

# INDEX TO CONTENTS OF 1957-58 TELECASTING YEARBOOK

(For facts on Radio See 1957 BROADCASTING Yearbook & Marketbook)

A	C	
Abbreviations .....		6
Advertisers Index .....		431
Advertising—		
Agencies .....		355
Agencies Handling Television .....		355
Alabama Broadcasters Assn. ....		46
Alabama:		
Market Data by Counties .....		49
Tv Stations .....		49
Alaska Tv Stations .....		274
Allied Arts .....		348
Allocations, FCC Rules .....		314
Allocations by Channels .....		387
Allocations, Summary of .....		382
American Broadcasting Co.—		
Executives & Staff .....		17
No. of Affiliates .....		17
Owned & Managed Stations .....		399
Rates .....		17
American Research Bureau		
Survey .....		14
AT & T Tv Network Routes		
(Bell System) .....		29
Antenna Site, FCC Rules .....		322
Applications, Summary of .....		382
Apply for Station, How to .....		310
Arizona Broadcasters Assn. ....		46
Arizona:		
Market Data by Counties .....		55
Tv Stations .....		55
Arkansas Broadcasters Assn. ....		46
Arkansas:		
Market Data by Counties .....		57
Tv Stations .....		57
Assignments by Channels .....		387
Assignments, Summary of .....		382
Associations, Relating to TV .....		346
Assn. of Federal Comm. Con-		
sulting Engineers .....		347, 380
Attorneys .....		376
Authorizations, Stations .....		429
Awards & Citations .....		427
<b>B</b>		
Bell System, Tv Network		
Routes .....		29
Books, Relating to Tv .....		413
Broadcast License, How to		
Apply .....		310
Broadcasters' State Associa-		
tions .....		46
Brokers, Station .....		353
Business Review & Outlook .....		11
<b>D</b>		
California:		
Market Data by Counties .....		59
Tv Stations .....		59
California State Radio & Tele-		
vision Broadcasters Assn. ....		46
Call Letters, U. S. Tv Stations .....		392
Call Letters, Canadian Tv Sta-		
tions .....		285
Canada, Tv Stations .....		277
Canadian Assn. of Radio & Tv		
Broadcasters .....		346
Canadian Broadcasting Corp.		
Execs. ....		285
Canadian Representatives .....		40
Carriers, Comm. ....		348
CBS Television Division—		
Executives & Staff .....		20
No. of Affiliates .....		20
Owned & Managed Stations .....		399
Rates .....		21
Censorship, FCC Rules .....		326
Channel Utilization (FCC		
Rules) .....		314
Cinema & Tv Film Trade		
Groups .....		347
Citations & Awards .....		427
Code, Tv .....		42
Color, Network Stations		
Equipped for .....		410
Colorado Broadcasters Assn. ....		46
Colorado:		
Market Data by Counties .....		72
Tv Stations .....		74
Columbia Broadcasting System		
Inc.—		
Divisions .....		20
Executives & Staff .....		20
Committees, Relating to Tv .....		346
Common Antenna Sites, FCC		
Rules .....		322
Communications Carriers .....		348
Community Tv Systems .....		411
Congress, Radio-Tv Galleries .....		424
Connecticut Broadcasters Assn. ....		46
Connecticut:		
Market Data by Counties .....		76
Tv Stations .....		76
Consultants, Allied Arts .....		348
Consulting Engineers .....		380
<b>D</b>		
Delaware Assn. of Broadcasters .....		46
Delaware:		
Market Data by Counties .....		78
Tv Stations .....		78
Distributors of Tv Film .....		338
District of Columbia:		
Market Data .....		78
Tv Stations .....		78
<b>E</b>		
Engineers, Consulting .....		380
Equipment Manufacturers .....		286
Experimental Tv Stations .....		402
<b>F</b>		
Factory Production of Tv Sets		
(1947-1957) .....		394
Fed. Comm. Bar Assn. ....		348
Federal Communications		
Commission—		
Executives & Staff .....		418
Field Offices .....		419
Former Members .....		418
How to Apply for Station .....		310
Rules-Regulations		
(Selected) .....		314
Filed, Reports to be (FCC		
Rules) .....		322
Film Distributors for Tv .....		338
Film Network, NTA .....		40
Film Producers .....		327
Florida Assn. of Broadcasters .....		46
Florida:		
Market Data by Counties .....		80
Tv Stations .....		81
Foreign Television Stations .....		415
Former Federal Radio Com-		
mission, members .....		418
Frequency Allocations, FCC		
Rules .....		314
Frequency Measuring Services .....		349
<b>G</b>		
Galleries, Radio-Tv in		
Congress .....		424
Gates Radio Co. ....		288
Georgia Assn. of Broadcasters .....		46
Georgia:		
Market Data by Counties .....		93
Tv Stations .....		93
Government Agencies .....		419
Growth of Tv, Summary .....		11
Group Ownership .....		399
Guam, Tv Station .....		275
<b>H</b>		
Hawaii, Tv Stations .....		275
Hawaiian Assn. of Radio &		
Television Broadcasters .....		46
Highlights, 1956-57 .....		428
How to Apply for Broadcast		
License .....		310
How Women Watch .....		14

