

# Broadcasting 1971 Yearbook

## Quick guide to sections

Information in this YEARBOOK is divided into homogeneous sections as described in the boxes at right. Here's how to locate a section rapidly:

Hold the YEARBOOK in your left hand. With your right hand bend the book back so that the black markings on the right edges of the pages appear. If you wish to find a page in the A section, for example, place your right thumb over the black bar to the right of the letter A at upper right on this page and rifle through all pages containing a similar black bar in the same position; at the end of the sequence of marking will appear the first page of the A section. The same procedure can be used to find the beginning of any other section, starting with your thumb on the black bar on this page to the right of the letter of the section you wish to locate.

## Index

Abbreviations in YEARBOOK .....	E-74
Advertisers Index .....	7
Advertisers, Top 100 Network Radio .....	68
Advertisers, Top 100 Spot Radio .....	66
Advertisers, Top 100 TV .....	A-121
Advertisers, Top 100 Spot TV .....	A-120, A-121
Advertising Agency Directory .....	E-47
Advertising Assns., Media Societies .....	E-31
Agencies, Advertising .....	E-47
Agencies, Top 50 Broadcast Billings .....	A-122
Agents, Talent .....	D-8
■ Alabama	
<i>AM, FM Stations</i> .....	B-3
<i>TV Stations</i> .....	A-3
<i>Broadcasters Association</i> .....	E-35
■ Alaska	
<i>AM, FM Stations</i> .....	B-9
<i>TV Stations</i> .....	A-5
<i>Broadcasters Association</i> .....	E-35
■ Alberta	
<i>AM, FM Stations</i> .....	B-237
<i>TV Stations</i> .....	A-71
Allocations of TV Channels, U.S. ....	A-77
AM Stations	
<i>Authorized</i> .....	A-117
<i>By Call Letters, U.S.</i> .....	B-246
<i>By Frequencies, Canada</i> .....	B-281
<i>By Frequencies, Mexico-Caribbean</i> .....	B-296
<i>By Frequencies, U.S.</i> .....	B-262
<i>By Provinces, Canada</i> .....	B-237
<i>By States, U.S.</i> .....	B-3
■ American Broadcasting Co.	
<i>Executives &amp; Staff</i> .....	E-8
<i>ABC Radio and TV Networks</i> .....	E-9
American Forces Radio & TV .....	E-30
Antenna TV Systems, Community .....	14
Applications, TV Stations .....	A-96
Applying for a broadcast station .....	C-65
■ Arizona	
<i>AM, FM Stations</i> .....	B-10
<i>TV Stations</i> .....	A-5
<i>Broadcasters Association</i> .....	E-35
■ Arkansas	
<i>AM, FM Stations</i> .....	B-13
<i>TV Stations</i> .....	A-6
Armed Forces Radio & TV Service .....	E-30
Artists Representatives .....	D-8
Associations, Societies .....	E-31
Associations, State Broadcasts .....	E-35
Assn. of Federal Comm. Consulting Engineers .....	E-39
Attorneys, Communications .....	E-46
Audience (Radio & TV) .....	11, 64
Audience Analysis .....	64
Audience in TV Markets .....	17
Audience Measurement Services .....	E-22
Authorized Broadcast Stations, 1922-1971 .....	A-117
Awards & Citations .....	D-65
Billings, Top 50 Agencies .....	A-122
Books Relating to Radio-TV .....	E-69
■ British Columbia	
<i>AM, FM Stations</i> .....	B-238
<i>TV Stations</i> .....	A-71
Broadcast History .....	C-41

## A—The Facilities of Television

TV Station Directory .....	A-3	Transfers of Ownership.....	A-84
Canadian TV Stations .....	A-71	TV Applications Pending.....	A-96
Call Letters .....	A-73	Newspaper Ownership.....	A-102
Channels .....	A-77	Group Ownership.....	A-109
Canadian Channels .....	A-80	Experimental TV Stations.....	A-117
Allocations .....	A-81		

**A**

## B—The Facilities of AM-FM Radio

AM & FM Radio Directories.....	B-3	Canadian AM by Frequency.....	B-281
Canadian AM & FM Stations.....	B-237	FM, Frequencies, Channels.....	B-283
AM Station Call Letters.....	B-246	Canadian FM by Frequency .....	B-283
FM Commercial Call Letters.....	B-255	FM Assignments.....	B-292
FM Educational Call Letters.....	B-261	Caribbean, Mexican Stations.....	B-296
AM Radio by Frequencies.....	B-262	College Stations.....	B-300

**B**

## C—Equipment and FCC Rules

Product Guide.....	C-3	FCC Rules & Regulations.....	C-47
Equipment Manufacturers.....	C-17	Station Application.....	C-65

**C**

## D—NAB Codes and Program Services

NAB Television Code.....	D-3	Radio Commercial Producers..	D-43
NAB Radio Code.....	D-6	Business, Promotion Films....	D-49
Talent Agents and Managers.....	D-8	Television Processing Labs....	D-57
Radio-TV News Services.....	D-9	Foreign Language Programs....	D-59
Radio Program Producers.....	D-11	Negro Programming.....	D-61
Television Program Producers.....	D-19	C&W Stations.....	D-62
Television Commercial Producers .....	D-34	Major Awards & Citations.....	D-65

