

# Abbreviation and Acronym List

**APT:** American Public Television (formerly American Program Service) acquires, sells and distributes programming – much of it “how-to” programs and British imports – to public TV stations nationwide. APT was created in 1980 as the Interregional Program Service by EEN (the Eastern Educational Television Network), later was renamed American Program Service and then American Public Television in 1999. It has become public television’s second largest national program acquisition and distribution system. APT introduced Julia Child and the Three Tenors to national acclaim, distributes “Nightly Business Report” and “Sessions at West 54<sup>th</sup>” among other programs, and is active in the international TV program marketplace.

**APTS:** The Association of Public Television Stations (formerly America’s Public Television Stations, with the same initials) is a national membership organization that lobbies and undertakes planning/research projects in the interests of the stations and noncommercial TV in general. Until APTS was set up in 1980, the function was performed by PBS. APTS was known in its early years as NAPTS, the National Association of Public Television Stations.

**CPB:** The Corporation for Public Broadcasting is the nonprofit corporation authorized by Congress in 1967 to develop noncommercial TV and radio. The organization is in the difficult position of both upholding the public interest as seen by Congress and insulating the public broadcasters from undue interference by politicians. CPB funds public television and radio stations directly with Community Service Grants, supports productivity and revenue-development initiatives through its Future Fund and assists program production through its Radio and Television Program Funds. See also Annenberg/CPB.

**CSG:** The Community Service Grant is the basic operating support that stations receive from CPB. Derived from CPB’s federal appropriation, it is one of the few station funding sources that is not earmarked for certain uses. It includes a flat base grant plus a variable “incentive grant” component based on the amount of non-federal money raised by the station (NFFS). The base grant ensures that small stations receive a substantial amount, and the incentive grant encourages stations to work on local fundraising.

**CSRG:** The Community Station Resource Group is an informal “affinity group” of large community-licensee (freestanding nonprofit) public TV stations that came together in the mid-1990s, following the model of public radio’s Station Resource Group. The group is parallel to the earlier-formed Organization of State Broadcasting Executives, which represents state-owned public broadcasting organizations.

**DMA:** Designated Market Area is the geographic unit used in Nielsen Media Research television ratings.

**DTV:** DTV – digital television – is a catchall acronym for all the types of television broadcasting that use digital encoding and transmission. In the United States, DTV broadcasting began by a few stations in 1998. By the end of 2000, more than 160 stations were broadcasting digital signals, reaching more than 65 percent of U.S. households with TV.

**FCC:** The Communications Act of 1934 created the Federal Communications Commission as an independent agency to regulate interstate communications. The National Association of Educational Broadcasters persuaded the FCC to reserve five radio channels nationwide for educational broadcasting in 1938, paving the way in 1952 to reserve 242 local TV channels.

**FRP:** Fund Raising Programming is PBS's new term for its office that provides pledge specials for public TV stations. The office was formerly known as SIP.

**GRP:** Gross Rating Points is a measure of the volume or raw "tonnage" of audience response to a program. Specifically, it's the sum of all the average quarter-hour (or sometimes average half-hour) ratings accumulated within a period. It reflects both the number of households that tune in (the "cume") and the frequency with which they watch.

**HD Radio:** HD Radio is a brand name of a method of digital transmission of AM and FM radio stations. The HD Radio system is unique in that it allows stations to broadcast crystal-clear audio and a variety of text-based services, as well as more FM channels, without changing to new frequency bands (the "HD" in the name is simply part of the trademarked logo. It does not stand for "hybrid digital" or "high definition," as is commonly assumed.). The technology was developed by iBiquity Digital Corporation. The FCC selected HD Radio (a hybrid system in which digital signals are sent along with the analog carrier) as the standard for AM and FM broadcasting in the United States. FM stations can offer multiple channels (called "multicast" channels) on the same frequencies allocated to analog radio stations. Like traditional AM and FM stations, HD Radio programming is free, but a new radio is required.

**HDTV:** High-Definition Television brings wide-screen, high-resolution pictures and multichannel, compact-disc-quality sound to broadcast TV. The pictures attempt to equal 35mm film in image quality. Analog HDTV systems were developed in the late 1970s by Japanese Broadcasting Corp. (NHK), and U.S. firms later developed digital systems, including the so-called Grand Alliance or ATSC system. The ATSC system encompasses 18 different picture formats, including six that deliver true HDTV, including 1920 x 1080 pixels (1080 lines) and 1280x720 pixels (720 lines). All six have 16:9 aspect ratios (ratio of width to height). The FCC adopted parts of that system as the national DTV transmission standard in 1996. HDTV is only one format that can be broadcast by DTV. See also SDTV.