Broadcasting Publications Inc.

Sol Taishoff President	Maury Long Vice President	Edwin H. Jame Vice Presiden.
H. H. Tash Secretary	B. T. Taishoff Treasurer	Irving C. Miller Comptroller

**BROADCASTING\***  
**TELECASTING**

## 1957-58 TELECASTING YEARBOOK-MARKETBOOK ISSUE

Executive and Publication Headquarter:  
Broadcasting • Telecasting Bldg.  
1735 DeSales St., N. W., Washington 6, D. C.  
Telephone: Metropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff  
MANAGING EDITOR: Edwin H. James  
SENIOR EDITORS: Rufus Crater (New York),  
J. Frank Beatty, Bruce Robertson (Holly-  
wood), Fred Fitzgerald  
NEWS EDITOR: Donald V. West  
SPECIAL PROJECTS EDITOR: David Glickman  
ASSOCIATE EDITORS: Earl B. Abrams, Harold  
Hopkins  
ASSISTANT EDITOR: Dawson B. Nail  
STAFF WRITERS: Wm. R. Curtis, Jacqueline  
Eagle, Jere McMillin, Myron Scholnick, Ann  
Tasseff  
EDITORIAL ASSISTANTS: Hilma Blair, Robert  
Connor, Rita Cournoyer, Frances Pelzman  
LIBRARIAN: Catherine Davis  
SECRETARY TO PUBLISHER: Gladys L. Hall  
BUSINESS  
VICE PRES. & GEN. MGR.: Maury Long  
SALES MANAGER: Winfield R. Levi (N. Y.)  
SOUTHERN SALES MANAGER: Ed Sellers  
PRODUCTION MANAGER: George L. Dant  
CLASSIFIED ADVERTISING: Doris Kelly  
TRAFFIC MANAGER: Harry Stevens  
ADVERTISING ASSISTANTS: Stan Hall, Ada  
Michael, Jessie Young  
COMPTROLLER: Irving C. Miller  
ASSISTANT AUDITOR: Eunice Weston  
SECRETARY TO GEN. MGR.: Eleanor Schadi

CIRCULATION & READER'S SERVICE  
MANAGER: John P. Cosgrove  
SUBSCRIPTION MANAGER: Frank N. Gentile  
CIRCULATION ASSISTANTS: Gerry Cleary,  
Christine Harageones, Charles Harpold,  
Marilyn Peizer

BUREAUS  
NEW YORK  
444 Madison Ave., Zone 22, Plaza 5-8355  
SENIOR EDITOR: Rufus Crater  
BUREAU NEWS MANAGER: Lawrence Chris-  
topher  
AGENCY EDITOR: Florence Small  
ASST. NEW YORK EDITOR: David W. Berlyn  
N. Y. FEATURES EDITOR: Rocco Famighetti  
STAFF WRITERS: Frank P. Model, Diane  
Schwartz, Rhonda Rattner

BUSINESS  
SALES MANAGER: Winfield R. Levi  
SALES SERVICE MANAGER: Eleanor R. Manning  
EASTERN SALES MANAGER: Kenneth Cowan  
ADVERTISING ASSISTANT: Donna Trolinger  
CHICAGO  
360 N. Michigan Ave., Zone 1, Central 6-4115  
MIDWEST NEWS EDITOR: John Osbon  
MIDWEST SALES MANAGER: Warren W. Mid-  
dleton. Barbara Kolar