**D**

## E—Agencies, Reps, Networks, Miscellaneous

Radio & TV Representatives....	E-3	Attorneys in Radio-TV.....	E-46
Network Executives.....	E-8	Consulting Engineers.....	E-39
Regional Radio Networks.....	E-16	Schools .....	E-42
Government Agencies.....	E-29	Farm Directors.....	E-44
Associations, Societies.....	E-31	Advertising Agencies .....	E-47
Unions, Labor Groups.....	E-36	Major Trends, Events .....	E-56

**E**

Broadcast Services	C-41
Broadcast Rating Council	E-24
Broadcasters State Assns.	E-35
Broadcasting Dimensions	11
Brokers, Radio-TV Stations	E-18

*Hogan-Feldmann, Inc.*  
 MEDIA BROKERS • CONSULTANTS  
 4404 Riverside Drive, Box 1545  
 Burbank, California 91505  
 Area Code 213 849-3201

Business Films	D-49
Buying/Planning Svcs.	E-55
■ California	
AM, FM Stations	B-17
TV Stations	A-7
Broadcasters Association	E-35
Call Letters	
AM Stations (U.S.)	B-246
FM Stations (U.S.)	
Commercial	B-255
Educational	B-261
TV Stations (U.S.)	
Commercial	A-73
Educational	A-75
Campus Stations	B-300
■ Canada	
AM Stations by Call Letters	B-302
AM Stations by Frequencies	B-281
AM-FM Station Directory	B-237
FM, by Frequency	B-283
TV, by Channel	A-80
TV Station Directory	A-71
TV Stations by Call Letters	A-76
Station Representatives	E-8
Canadian Broadcasting Corp.	E-39
Canadian Radio-Television Commission	E-39
■ CATV	
Cost	14
Growth	14
Homes	14
Investment	14
Regulation	14
Revenue	14
Subscribers	14
Systems	14
Caribbean-Mexico Radio Stations	B-296
Channels, FM	B-283
Channels, TV	A-77
Chronology of Events	E-56
Citations	D-65
Closed-Circuit TV	A-118
Code, Radio	D-6
Code, TV	D-3
Color TV Sets Manufactured	19
College Radio Stations	B-300
Colleges offering radio-TV courses	E-21
■ Colorado	
AM, FM Stations	B-31
TV Stations	A-12
Broadcasters Association	E-35
■ Columbia Broadcasting System Inc.	
CBS Executives	E-10
CBS Radio Network	E-11
CBS Television Network	E-12
Commercial Producers, Radio	D-43
Commercial Producers, TV	D-34
Communications Attorneys	E-46
Communications Satellite Corp.	E-30
Community Antenna TV Systems	14
Congress, Radio-TV Galleries	E-27
■ Connecticut	
AM, FM Stations	B-34
TV Stations	A-13
Broadcasters Association	E-35
Construction Services	C-17
Consultants on Management	E-41

**METRO AMERICAN COMMUNICATIONS**  
 BROADCAST CONSULTANTS  
 Automated Accounting and Programing Systems  
 Station Planning and Operations  
 Sales Development and Promotion  
 News and Programs/Commercials and Jingles  
 BOX 145, BALA CYNWYD, PA. 19004  
 (215) 337-1275

Consulting Engineers	E-39
Correspondents Assn., Radio-TV	E-27
Costs of Radio	62
Costs of TV by Rating Point	59
Country & Western Programing	D-62
CTV Television Network	E-39
■ Delaware	
AM, FM Stations	B-37
TV Stations	A-13
Del., D.C., M.D. Assn. of Bcstrs.	E-36
Demographics of TV Markets	44, 47, 52
Dimensions of Broadcasting	11
Distributors, Equipment	C-17

Distributors, Television Programs	D-19
■ District of Columbia	
AM, FM Stations	B-37
TV Stations	A-12
D.C. Md., Del. Assn. of Bcstrs.	E-36
Editorializing, Radio-TV Stations	66
Educational Broadcasting Corp.	E-47
Educational FM Call Letters	B-261
Educational TV Call Letters	A-75
Employment, Radio-TV	35
Employment Services	E-45
Engineers, Consulting	E-39
■ Equipment	
Associations	E-31
Distributors & Manufacturers	C-17
Product Guide	C-3
Rentals	C-3
Events, Trends	E-56
Experimental TV Stations	A-117
Farm Directors	E-44
Federal Communications Consulting Engineers Assn. of	E-39
■ Federal Communications Commission	
Executives & Staff	E-25
Past Members	E-27
Rules Regulating Radio-TV	
Allocations	C-47
Censorship	C-65
Common antenna site	C-59
Facsimile	C-57
Indecent language	C-65
License renewals	C-61
Logs & Records	C-64
Lotteries	C-64
Multiple ownership	C-52
Network affiliation	C-57
Operating schedules	C-55
Operator requirements	C-56
Personal attacks	C-57
Political editorials	C-62
Political broadcasts	C-63
Rebroadcasts	C-62
Recordings	C-59
Reports	C-63
Revocations	C-61
Sponsored programs	C-61
Station identification	C-61
Studio origination	C-54
Transfers	C-65
Federal Radio Commission, Former Members	E-26
Film Distributors for TV	D-19
Film/live/tape ratio of programing	A-119
Financing, Station	E-21
■ Florida	
AM, FM Stations	B-38
TV Stations	A-14
Broadcasters Association	E-35
FM Stations	
Assignments	B-292
Authorizations	A-117
Canadian, by Frequency	B-283
Channels	B-283
Commercial Call Letters	B-255
Directory of	B-3
Educational Call Letters	B-261
Frequencies	B-283
Foreign Language Programing	D-59
Foreign Radio, TV	E-71
Frequencies	
Canadian AM	B-281
Canadian FM	B-283
Mexican-Caribbean AM	B-296
United States AM	B-262
United States FM	B-283
Frequency Measuring Services	B-301
Galleries, Radio-TV in Congress	E-27
■ Georgia	
AM, FM Stations	B-48
TV Stations	A-16
Broadcasters Association	E-36
Government Agencies	E-29
Group Ownership of Stations	A-109
Groups, Radio Networks	E-16
Groups, TV Networks	A-118
■ Guam	
AM Station	B-235
TV Station	A-71
Guide to Spot Planning	17
■ Hawaii	
AM, FM Stations	B-56
TV Stations	A-18
Broadcasters Association	E-36
History of Broadcasting	C-41
How to Apply for Station	C-65
Hughes Television Network	E-16
■ Idaho	
AM, FM Stations	B-57
TV Stations	A-19
Broadcast Association	E-36
■ Illinois	
AM, FM Stations	B-59
TV Stations	A-19
Broadcasters Association	E-36
Independent Buying/Planning Svcs.	E-55
Index of Advertisers	7
■ Indiana	
AM, FM Stations	B-68
TV Stations	A-21
Broadcasters Association	E-36
Industry Highlights, 1969-70	E-56