**HTML:** Hypertext Markup Language is a simple coding of text on a Web page that displays it on a browser. When a user clicks on a coded hypertext link, it causes the browser to call up another specified Web page.

**ITFS:** Instructional Television Fixed Service is the FCC's name for a licensed service using multichannel microwave transmitters to distribute educational programming from one distribution point to several receiving locations, such as public school systems, businesses and other institutions. Many universities, schools and other ITFS operators help support their service by leasing out some of their channels to commercial "wireless cable" operators, known to the FCC as MMDS (Multichannel Multipoint Distribution Service) operators.

**ITVS:** The Independent Television Service is a production-funding and distribution mechanism that supports the work of independent film and video makers on public television. Created in 1988 in response to a congressional directive to CPB, and funded by CPB, ITVS is committed to increasing public TV's diversity, innovation and programming for underserved audiences. ITVS was headquartered at first in the Twin Cities and moved to San Francisco in 1997.

**Mbps:** Megabits per second, or millions of bits per second, is a measure of transmission capacity or data flow for digital media.

**MHz:** Megahertz – one is equal to 1 million Hertz (cycles per second) or 1,000 KHz – is the measure used to indicate the frequency of an FM or TV channel. The bandwidth of a channel, from the top frequency to the bottom, is also measured in megahertz. A TV channel is 6 MHz wide.

**MPEG:** The Motion Pictures Expert Group is an international standards-setting body that has specified standards for digital audio and video recording, among other things. MP3 is the most famous audio standard specified by the organization.

**MSA:** Metro Survey Area is Arbitron's geographic survey area for radio ratings that corresponds with local governmental boundaries. MSA + non-metro counties = TSA (Total Survey Area), according to the Radio Research Consortium (RRC).

**NAB:** The National Association of Broadcasters is the television and radio industry's primary lobbying and trade organization. It largely represents the interests of commercial broadcasting, though 400 of its 6,000 members are public broadcasting organizations.

**NABA:** The North American Broadcasters Association was formed in 1978 to represent Canadian, U.S. and Mexican broadcasters at gatherings of international broadcast organizations. CPB pays annual fees for itself and other groups, giving public broadcasters in the U.S. a passport to international broadcasting. (NABA was formerly known as NANBA, North American National Broadcasters Association.)

**NAPT (renamed Vision Maker Media in 2012):** Native American Public Telecommunications, Inc., formed in 1977 to promote, produce and distribute Native American TV and radio programming, is one of five minority production and distribution groups now funded by CPB. Formerly known as Native American Public Broadcasting Consortium (NAPBC), the organization has done most of its work in TV, but it was the original producer of the public radio talk show "Native America Calling." NAPT currently partners with Native Voices at the Autry to produce audio plays, called the Native Radio Theater Project, for Native radio stations and the AIROS Native Network.

**NEA:** The National Endowment for the Arts is a federal agency created in 1965 to support American arts and artists. Another NEA, the National Education Association, is the 2.5 million-member teachers' union.

**NEH:** The National Endowment for the Humanities is a federal agency created in 1965 to support research, education and public activity in the humanities.

**NET:** Formerly known as Nebraska Educational Telecommunications, the new name, NET, was launched as part of a rebranding initiative beginning in January 2005.

**NETA:** The National Educational Telecommunications Association was organized in July 1997 by members of Southern Educational Communications Association (SECA) and the Pacific Mountain Network (PMN). NETA provides representation, program acquisition and distribution and professional development services to member stations and educational institutions across the country. NETA operates NETA Educational Resources (formerly EPS) and the National ITV Satellite Schedule (NISS) and provides staff for the Organization of State Broadcasting Executives (OSBE), the Public Broadcasting Management Association (PBMA), the Small Station Association, the National Forum for Public Television Executives and APTS. It also works closely with the Satellite Educational Resources Consortium (SERC). The predecessor organization, SECA, was founded in 1967 and was the largest of the four major regional public TV associations (see CEN listing).

**NETV:** The Nebraska ETV Network was the former name of NET Television. The new name was launched in March 2005 as part of NET's rebranding initiative.