HOLLYWOOD  
6253 Hollywood Blvd., Zone 28,  
Hollywood 3-3148  
SENIOR EDITOR: Bruce Robertson  
WESTERN SALES MANAGER: Bill Merritt.  
Virginia Bialas  
Toronto, 32 Colin Ave., Hudson 9-2694  
James Montagnes

SUBSCRIPTION INFORMATION  
Annual subscription for 52 weekly issues:  
\$7.00. Annual subscription including BROAD-  
CASTING Yearbook (53d issue): \$9.00, or  
TELECASTING Yearbook (54th issue): \$9.00.  
Annual subscription to BROADCASTING • TELE-  
CASTING, including 54 issues: \$11.00. Add  
\$1.00 per year for Canadian and foreign post-  
age. Regular issues: 35c per copy; 53d and  
54th issues: \$3.00 per copy.  
ADDRESS CHANGE: Please send requests to  
Circulation Dept., BROADCASTING • TELE-  
CASTING, 1735 DeSales St., N.W., Washing-  
ton 6, D. C. Give both old and new addresses,  
including postal zone numbers. Post office  
will not forward issues.

BROADCASTING\* Magazine was founded in  
1931 by Broadcasting Publications Inc., using  
the title: BROADCASTING\*—The News Maga-  
zine of the Fifth Estate.  
Broadcast Advertising\* was acquired in 1932,  
Broadcast Reporter in 1933 and Telecast\* in  
1953.

\*Reg. U. S. Patent Office  
Copyright 1957 by Broadcasting Publications  
Inc.

# INDEX

<b>I</b>		Louisiana:	Montana:	<b>For Facts on Radio See— 1957 BROADCASTING Yearbook</b>
Idaho Broadcasters Assn. ....	46	Market Data by Parishes ....	124	
Idaho:		Tv Stations .....	126	
Market Data by Counties ....	98	<b>M</b>		
Tv Stations .....	98	Maine Broadcasters Assn. ....	46	
Identification of Station, FCC		Maine:		
Rules .....	324	Market Data by Counties ....	131	
Illinois Broadcasters Assn. ....	46	Tv Stations .....	131	
Illinois:		Manufacture of Tv Sets .....	429	
Market Data by Counties ....	99	Manufacturers, Tv Equipment	286	
Tv Stations .....	100	Maps—		
Important Stories, 1956-57 ....	428	Bell System Tv Network		
Indecent Language, FCC Rules	326	Routes .....	29	
Index of Advertisers .....	431	Market Research .....	353	
Indiana Broadcasters Assn. ....	46	Maryland-D. C. Radio & Tv		
Indiana:		Broadcasters Assn. ....	46	
Market Data by Counties ....	106	Maryland:		
Tv Stations .....	106	Market Data by Counties ....	132	
Iowa Broadcasters Assn. ....	46	Tv Stations .....	132	
Iowa:		Massachusetts Broadcasters		
Market Data by Counties ....	110	Assn. ....	46	
Tv Stations .....	112	Massachusetts:		
<b>K</b>		Market Data by Counties ....	135	
Kansas Assn. of Radio Broad-		Tv Stations .....	135	
casters .....	46	Measuring Services .....	349	
Kansas:		Michigan Assn. of Broadcast-		
Market Data by Counties ....	118	ers .....	47	
Tv Stations .....	119	Michigan:		
Kentucky Broadcasters Assn. ...	46	Market Data by Counties ....	137	
Kentucky:		Tv Stations .....	138	
Market Data by Counties ....	121	Minnesota Assn. of Broadcast-		
Tv Stations .....	122	ers .....	47	
<b>L</b>		Minnesota:		
Labor Groups in Tv .....	424	Market Data by Counties ....	149	
Lawyers .....	376	Tv Stations .....	149	
Lead Story .....	11	Mississippi Broadcasters Assn.	47	
License, How to Apply .....	310	Mississippi:		
License Renewals, FCC Rules...	322	Market Data by Counties ....	152	
Licensing Groups, Music .....	350	Tv Stations .....	152	
Location of Studio, FCC Rules	316	Missouri Broadcasters Assn. ....	47	
Lotteries, FCC Rules Govern-		Missouri:		
ing .....	326	Market Data by Counties ....	154	
Louisiana Assn. of Broad-		Tv Stations .....	154	
casters .....	46	Modifications, FCC Rules ....	324	
		Montana Radio Stations, Inc.	47	