Information Agency	E-30
International Stations in the U.S.	B-301
International Broadcasting	E-71
International Television	E-71
■ Iowa	
AM, FM Stations	B-74
TV Stations	A-23
Broadcasters Association	E-36
Jingle Producers	D-43
■ Kansas	
AM, FM Stations	B-79
TV Stations	A-24
Broadcasters Association	E-36
■ Kentucky	
AM, FM Stations	B-82
TV Stations	A-25
Broadcasters Association	E-36
■ Keystone Broadcasting System	
Executives & Staff	E-12
Labor Groups & Unions	E-36
Labs, TV Processing	D-57
Lawyers, Communications	E-46
License, How to Apply for	C-65
Licensing, music	D-10
Live/film/tape programing	A-119
■ Louisiana	
AM, FM Stations	B-88
TV Stations	A-26
Broadcasters Association	E-36
Magazine or Newspaper Ownership of Broadcast Stations	A-102
■ Maine	
AM, FM Stations	B-92
TV Stations	A-27
Broadcasters Association	E-36
Major Trends, Events	E-56
Management Consultants	E-41
Managers, Talent	D-8
■ Manitoba	
AM, FM Stations	B-239
TV Stations	A-71
Manufacturers of Equipment	C-17
Manufacturers Societies, Groups	E-31
Map of TV Markets	54
Market Research Services	E-22
Market 1 Network	E-16
Marketing Guide	17
Markets, TV	17
Markets, TV by Size	44
Markets, TV Demographics	52
Markets of TV (Map)	54
■ Maryland	
AM, FM Stations	B-94
TV Stations	A-28
Md., D.C., Del. Assn. of Bcstrs.	E-36
■ Massachusetts	
AM, FM Stations	B-97
TV Stations	A-29
Broadcasters Association	E-36
Measuring Services, Frequency	B-301
Media Buying/Planning Services	E-55
Media, Societies, Groups	E-31
Mexican-Caribbean Radio Stations	B-296
■ Michigan	
AM, FM Stations	B-101
TV Stations	A-29
Broadcasters Association	E-36
■ Minnesota	
AM, FM Stations	B-108
TV Stations	A-31
Broadcasters Association	E-36
■ Mississippi	
AM, FM Stations	B-113
TV Stations	A-32
Broadcasters Association	E-36
■ Missouri	
AM, FM Stations	B-118
TV Stations	A-33
Broadcasting Association	E-36
■ Montana	
AM, FM Stations	B-123
TV Stations	A-35
Broadcasters Association	E-36
Motion Picture & TV Film Associations	E-31
Multiple Station Owners	A-109
Music Licensng Groups	D-10
■ Mutual Broadcasting System	
Executives, Staff and Rates	E-14
■ National Assn. of Broadcasters	
Committees	E-24
Officers	E-23
Radio Code	D-6
TV Code	D-3
National Assn. of Farm Broadcasters	E-44
■ National Broadcasting Co.	
Executives & Staff	E-14
NBC Radio and TV Networks	E-14
National Educational TV	E-47
■ Nebraska	
AM, FM Stations	E-125
TV Stations	A-36
Broadcasters Association	E-36
Negro Programing	D-61
Network Audience in TV Markets	64
■ Networks	
ABC Executives & Staff	E-8
CBC Executives & Staff	E-39
CBS Executives & Staff	E-10
KBS Executives & Staff	E-12
MBS Executives & Staff	E-14

