

Bob Cooper's Corner

Please read this before you look at the other files. This was certainly written by Bob Himself.

DXing Horizons (January 1960 to April 1961; May 1961 split into three parts with **Television Horizons** continuing the subject matter) was the CATV-'cable' industry's first monthly journal. It was initially published from Modesto, California (by early 1962 from Oklahoma City, Oklahoma) with offices at 1016-14th street. On the masthead there will be names you might recognize including R.B. Cooper (as publisher). For example, Stanley M. (Munroe) Searle, from March 1961 onwards, initially as 'promotion manager'; by January 1964 the publisher of lineage-successor publication **TV&C**. Searle, operating a one-man advertising agency in Modesto, was first engaged (January 1961) to 'promote' an event **DXing Horizons** created (March 4-6, 1961) in Salt Lake City (Utah); the first ever (and last!) "*VHF Translator Conference*" (see March and April 1961 here for background).

DXH was what happened (January 1960) when mass-circulation magazine *Radio-Electronics* publisher Harvey Gernsback (son of the infamous Hugh G.) elected after nearly a decade to 'abandon' the subject of 'long distance television (FM) reception'; the side result of hundreds of new U.S. television stations which 'promised' to eliminate the need for 'distant reception'. 'TV DX' was initially the subject matter of one Edward P. Tilton (amateur or ham W1HDQ), the 'VHF-UHF Editor' for 'QST' - the journal of the ARRL (American Radio Relay League). Tilton had taken on the R-E assignment as a non-conflicting side writing project to his monthly QST and League duties; by 195X ARRL management saw it differently. 'Tilton was theirs' was the essence of the decision, 'drop the R-E semi-monthly plus occasional features contract'. He did but urged R-E to hire one R.B. Cooper as his replacement. Nobody at the time realized 'R.B. Cooper' was not yet 18 years of age!

The recommendation was logical if not well researched. "Coop" was a leading VHF ham operator, had founded a 'private hobby group' he named AIPA (American Ionospheric Propagation Association) and created their monthly publication while still a junior in high school (Fresno, California). And shortly, he was appointed as the 'VHF -UHF Editor' for WRA (Western Radio Amateur; here), a monthly publication concentrating on amateur or ham radio activities from the Rockies west. In June 1956, nearly coincidental to his being named as a 'staff editor' in replacement for Tilton at R-E, a two-page feature article he had created at age 17 appeared in Popular Electronics (here).

DXing Horizons (DXH) initially attempted (with limited success) to be "all things to all DX enthusiasts" spanning shortwave radio, broadcast band, television, FM and more. It was a very large bite and at the then-timely annual subscription rate of \$4.00, even in their thousands there were not enough here to pay the bills. However one segment of these seemingly unrelated groups reacted in a positive way; television reception systems. And this included CATV (community antenna television - the forerunner to 'cable TV') and something initially termed 'TV Boosters' but later renamed 'TV translators'. Both technologies responded with advertising support - the lifeline for any publication. **DXH** was progressive, leading edge in a technology era where every month saw something new and better performing announced (from antennas to tubes to receivers) and by late 1960 the response was obvious; 'CATV' and 'booster/translators' could support their own magazine, the balance were simply large in subscription numbers but (very) light on advertising support. **TVH (Television Horizons)** was the obvious decision by early

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What you have here are the 16 magazine issues (DXH) that led to this decision. What you do not have is a subset of the decisions that followed. When 'splitting off the AM-FM-TV-shortwave 'crowd', outside of the newly renamed **TVH**, Coop added a new subject; 'CB radio' (Citizens Band). It was an interesting year that followed (not included here); CB instantly drove the growth, rising to more than 30,000 paid subscriptions in a year, totally overloading the Modesto (California) printer and causing 'Horzions' to move to Oklahoma City where a larger commercial publisher was available. Meanwhile **TVH** grew into a major CATV oriented publication including a classic December 1961 issue that attempted (with some success) to create a 'Directory' of all then-available equipment in the CATV world. You will visit this in the next grouping that includes TVH from May 1961 onward.

This is how it started, from day one; happy reflecting!

Bob Cooper at age 75+ late 2013