## YEARBOOK ABBREVIATIONS

Account Executive—acct. exec.	Educational—educ.	Public Relations Director—pub. rel. dir.
Administrative Assistant—adm. asst.	Engineer—enrg.	Publicity Director—publicity dir.
Advertising—adv.	Equipment—equip.	Publication—publ.
Assistant—asst.	Executive—exec.	Publishing—pub.
Associates—Assoc.	Facility—fac.	Regional—reg.
Association—Assn.	General Manager—gen. mgr.	Representative—rep.
Avenue—Ave.	Government—Gov.	Resident Manager—res. mgr.
Board—bd.	Highway—Hwy.	Sales—sls.
Bookkeeper—bkpr.	Kilowatt—kw.	Secretary—sec.
Boulevard—Blvd.	Local—loc.	Service—serv.
Broadcast—Bcst.	Manager—mgr.	Special Events Director—sp. events dir.
Broadcasting—Bcstg.	Managing—mgng.	Sports Director—sports dir.
Business—bus.	Manufacturer—mfr.	Station—sta.
Buyer—buy.	Manufacturing—mfg.	Street—St.
Channel—ch.	Merchandising—merc.	Superintendent—suptndt.
Chairman of the Board—chmn. of bd.	National—natl.	Supervising Engineer—sup. engr.
Charge—chg.	Office—off.	Supervisor—supvr.
Chief—ch.	Officer—ofcr.	Technical—tech.
Commercial—com.	Operations—ops.	Telephone—tel.
Comptroller—comp.	Owner—own.	Television—tv.
Continuity—cont.	Partner—ptnr.	Township—Twp.
Controller—controller	President—pres.	Traffic—traff.
Coordinator—coor.	Producer—prodr.	Transmitter Supervisor—trans. supvr.
Co-Owner—co-own.	Production—prod.	Treasurer—treas.
Corporation—Corp.	Program—pgm.	Vice President—vp.
Director—dir.	Promotion—prom.	Watt—w
Editor—ed.	Public Affairs Director—pub. aff. dir.	Women's Director—women's dir.

