

THE MANAGEMENT

P. O. Box "T"
ALEDO, TEXAS 76008

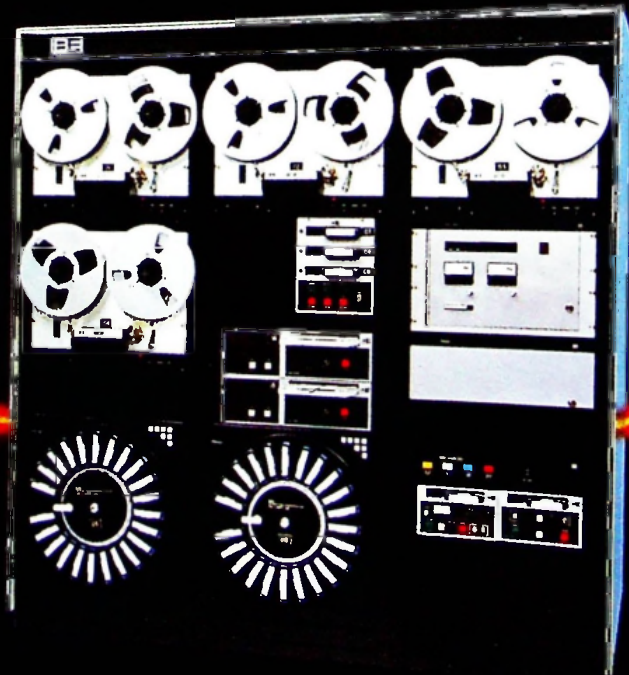
Total Station Automation™

for
Radio
Broadcasting

**Broadcast System
by Computer Concepts**



**Control 16 Automation
by Broadcast Electronics**



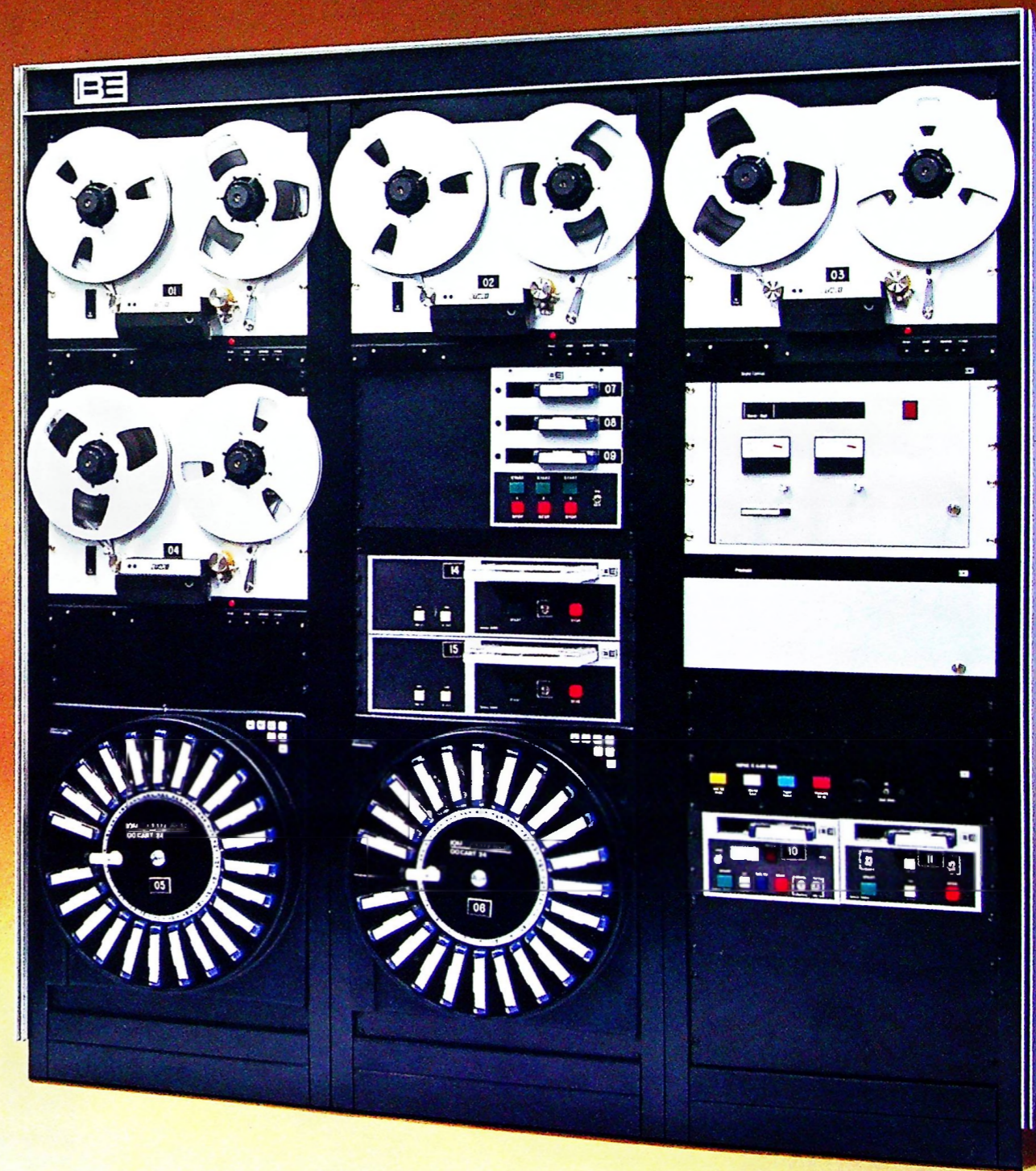
The Broadcast System

Business Automation by Computer Concepts



The Control 16

by Broadcast Electronics



TSA Performs These Steps Automatically:

- 1 ORDER ENTRY** – Orders for advertising are entered into the Broadcast system as they are brought in by the salespersonnel. The Broadcast System will retain all details for thousands of orders, even those that may not air for years in the future. Management and Avails reports based on this information can be generated on demand.
 - 2 SCHEDULE LOG (Load List)** – The Broadcast System creates a log up to three weeks in the future from the orders on hand. All separation limits and format restrictions are taken into consideration automatically. This process takes only a few minutes.
 - 3 LOAD CONTROL 16** – When logs have been created and approved for airplay, they can be transferred electronically to the Control 16 program automation. This process takes only about two minutes for a fully loaded, 24-hour log. Note that a single Broadcast System can load at least two Control 16s, as might be found in an AM/FM combo.
 - 4 MONITOR PERFORMANCE** – The Broadcast System makes a permanent record on disk of each event performed by the Control 16. This disk can be examined electronically at any time to locate errors, such as wrong cart plays, trip tone faults or source/trip transpositions.
 - 5 BILLING** – Invoices and statements are prepared based on the exact spots that successfully performed as indicated in the record of performance. Spots that failed to air as scheduled are automatically flagged for rescheduling as make-goods.
 - 6 ACCOUNTS RECEIVABLE** – Once billing documents have been created, the Broadcast System retains the debt owed the station by the customer. Account status for thousands of customers is shown in a series of aging reports.
