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authors, Frederick M. Baumgartner and  
Nicholas A. Grbac, are no strangers to  
broadcasting and life in television  
master control rooms (I counted more  
than a dozen sets of station call signs in  
their combined bios).

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**Society of Broadcast Engineers**

television system Equipment and people who operate the equip-ment for the production of speci! c programs. The basic televi-sion system consists of a television camera and a microphone, which convert pictures and sound into electrical signals, and a television set and a loudspeaker, which convert the signals back into pictures and sound.

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knowledge. Others may wish to become  
a television operator as their entry into  
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Broadcasting St John - 1967: Effective  
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- 1979 : Economics of the Radio Industry  
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Station Operations Handbook 1973 BM/E  
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PROGRAMMING AND While the television set and the radio receiver are considered to be "hardware," programming is the essential "software" that actually tempts people to use these devices. The primary function of the station or network is to provide programming content that will appeal to some segment of the audience. The ability of a station to reach its desired audience ...

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