**NFFS:** Non-federal financial support is CPB's term for the portion of a public broadcasting station's income that is eligible to be matched by federal aid – CPB's Community Service Grants (CSGs). For every

dollar contributed by CPB, several come from non-federal sources such as audience contributions, underwriting grants and state aid.

**NPTV**: Nebraskans for Public Television was the former name of the NET Foundation for Television, the nonprofit support organization chartered to support excellence in programming on NET Television. The new name was launched in March 2005 as part of NET's rebranding initiative.

**NPR**: National Public Radio, incorporated in 1970, is the principal national producer and distributor of news programming for public radio stations. NPR also distributes independently produced programming, operates public radio's satellite interconnection system and is public radio's primary lobbying group in Washington, D.C.

**NPRN**: The Nebraska Public Radio Network was the former name of NET Radio. The new name was launched in January 2005 as part of NET's rebranding initiative.

**OSBE**: The Organization of State Broadcasting Executives is an interstate collaboration of chief executive officers of state public broadcasting networks and directors of commissions and authorities with statewide public broadcasting responsibilities. OSBE includes representatives from 30 states, which operate two-thirds of the public broadcasting stations in the United States. NETA acts as secretariat for OSBE.

**PMBA**: The Public Media Broadcasting Association is an association of financial, human resources, legal, information systems and administrative managers of public TV and radio stations. When founded in 1979 (as the Public Telecommunications Financial Management Association), most members were financial managers. The association's affairs are managed by NETA.

**PBS**: The Public Broadcasting Service was formed in 1969 to distribute public TV programming nationally. PBS operates these program distribution services: NPS (National Program Service), PFP (PBS Fund Raising Programming, formerly called Station Independence Program, for fundraising specials) which is supported by the PFP (Programs for Pledge) guide, PBS Select (individually syndicated programs) and PBS Plus (fully underwritten programs). PBS also manages the public TV satellite interconnection system used by most distributors of programming for public TV stations. In new media, PBS operates PBS Video (videocassettes for schools and colleges), PBS Home Video (in collaboration with Turner Home Entertainment) and PBS Online.

**PRI**: Public Radio International, formerly American Public Radio, was created in 1982 when Minnesota Public Radio President William Kling & four public radio stations – WNYC-AM/FM, New York; WGUC-FM, Cincinnati; KQED-FM, San Francisco; and KUSC-FM, Los Angeles – established a network to distribute cultural programs. The network distributes an extensive line-up of music and public affairs programming to hundreds of affiliate stations, most of which are also NPR members. Notable programs include "A Prairie Home Companion," "Whad'Ya Know?" & "Marketplace." PRI plans to increase its own role in production, and is the major force behind the news program "The World."

**PRNF**: The Public Radio Nebraska Foundation was the former name of the NET Foundation for Radio, a nonprofit organization chartered to support excellence in programming on NET Radio. The new name was launched in January 2005 as part of NET's rebranding initiative.

**RTL**: The PBS Ready To Learn Service is a lineup of television programs for young children. The service includes a video and print curriculum for preschoolers preparing for their school careers. Congress assists in funding the service with appropriations to CPB and PBS through the Department of Education.

**SDTV:** Standard Definition Television refers to digital TV broadcasts that provide about as much detail as ordinary analog broadcasts. Digital SDTV pictures will have 480 lines. Technologists expect that a digital TV channel will be able to carry, simultaneously, four or more SDTV programs, or some combination of HDTV, SDTV and other services.

**SIP:** Station Independence Program is the former name of FRP (Fund Raising Programming), a PBS office that provides pledge specials, research and promotional material to public TV stations to help with on-air fundraising drives. SIP was established in 1974. See FRP.

**TRAC Media Services:** Nielsen audience and market data for public TV programs were not regularly analyzed until 1979. The Television Rating Analysis Consortium was organized by the Pacific Mountain Network for the purpose. TRAC “crunches the numbers” for public TV stations and other public broadcasters and conducts research and development to improve on-air pledging effectiveness. The private company, now independent of PMN, also serves as secretariat for the Public Television Programmers Association (PTPA) and holds several annual events for station programmers.

**TSL:** Time Spent Listening is a measurement of the radio audience, the hours and minutes that the average listener spends with one or all radio stations during a given time period.

**URL:** The Uniform Resource Locator is the Internet address of a Web page, image or other file on the Internet.

**VOD:** Video on demand is a service that some observers believe will add nearly limitless variety to cable and other addressable delivery platforms. The viewer can choose a program among many on a long menu and see it at any time.