 - 7 CASH RECEIPTS** – The Broadcast System posts cash as it is received and updates customer accounts accordingly.
 - 8 ACCOUNTS PAYABLE** – The status of all financial liabilities for up to eight corporations are maintained by the Broadcast System. Payables checks are written on request, payroll checks are written at specified, regular intervals.
 - 9 GENERAL LEDGER** – Complete Balance Sheet and Income Statements are generated by the Broadcast System based on the billing, accounts receivable, cash receipts and accounts payable/payroll status.
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The Broadcast System

Business Automation by Computer Concepts



Until now, this was the whole story...



Until now, true station automation was just a dream. To be sure, program automation efficiently airs commercials and program material. Likewise, business computers economically automate traffic and accounting functions. However, when the log was prepared by the business computer, it had to be manually entered into the program automation, either through a keyboard or through tedious thumb-wheel switches. If the program automation lost all power for some reason, chances were the load lists had to be re-entered.

While some program automation would print a list of each event as it was performed, a human operator had to exhaustively search this list to verify that every event was performed as scheduled (even though not all scheduling errors would show up on this logger print-out). So that invoices could be properly prepared, this list of errors (the ones that were detected) had to be manually entered into the business computer. Finally, the spots that did not air correctly had to be rescheduled as a make-good by the traffic manager. Suddenly, the convenience of having program and business automation becomes something of an inconvenience. And it is all due to the fact that the program automation and the business computer do not talk to each other.