Market 1 Executives	E-16
NBC Executives & Staff	E-14
Regional Radio	E-16
Regional TV	A-118
■ Nevada	
AM, FM Stations	B-128
TV Stations	A-37
Broadcasters Association	E-36
■ New Brunswick	
AM, FM Stations	B-239
TV Stations	A-72
■ Newfoundland	
AM, FM Stations	B-240
TV Stations	A-72
■ New Hampshire	
AM, FM Stations	B-129
TV Stations	A-37
Broadcasters Association	E-36
■ New Jersey	
AM, FM Stations	B-130
TV Stations	A-38
Broadcasters Association	E-36
■ New Mexico	
AM, FM Stations	B-133
TV Stations	A-38
Broadcasters Association	E-36
News Highlights—1969-70	E-56
News Directors	E-45
News Services	D-9
Newspaper Ownership of Stations	A-102
■ New York	
AM, FM Stations	B-136
TV Stations	A-39
Association of Broadcasters	E-36
■ North Carolina	
AM, FM Stations	B-146
TV Stations	A-42
Association of Broadcasters	E-36
■ North Dakota	
AM, FM Stations	B-155
TV Stations	A-44
Association of Broadcasters	E-36
■ Northwest Territories	
AM Stations	B-240
TV Stations	A-73
■ Nova Scotia	
AM, FM Stations	B-240
TV Stations	A-72
Numbers of Stations	A-117
■ Ohio	
AM, FM Stations	B-157
TV Stations	A-44
Association of Broadcasters	E-36
■ Oklahoma	
AM, FM Stations	B-165
TV Stations	A-47
Assn. of Broadcasters, Telecasters Assn.	E-36
■ Ontario	
AM, FM Stations	B-241
TV Stations	A-72
■ Oregon	
AM, FM Stations	B-169
TV Stations	A-48
Association of Broadcasters	E-36
Overseas radio, TV	E-71
Ownership, Group Stations	A-109
Ownership, Newspaper	A-102
Pay TV	A-118
■ Pennsylvania	
AM, FM Stations	B-172
TV Stations	A-50
Association of Broadcasters	E-36
Placement Services	E-45
Press Services	D-9
■ Prince Edward Island	
AM, FM Stations	B-243
TV Stations	A-73
Processing Labs, TV	D-57
Producers TV Commercials	D-34
Product Guide	C-3
Product Usage in TV Markets	A-47
Production, Radio	D-11
Production, Television	D-19
Professional Societies	E-31
Program Distributors, Radio	D-11

Program Distributors, TV	D-19
Program Producers, Radio	D-11
Program Producers, TV	D-19
Programming: film/live/tape ratio	A-119
Promotion Films	D-49
Promotion Services	E-37
Public Relations Services	E-37
■ Puerto Rico	
AM, FM Stations	B-235
TV Stations	A-70
Association of Broadcasters	E-36
■ Quebec	
AM, FM Stations	B-243
TV Station	A-73
■ Radio	
Agencies, Top 50 billings	A-122
Advertisers (Network)	E-68
Attorneys	E-46
Audience	E-64
Budget Estimator	E-62
Call Letters, AM	B-246
Call Letters, FM Commercial	B-255
Call Letters, FM Educational	B-261
Canadian AM Call Letters	B-302
Canadian AM Stations	B-237
Channel Assignments, FM	B-283
Code of NAB	D-6
College Radio Stations	B-300
Commercial Producers	D-43
Correspondents	E-27
Cost Estimator	E-62
Country & Western Programming	D-62
Directory, Canadian	B-237
Directory, U.S.	B-3
Editorializing	E-66
Employment	E-35
Equipment Manufacturers	C-17
Foreign Language Programs	D-59
Frequencies, AM	B-262
Frequencies, FM	B-283
Group Ownership	A-109
International	E-71
International Stations in the U.S.	B-301
Jingle Producers	D-43
Mexican, Caribbean Stations	B-296
Negro Programming	D-61
Networks, Regional	E-16
News Services	D-9
Newspaper Ownership	A-102
Program Distributors	D-11
Program Producers	E-3
Representatives	E-6
Set Sales—1922-1970	E-66
Spot advertisers	E-66
Station Authorization—1922-1967	A-117
Stations on Air	E-11
Time Sales—1935-1969	E-13
Radio Advertising Bureau Inc.	E-25
■ Radio Corporation of America	
Executives, Staff & Division	A-116, C-33
Broadcast Equipment Div.	C-33
Electronic Components and Devices	C-34
Service Co.	C-34
Magnetic Products Div.	C-34
Radio-Television Commission of Canada	E-39
Radio-TV Correspondents Assn.	E-27
Radio-TV Galleries of Congress	E-27
Radio-TV News Directors Assn.	E-45
Ranking of TV markets	E-44
Rating Services	E-22
Recording Services	D-11
Regional Radio Networks, Groups	E-16
Regional TV Networks	A-118
Representatives, Canadian	E-8
Representatives of Stations, U.S.	E-3
Research Services, Radio-TV	E-22
Review of 1970	E-9
■ Rhode Island	
AM, FM Stations	B-183
TV Stations	A-52
Association of Broadcasters	E-36
Sales of TV time	E-11
■ Saskatchewan	
AM, FM Stations	B-245
TV Stations	A-73
Satellite Corp., Communication	E-30
Schools, Radio & TV	E-42
Services	
Broadcast	C-41
Buying/Planning	E-55
Employment	E-45
Rating & Research	E-22
Special	E-47
Set Production, TV	E-19
Set Sales, Radio	E-6
Societies, Professional, Radio-TV	E-31
■ South Carolina	
AM, FM Stations	B-183
TV Stations	A-52
Association of Broadcasters	E-36
■ South Dakota	
AM, FM Stations	B-188
TV Stations	A-53
Association of Broadcasters	A-36
Special Services	E-47
Sports Network (Hughes)	E-16
Spot Advertisers, Radio	E-66
Spot Advertisers, TV	A-121
State Broadcasters Associations	E-35
Station Applications	C-65