# INDEX

Oregon State Broadcasters Assn. ....	47	Tv Stations .....	220	Applications .....	382	Transcription Services .....	327
Oregon:		Rules Governing Television .....	314	Attorneys .....	376	Transmitter & Equip. Mfrs. ....	286
Market Data by Counties .....	207			Awards & Citations .....	427	Transfers, FCC Rules Govern-	326
Tv Stations .....	207	<b>S</b>		Books Relating to .....	413	ing .....	395
Outlook, Bus. Review .....	11	Schedules, Operating (FCC		Broadcasters Associations .....	46	Transfers & Proposed Trans-	395
Ownership, Changes in Sta-		Rules) .....	316	Code .....	42	fers .....	395
tions .....	395	Schools, Tv .....	420	Consulting Engineers .....	380	Tv Code .....	42
Ownership, Group Stations .....	399	James W. Seiler's Feature .....	14	Correspondents, Capitol .....	424	Tv Film Distributors .....	338
Ownership, Multiple (FCC		Services, Related to Business		Equipment Manufacturers .....	286	Tv Film Producers, Packag-	327
Rules) .....	316	of Broadcasting .....	346	Film, Cinema Trade Groups .....	347	ers .....	327
Ownership of Stations by		Services, Related to Tv Pro-		Film Distributors .....	338	Tv Set Production .....	394
Newspapers .....	403	gram Production .....	327	Film Producers, Packages .....	327	Tv Stations (see Television	49
		Services to Stations .....	352	Lawyers .....	376	Stations) .....	
<b>P</b>		Set Production, Tv .....	394, 429	Manufacture by Years .....	429		
Package Program Firms .....	327	Sets, Estimated Value .....	429	News Services .....	381	<b>U</b>	
Pay Tv .....	353	Sets in Use .....	429	Production Firms .....	327	UHF Translator Stations .....	426
Penn. Assn. of Broadcasters .....	47	Site, Common Antenna (FCC		Production, Set .....	394	Unions Dealing With Tv .....	424
Pennsylvania:		Rules) .....	322	Publications on Tv .....	413	U. S. Government Agencies .....	419
Market Data by Counties .....	212	South Carolina Radio & Tele-		Regional Networks .....	47	U. S. Television Stations by	49
Tv Stations .....	212	vision Broadcasters Assn. ....	47	Representatives of Stations		States .....	49
Personnel Services .....	350	South Carolina:		(U. S.) .....	32	U. S. Television Stations by	392
Political Broadcasts, FCC		Market Data by Counties .....	220	Representatives of Stations		Call Letters .....	392
Rules .....	324	Tv Stations .....	222	(Canadian) .....	40	Utah Broadcasters Assn. ....	47
Power and Antenna Height,		Southern California Broad-		Rules and Regulations Gov-	314	Utah:	
FCC Rules .....	316	casters Assn. ....	47	erning .....	314	Market Data by Counties .....	253
Prizes & Premiums .....	350	South Dakota Broadcasters		Schools .....	420	Tv Stations .....	254
Production of Tv Sets, 1947-57	394	Assn. ....	47	Services Related to .....	346		
Program Production Firms .....	327	South Dakota:		Set Production, 1947-57 .....	394	<b>V</b>	
Programs, Sponsored (FCC		Market Data by Counties .....	225	Significant Stories, 1956-57 .....	428	Vermont Assn. of Radio & Tv	
Rules) .....	324	Tv Stations .....	225	Status Report .....	11	Broadcasters .....	47
Promotion Services .....	350	Sponsored Programs, FCC		Subscription Tv .....	353	Vermont:	
Public Relations Services .....	350	Rules .....	324	Summary of Tv Growth .....	11	Market Data by Counties .....	254
Publications, Relating to Tv .....	413	State Broadcasters Association	46	Unions Dealing With .....	424	Tv Stations .....	255
Puerto Rican Assn. of Broad-		Station Authorizations .....	429	Television Stations—		Viewing Pattern .....	14
casters .....	47	Station Brokers .....	353	Allocations .....	387	Virginia Assn. of Broadcasters	47
Puerto Rico, Tv Stations .....	276	Station Identification, FCC		Applications for .....	382	Virginia:	
		Rules .....	324	Call Letters, U.S. ....	392	Market Data by Counties .....	255
		Station License, How to Apply	310	Call Letters, Canada .....	285	Tv Stations .....	255
		Station Representatives .....	32	Changes in Ownership .....	395		
		In Canada .....	40	Community Tv .....	411	<b>W</b>	
		Station Representatives Assn.	346	Experimental .....	402	Washington, D. C., Tv Sta-	
		Stations (See Television		Foreign .....	415	tions .....	78
		Stations) .....	49	Group Ownership .....	399	Washington State Assn. of	
		Stations Equipped for Color		How to Apply for License .....	310	Broadcasters .....	47
		Network .....	410	Identified with Newspapers .....	403	Washington (State):	
		Stations, Experimental .....	402	National Representatives .....	32	Market Data by Counties .....	260
		Stations, UHF Translator .....	426	Representatives of (U.S.) .....	32	Tv Stations .....	260
		Studio Location, FCC Rules .....	316	Representatives of (Cana-		West Virginia Broadcasters	
		Subscription Tv .....	353	dian) .....	40	Assn. ....	47
		Summary of Tv Allocations,		U. S. by Call Letters .....	392	West Virginia:	
		Assignments, Applications .....	382	U. S. by States .....	49	Market Data by Counties .....	265
		Summary of Tv Growth .....	11	Tennessee Assn. of Broadcast-		Tv Stations .....	266
		Survey on Viewing .....	14	ers .....	47	Wisconsin Broadcasters Assn. ....	47
		Surveys & Market Research .....	353	Tennessee:		Wisconsin:	
		Suspensions, FCC Rules .....	324	Market Data by Counties .....	227	Market Data by Counties .....	268
				Tv Stations .....	227	Tv Stations .....	268
		<b>T</b>		Texas Assn. of Broadcasters .....	47	Women's Viewing Habits .....	14
		Telecasting, Related Services .....	346	Texas:		Wyoming Broadcasters Assn. ....	47
		Television—		Market Data by Counties .....	232	Wyoming:	
		Agencies, U. S. ....	355	Tv Stations .....	234	Market Data by Counties .....	273
		Allocations & Assignments,		Translator Stations .....	426	Tv Stations .....	273
		FCC .....	382, 314	Transcription & Recording			
				Equipment Mfrs. ....	286		