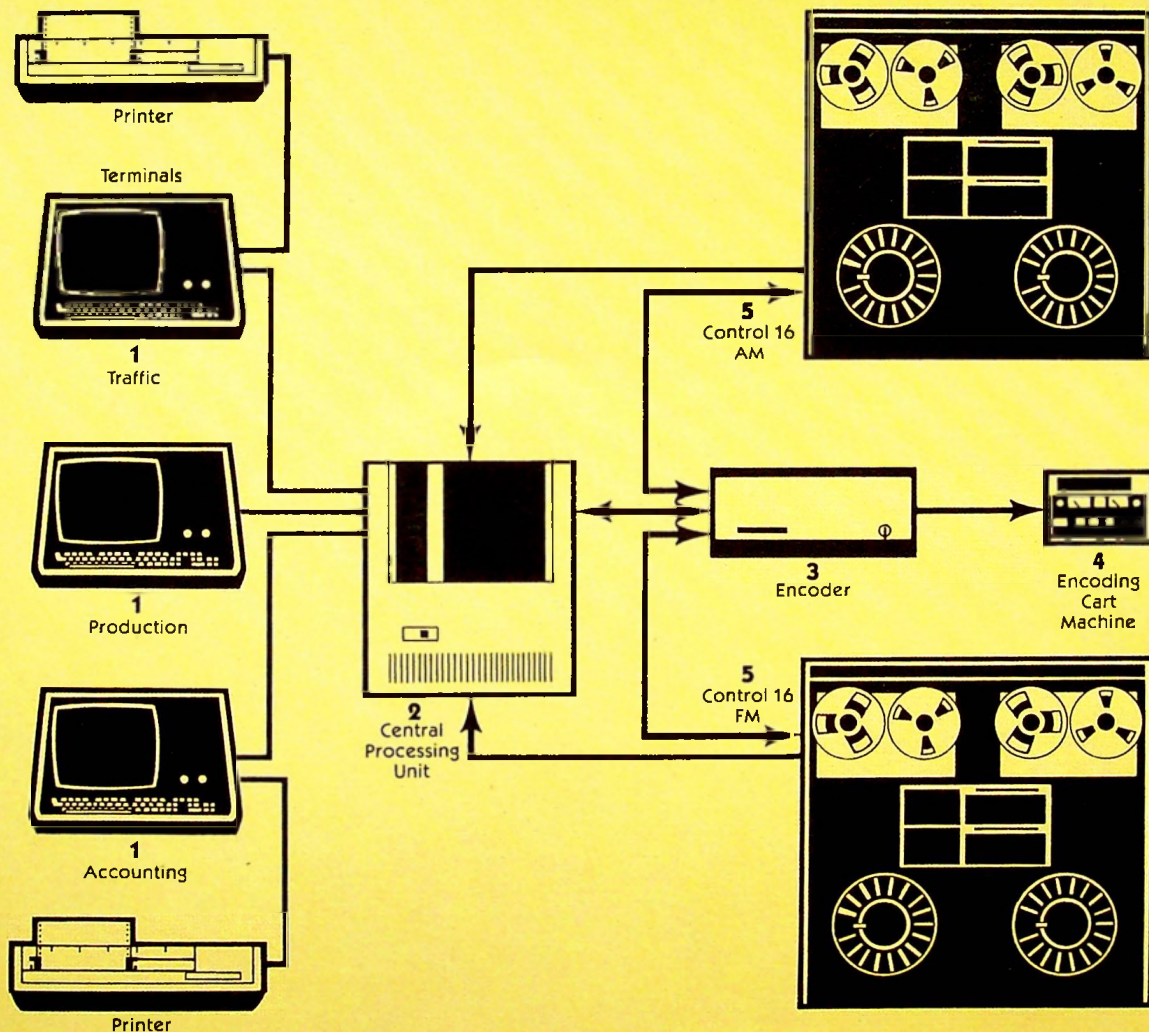
TSA—Total Station Automation—changes all that.

With TSA, the business computer and the program automation talk to each other electronically. There is no need for manually keying in the load list. There is no need to search a long print-out for errant spots. There is no need to manually create a make-good list or to modify invoices to accurately reflect the exact times that spots were broadcast.

The business computer is the popular Broadcast System from Computer Concepts Corporation. The Broadcast System has been proven over the last 10 years to be the most reliable and intelligent of all broadcast computers. Broadcast Systems appear in stations from coast to coast, in Hawaii and in Canada. The program automation is a Control 16 from Broadcast Electronics. Control 16s are quickly becoming the industry standard for automation excellence and have been installed all over the world.

Together, these two devices create total automation that is nearly hands-free. Open this panel to see each step of the new process that makes TSA a revolution in station automation...

TSA is the Only Closed Loop Interface in the Industry. Here's how it works...



1. **Terminals** – As few as one, or as many as 12 terminals can be added to the basic Computer Concepts Broadcast System configuration. THESE TERMINALS ARE AVAILABLE AT ALL TIMES FOR FULL BUSINESS FUNCTIONS. TSA will not interfere with normal business computer functions at any time.
2. **Central Processing Unit (CPU)** – The Brain of the Broadcast System that also contains the diskette drive that archives the logger output of the Control 16s.
3. **Encoder** – The device that encodes a message at the beginning of each cart, and that also routes load and dump traffic between the Control 16s.
4. **Encoding Cart Machine** – Used in production and recording of spots and also to place an identifying log message at the beginning of each cart.
5. **Control 16** – The program automation by Broadcast Electronics that receives the load list from the Broadcast System, airs the events as specified, and reports each event when aired through the logger output channel.



**Computer
Concepts
CORPORATION**

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