Station Applications Pending, TV	A-96
Station Brokers	E-18
Station Editorializing	E-66
Station Employment	E-35
Station Financing	E-21
Station Transfers, TV	A-84
Stations, Experimental	A-117
Stations, Number	A-117
Subscription TV	A-118
Suppliers & Services	C-3
Surveys & Market Research	E-22
Talent Agents	D-8
Tape/film/live Programming	A-119
■ Television	
ADI Markets	E-17
Advertisers	A-120
Agencies, Top 50 billings	A-122
Allocations	A-81
Applications Pending	A-96
Attorneys	E-36
Audience	E-64
Bureau of Advertising	E-24
Business Films	D-49
Call Letters	A-73
Channel Allocations	A-81
Channels	A-77
Closed Circuit	A-118
Commercial Producers	D-34
Community Antenna	E-14
Code of NAB	D-3
Color Sets	E-19
Costs	E-59
Correspondents	E-27
CTV Network	E-39
Directory, Canadian	A-71
Directory, U.S.	A-3
Editorializing	E-66
Employment	E-35
Equipment Manufacturers	C-17
Experimental Stations	A-117
Group Ownership	A-109
Hughes Network	E-16
International	E-71
Markets, by ADI	E-17
Market Demographics	E-52
Market Ranking	E-44
Network Advertising	A-120, A-121
Networks, Regional	A-118
Newspaper Ownership	A-102
News Services	D-9
Number of Stations	A-117
Processing Labs (TV)	D-57
Product usage in TV Markets	A-47
Program Distributors (TV)	D-19

## RADIO/ BROADCASTING ASSOCIATES

Producers of  
"KALEIDOSCOPE"

A new concept in Syndication

- Vignettes, Series or Programs
- Production services & facilities
- Special programs
- Custom concepts

### RADIO/BROADCASTING ASSOCIATES

270 Henderson Street  
Jersey City, New Jersey 07302

(201) 432-7700, (212) 736-7595

For more details, circle 209 on inquiry card.

**THE  
Media Music  
SERIES**

**Top Programming  
Music of the '70's**

For information contact:  
**Capitol Production Music**  
Hollywood and Vine  
Hollywood, Calif. 90028  
Capitol Telephone (213) 462-6252



Five decades ago man's continuing effort to extend the horizons of his knowledge and understanding took a quantum leap with the birth of radio broadcasting. Some thirty years later it leaped even further when pictures were added to sound. At CBS we are proud to have been on the springboard on both occasions: on September 18, 1927, when the CBS Radio Network on its opening night presented the first broadcast of an American opera. And again on March 20, 1948, when the CBS Television Network went on the air with the first television performance of a major symphony orchestra.

Ever since these beginnings we have been trying our best to enlarge the horizons of man's spirit and understanding—whether by bringing him the sound of music, or the sight of man on the moon.

---

**CBS**

CBS/BROADCAST GROUP:  
CBS NEWS DIVISION  
CBS TELEVISION NETWORK DIVISION  
CBS TELEVISION STATIONS DIVISION  
CBS RADIO DIVISION

Program Production Services (TV) ...D-19  
 Programming ...A-119  
 Promotion Films ...D-49  
 Regional Networks ...A-118  
 Representatives ...E-3  
 Set Production 1946-1970 ...19  
 Spot Advertising, Gross ...A-121  
 Station Sales ...A-84  
 Stations on air ...11, A-117  
 Subscription ...A-118  
 Time Sales 1948-1969 ...29  
 Transfers of Ownership ...A-84  
 Television Bureau of Advertising ...E-24  
 Television Information Office ...E-25

■ Tennessee  
 AM, FM Stations ...B-190  
 TV Stations ...A-54  
 Association of Broadcasters ...E-36

■ Texas  
 AM, FM Stations ...B-196  
 TV Stations ...A-55  
 Association of Broadcasters ...E-36  
 Time Sales, Radio-TV ...11  
 Time Sales, Radio ...13  
 Time Sales, TV ...29  
 Top 50 Agencies ...A-122  
 Trade Assns. & Professional Groups ...E-31  
 Transcription Services (Radio) ...D-11  
 Transfers of TV Ownership ...A-84  
 Transmitter & Equipment Mfrs. ...C-17  
 Trends, Events ...E-56  
 Unions & Labor Groups ...E-36  
 U.S. Information Agency ...E-30  
 U.S. Govt. Agencies ...E-29

■ Utah  
 AM, FM Stations ...B-211  
 TV Stations ...A-63  
 Association of Broadcasters ...E-36

■ Vermont  
 AM, FM Stations ...B-212  
 TV Stations ...A-63  
 Association of Broadcasters ...E-36  
 Viewing Habits ...64

■ Virgin Islands  
 AM, FM Stations ...B-237  
 TV Stations ...A-71

■ Virginia  
 AM, FM Stations ...B-213  
 TV Stations ...A-63  
 Association of Broadcasters ...E-36  
 Voice of America ...E-30

■ Washington  
 AM, FM Stations ...B-220  
 TV Stations ...A-65  
 Association of Broadcasters ...E-36

■ West Virginia  
 AM, FM Stations ...B-225  
 TV Stations ...A-66  
 Association of Broadcasters ...E-36

■ Wisconsin  
 AM, FM Stations ...B-227  
 TV Stations ...A-67  
 Association of Broadcasters ...E-36

■ Wyoming  
 AM, FM Stations ...B-234  
 TV Stations ...A-69  
 Association of Broadcasters ...E-36

