 1970, is the principal producer and distributor of national public radio news programming. NPR distributes independently produced programming, operates public radio's satellite interconnection system, and is public radio's primary Washington, D.C. lobbyist. |
| NPS | The <u>National Program Service</u> is funded by the CPB to support children's and prime time television programming. |
| NTIA | An agency of the U.S. Department of Commerce, the <u>National Telecommunications and Information Administration</u> advises the President on communications and information policy. It administers the Public Telecommunications Facilities Program (see PTFP). |
| PASSPORT | PBS Passport is a member benefit from participating PBS stations that gives eligible donors and supporters extended access to an on-demand library of quality public television programming online. |
| PBS | The <u>Public Broadcasting Service</u> was formed in 1969 to distribute public television programming nationally. PBS, which is member-supported, operates the public TV satellite interconnection system and administers the station's national programming market. |
| PCF | The <u>Program Challenge Fund</u> is a joint CPB/PBS fund created in 1986 to support the production of high-visibility, high-profile limited documentary series which will attract new audiences to public media. |
| PMBA | The <u>Public Media Business Association</u> establishes financial and human resources management guidelines for member public TV and radio stations. PMBA advances the efficiency, effectiveness, and the economics of public media to empower, inform, and connect the community of PMBA professionals, ensuring the success and sustainability of public media for the national audience. |
| PMM | <u>Public Media Management</u> provides remote master control services to public media stations nationwide and manages two national channels, FNX and WORLD. PMM is a hybrid-cloud solution that puts technology at the station, while allowing them to share access to a cloud repository of managed content. |
| PRI | <u>Public Radio International</u> – a national radio program service provided as an alternative to National Public Radio (NPR). |
| PTFP | The <u>Public Telecommunications Facilities Program</u> is the main source of funding for the purchase of broadcast equipment by public TV and radio stations. PTFP is part of the U.S. Department of Commerce. |

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| SIMULCAST | The broadcast of TV and FM program at the same time. Usually, FM provides the audio portion of a television program. |
| SIP | The <u>Station Independence Program</u> is a PBS-administered station cooperative established in 1974 to provide special programming, advertising and promotional material to help stations with their on-air fundraising drives. |
| SPECTRUM | The part of the range of frequencies of electromagnetic waves assigned to broadcasting stations ranging in the U.S. from 550 to 1600 kilocycles per second for AM radio stations. |
| TRAC MEDIA | Until 1979, A.C. Nielsen audience and market data for public TV programs were not regularly analyzed. TRAC Media, a national company based in Tucson, provides objective analysis of Nielsen ratings, membership and pledge data, and online statistics to public television stations. |
| TRANSLATOR | A low powered station which receives a signal for the main transmitter (Radio or TV) of a standard broadcast station and re-transmits on another channel or frequency. |
| TRANSPONDER | One of a number of channels or frequencies carried on a satellite. |
| UPLINK | A satellite transmission facility used to access a satellite system. |
| UNDERWRITING | A process whereby a business or and organization provides financial assistance for the acquisition or transmission of a program or series on public broadcasting in exchange for an on-air credit. Underwriting is regulated by the CPB and differs from commercial advertising in that announcements must allow viewers and listeners to form their own opinions of the product or service. |
| VBI | <u>Vertical Blanking Interval:</u> One of the lines of a television system which may be used to transmit closed captioning or other data. |
| VHF | <u>Very High Frequency:</u> A term used to describe television channels 2-13. |