Year in review ...9

■ Yukon  
 AM Stations ...B-246  
 TV Stations ...A-73

## U. S. Radio Set Sales—1922-1970

	Total Radio Sets Manufactured		Automobile Sets Manufactured		Auto Sets in use
	Number	Retail Value	Number	Retail Value	Number
1922	100,000	\$ 5,000,000			
1923	550,000	30,000,000			
1924	1,500,000	100,000,000			
1925	2,000,000	165,000,000			
1926	1,750,000	200,000,000			
1927	1,350,000	168,000,000			
1928	3,281,000	400,000,000			
1929	4,428,000	600,000,000			
1930	3,827,000	300,000,000	34,000	\$ 3,000,000	
1931	3,420,000	225,000,000	108,000	5,940,000	100,000
1932	3,000,000	140,000,000	143,000	7,150,000	250,000
1933	3,806,000	180,500,000	724,000	28,598,000	500,000
1934	4,084,000	214,500,000	780,000	28,000,000	1,250,000
1935	6,026,800	330,192,480	1,125,000	54,562,500	2,000,000
1936	8,248,000	450,000,000	1,412,000	69,188,000	3,500,000
1937	8,064,780	450,000,000	1,750,000	87,500,000	5,000,000
1938	6,000,000	210,000,000	800,000	32,000,000	6,000,000
1939	10,500,000	354,000,000	1,200,000	48,000,000	6,500,000
1940	11,800,000	450,000,000	1,700,000	60,000,000	7,500,000
1941	13,000,000	460,000,000	2,000,000	70,000,000	8,750,000
1942	4,400,000	154,000,000	350,000	12,250,000	9,000,000
1943					8,000,000
1944					7,000,000
1945	500,000	20,000,000			6,000,000
1946	14,000,000	700,000,000	1,200,000	72,000,000	7,000,000
1947	17,000,000	800,000,000	3,200,000	194,000,000	9,000,000
1948	14,000,000	600,000,000	4,100,000	293,000,000	11,000,000
1949	10,000,000	500,000,000	3,500,000	240,000,000	14,000,000

(Add 000)

Table, Clock & Portable Radio

Year	Domestic Label		Imports		Total		Total Auto Radio		Total	
	Units	Dollars	Foreign Units	Foreign Dollars*	Units	Dollars	Units	Dollars*	Units	Dollars
1950	9,216		2		9,218		4,740		13,958	
1951	6,440		5		6,445		4,544		10,989	
1952	7,220		12		7,232		3,243		10,475	
1953	7,258		25		7,283		5,183		12,466	
1954	6,064		55		6,119		4,124		10,243	
1955	7,187		140		7,327		6,863		14,190	
1956	8,351		600		8,951		5,057		14,008	
1957	8,952		1,000		9,952		5,496		15,448	
1958	8,227	\$159,000	2,570		10,797		3,715	\$96,000	14,512	
1959	9,947	192,000	5,825		15,772		5,501	130,000	21,273	
1960	10,513	190,000	7,518		18,031		6,432	154,000	24,463	
1961	11,590	190,000	12,064		23,654		5,568	134,000	29,222	
1962	11,811	207,000	12,970		24,781		7,249	181,000	32,030	
1963	10,439	179,000	13,163		23,602		7,946	206,000	31,548	
1964	10,836	179,000	12,722	\$88,000	23,558	\$267,000	8,313	205,000	31,871	\$472,000
1965	13,812	212,000	17,877	115,000	31,689	328,000	10,037	248,000	41,726	576,000
1966	14,468	231,000	20,311	115,000	34,779	346,000	9,394	267,000	44,173	613,000
1967	12,568	201,000	19,116	132,000	31,684	333,000	9,527 <sup>1</sup>	259,000	41,211	592,000
1968	11,660	191,000	22,662	180,000	34,322	371,000	12,510 <sup>2</sup>	330,000	46,832	701,000
1969	10,400	166,000	29,014	256,000	39,414	422,000	11,939 <sup>3</sup>	316,000	51,353	738,000
**1970	5,881	90,000	18,885	181,000	24,766	271,000	7,896 <sup>4</sup>	217,000	32,662	488,000

\* Estimated.

\*\*For first nine month

<sup>1</sup> Includes 622,000 foreign-label imports valued at \$9 million.

<sup>2</sup> Includes 1,814,000 foreign-label imports valued at \$30 million.

<sup>3</sup> Includes 1,791,000 foreign-label imports valued at \$31 million.

<sup>4</sup> Includes 1,540,142 foreign-label imports valued at \$26 million.

<sup>5</sup> Based on average value of total imports as published by U. S. Department of Commerce, which is F.O.B. and excludes import duties, freight charges and insurance.

Figures from 1922 through 1949 compiled by Marketing World Ltd., New York.

Figures from 1950 through 1970 compiled by Electronic Industries Association.

## La Rue Media Brokers Inc.

BROKERS AND FINANCIAL CONSULTANTS FOR THE  
 PURCHASE AND SALE OF CATV PROPERTIES,  
 TELEVISION STATIONS AND RADIO STATIONS.

PRESIDENT  
 HUGH BEN LARUE

116 Central Park South  
 New York, N.Y. 10019

AREA CODE 212  
 265-3430

## Advertisers' Index

### Equipment

Alden Electronic & Impulse Recording Equipment Co., Inc.	C-18
Alford Mfg. Co.	C-19
American Electronic Labs, Inc.	B-1
Ampex Corp.	C-21
Angenieux Corp. of America	C-11
Belar Electronics Lab, Inc.	C-12
Broadcast Products, Inc.	C-20
Buckmaster Painting	C-22
Burden Associates	C-22
CBS Laboratories	C-2
CCA Electronics Corp.	
B-5, B-17, B-31, B-39, B-49, B-59, B-75, B-83, B-97, B-101, B-113, B-131, B-147, B-157, B-173, B-191, B-197, B-213, B-221, B-237	
CinTel Corp.	C-23
Collins Radio Co.	C-1
Continental Electronics Mfg.	C-24
Crown International	C-3, C-14
Cybric Corp.	C-25
Electro-Voice, Inc.	C-27
Fairchild Sound Equipment Corp.	C-3, C-26
Gates Radio Co., Div. Harris-Intertype Corp.	C-26, C-28
Hughes & Phillips, Inc.	C-10, C-16, C-29
Johnson Electronics, Inc.	C-30
Lipsner-Smith Corp.	C-31
Listec TV Equipment Corp.	C-31
Marti Electronics, Inc.	C-30
Metropolitan Supply Co.	C-17
Minneapolis Magnetics, Inc.	C-9
Moseley Associates, Inc.	C-7, C-10, C-12
National Audio Co.	C-33
RCA Equipment	A-2
RCA Service Co.	C-34
Rohn Mfg. Co.	15, C-35
Schafer Electronics	C-5
Stainless, Inc.	C-37
J. Stevenson & Co.	C-36
Tapecaster TCM, Inc.	15, 16, 19, C-22, C-29, C-38
TeleMaton, Inc.	C-39
Utility Tower Co.	C-40
Vitro Services Div., Vitro Corp. of America	C-41

### General

The AMPS Agency	E-45
ASCAP	D-1
Aaron-Johnson Associates	E-41
Alpha Epsilon Rho	E-31
American Sales & Servicing Agency	E-3, E-22
The Associated Press	Back Cover
BFM Associates	E-41
Blackburn & Co., Inc.	Inside Front Cover
Guy Bolam Associates Corp.	E-3, E-22
Broadcast Music, Inc.	E-1
Broadcast Service Bureau, Inc.	E-47
Communications Satellite Corp.	E-30
R. C. Crisler & Co., Inc.	E-18
Hamilton-Landis & Associates, Inc.	
15, 16, A-4, A-5, A-7, A-12, A-13, A-14, A-19, A-23, A-24, A-25, A-26, A-28, A-30, A-31, A-33, A-36, A-37, A-40, A-42, A-47, A-50, A-52, A-54, A-55, A-63, A-65, A-66, A-67, A-70, A-84, B-3, B-13, B-17, B-31, B-34, B-37, B-38, B-59, B-74, B-79, B-82, B-84, B-97, B-108, B-113, B-125, B-129, B-130, B-141, B-146, B-157, B-169, B-172, B-183, B-184, B-188, B-196, B-211, B-213, B-220, B-225, B-227, B-234, E-19	
Hastings House, Inc.	E-70
Hogan-Feldmann, Inc.	
2, 7, A-4, A-7, A-39, B-4, B-17, B-59, B-136	

### Hogan-Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS  
1104 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 819-3201

Hudson Investment Corp.	E-19
Ambrose W. Kramer Associates	E-40
Larson/Walker & Co.	E-20
LaRue Media Brokers, Inc.	6, E-20
Metro American Communications	2
National Radio Research Co.	E-23
Radio Engineering, Inc. Schools	E-44
Howard E. Stark	E-19
Tornberg & Co., Inc.	E-120
Morton D. Wax & Associates	E-39

### Networks and Groups

ABC Radio Network	Spine
ABC Television Network	8
CBS Television Network	4/5
Cox Broadcasting Corp. Stations	25
Keystone Broadcasting System, Inc.	E-13
McClatchy Broadcasting Co.	A-9
Mullins Broadcasting Co.	24
NBC Television Network	Inside Back Cover
The Palmetto Radio Network	B-184, B-185, B-186

Steinman Stations	Front Cover
Storer Broadcasting Co.	B-2, E-2

### Program Services

Almanac Productions	D-11
Audible Advertising Prods., Inc.	D-43
Broadcast Creations	D-44
Capitol Production Music	3
Columbia Special Products	A-41, B-22
Creative Marketing & Communications Corp.	D-2
Hayden Huddleston, Adv.	D-14
Hughes Television Network	A-40
National Teleproductions Corp.	D-39
The Programmers	
B-22, B-60, B-141, D-11, D-12, D-13, D-14, D-15, D-16, D-17, D-18, D-19	
RAI Corporation (Italian Radio TV System)	D-28
Radio/Broadcasting Associates	3
Response Radio, Inc.	D-17
SESAC, Inc.	D-10
Sheri Record Co.	D-47
Sportlite Films	D-30
Sports Engineering	D-17
Taylor Film Center, Inc.	D-55
Update, Inc.	D-18
Thomas J. Valentino, Inc.	D-42
WMAQ-TV Video Tape Productions	D-43
ZBS Media, Inc.	D-19, D-49

### Stations

KARK AM-TV, Little Rock	24
KAYC, Beaumont	B-203
KAYD, Beaumont	B-203
KBTR, Denver	24
KBTU, Denver	24
KCMT, Alexandria	18
KFYR, Bismarck	B-155
KGBS, Los Angeles	B-2
KIOA, Des Moines	B-76
KKIN, Aitken	B-108
KMID-TV, Midland	35
KMJ-TV, Fresno	A-9
KNMT, Walker	18
KNIZ, Houston	B-203
KOIN-TV, Portland	A-49
KOVR, Stockton/Sacramento	A-9
KPRC-TV, Houston	A-59
KQUE, Houston	B-203
KRSN, Los Alamos	B-134
KTRK-TV, Houston	A-61
KTVU, Oakland	25
KUVR, Holdrege	B-126
WABQ, Cleveland	B-159
WABY, Albany	B-136
WAFB, Staunton	B-219
WAFI, Middleboro	B-86
WAGA-TV, Atlanta	F-2
WANV, Waynesboro	B-210
WRAY-TV, Green Bay	A-68
WBRZ-TV, Baton Rouge	20
WCMT, Ottawa	B-66
WCWB-TV, Macon	32
WDEE, Detroit	B-2
WDON, Wheaton	B-38
WDVA, Danville	B-215
WFMP, Milwaukee	B-230
WENN, Birmingham	B-4
WFAS, White Plains	B-146
WFTV, Orlando	36
WGAI, Athens	B-48
WGBS, Miami	B-2
WGN AM-TV, Chicago	A-1, B-61
WHIO AM-TV, Dayton	25
WHMA-TV, Anniston	A-3
WHN, New York	B-2
WTIC-TV, Pittsborough	25
WINN, Louisville	B-85
WIOD, Miami	25
WITI-TV, Milwaukee	E-2
WIVE, Ashland	B-218
WJBK-TV, Detroit	E-2
WJCM, Sebring	B-46
WICW, Johnson City	B-193
WJLM, Salem	B-218
WJMR, New Orleans	B-91
WJW AM-TV, Cleveland	B-2, E-2
WLIC, Okeechobee	B-44
WLST, Pikeville	B-87
WMNA, Gretna	B-216
WNDU-TV, South Bend	41
WNMT, Garden City	B-54
WOKC, Okeechobee	B-44
WPPA, Pottsville	B-180
WPUV, Plaski	B-218
WREQ, Ashtahula	B-157
WRFC, Athens	B-49
WRIS, Roanoke	B-218
WRNO, New Orleans	B-91
WSB AM-TV, Atlanta	25
WSBK-TV, Boston	E-2
WSGM, Staunton	B-219
WSLM, Salem	B-73
WSMB, New Orleans	B-91
WSMD, LaPlata	B-96
WSOC AM-TV, Charlotte	25
WSPD AM-TV, Toledo	B-2, E-2
WTRQ, Warwick	B-141
WTMJ-TV, Milwaukee	A-69
WTON, Staunton	B-219
WTVY-TV, Dothan	32
WVOJ, Jacksonville	B-42
WWST, Wooster	B-165
WYZZ, Wilkes-Barre	B-181, B-182

**BROADCASTING PUBLICATIONS INC.**  
Sol Taishoff, *president*; Lawrence B. Taishoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; Joanne T. Cowan, *treasurer*; Irving C. Miller, *comptroller*.

# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

# TELEVISION

*Executive and publication headquarters*  
BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
D.C. 20036. Phone 202-638-1022.

Sol Taishoff, *editor and publisher*.  
Lawrence B. Taishoff, *executive VP*.

### EDITORIAL

Edwin H. James, *VP-executive editor*.  
Rufus Crater, *editorial director (N.Y.)*.  
Art King, *managing editor*.  
Frederick M. Fitzgerald, Earl B. Abrams,  
Leonard Zeidenberg, *senior editors*.  
Joseph A. Esser, Steve Millard, *associate editors*.  
Clara M. Biondi, Alan Steele Jarvis, Mehrl Martin, Don Richard, J. Daniel Rudy, David Glenn White, *staff writers*.  
Katrina Hart, Jim Sarkozy, *editorial assistants*.  
Beth M. Hyre, *secretary to the editor and publisher*.  
Erwin Ephron (*vice president*, *director of marketing services*, Carl Ally Inc., New York), *research adviser*.

### SALES

Maury Long, *VP-general manager*.  
David N. Whitcombe, *director of marketing*.  
Jill Newman, *classified advertising*.  
Dorothy Coll, *advertising assistant*.  
Doris Kelly, *secretary to the VP-general manager*.

### CIRCULATION

David N. Whitcombe, *director*.  
Bill Criger, *subscription manager*.  
Julie Janoff, Kwentin Keenan,  
Jean Powers, Shirley Taylor, Marjorie Wiggins,

### PRODUCTION

John F. Walen, *assistant to the publisher for production*.  
Harry Stevens, *traffic manager*.  
Bob Sandor, *production assistant*.

### BUSINESS

Irving C. Miller, *comptroller*.  
Sheila Thacker, Judith Mast.  
Danna Velasquez, *secretary to the executive vice president*.

### BUREAUS

**NEW YORK:** 444 Madison Avenue, IO222. Phone: 212-755-0610.  
Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*; Normand Choiniere, Louise Esteven, Helen Manasian, Cynthia Valentino, *staff writers*; Warren W. Middleon, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefield, *Eastern sales manager*; Mary Adler, Harriette Weinberg, *advertising assistants*.  
**CHICAGO:** 360 North Michigan Avenue, 60601. Phone: 312-236-4115.  
Lawrence Christopher, *senior editor*.  
**HOLLYWOOD:** 1680 North Vine Street, 90028. Phone: 213-463-3148.  
Morris Gelman, *senior editor*.  
Stephen Glassman, *staff writer*.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *assistant*.

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933, Telecast\* in 1953 and Television\* in 1961. Broadcasting-Television\* was introduced in 1946.  
\*Reg. U.S. Patent Office.

© 1971 by BROADCASTING Publications Inc.