

Yearbook 1974

Quick guide to sections

Information in this YEARBOOK is divided into homogeneous sections as described in 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 riffle 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 another 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-70
ABC's of Radio and Television	C-42
Advertisers Index	10
Advertisers, network TV	A-110
Advertisers, radio political	78
Advertisers, TV by product	A-114
Advertisers, TV political	78
Advertising Agency Directory	E-42
Advertising Assns., Media Societies	E-31
Agencies, Advertising	E-42
Agency billings	B-314
Agents, Talent	Buyers Guide 17
■ Alabama	
<i>AM, FM Stations</i>	B-3
<i>TV Stations</i>	A-3
<i>Broadcasters Association</i>	E-36
■ Alaska	
<i>AM, FM Stations</i>	B-9
<i>TV Stations</i>	A-5
<i>Broadcasters Association</i>	E-36
■ Alberta	
<i>AM, FM Stations</i>	B-241
<i>TV Stations</i>	A-63
Allocations of TV Channels, U.S.	A-67
■ AM Stations	
<i>Authorized</i>	A-109
<i>By Call Letters, U.S.</i>	B-250
<i>By Frequencies, Canada</i>	B-287
<i>By Frequencies, Mexico-Caribbean</i>	B-294
<i>By Frequencies, U.S.</i>	B-266
<i>By Provinces, Canada</i>	B-241
<i>By States, U.S.</i>	B-3
■ American Broadcasting Co.	
<i>Executives & Staff</i>	E-10
<i>ABC Radio and TV Networks</i>	E-10
American Forces Radio & TV	E-55
American Telephone & Telegraph Co.	C-20
Applications, TV Stations	A-103
Applying for a broadcast station	C-41
■ Arizona	
<i>AM, FM Stations</i>	B-10
<i>TV Stations</i>	A-5
<i>Broadcasters Association</i>	E-36
■ Arkansas	
<i>Am, FM Stations</i>	B-13
<i>TV Stations</i>	A-6
<i>Broadcasters Association</i>	E-36
American Forces Radio & TV Service	E-55
Artists Representatives	Buyers Guide 17
Associations, Societies	E-31
Associations, State Broadcasters	E-31
Assn. of Federal Comm. Consulting	
Engineers	E-56
Attorneys, Communications	E-61
Audience (Radio & TV)	16, 69
Audience Analysis	69
Audience in TV Markets	16
Audience Measurement Services	E-24
Authorized Broadcast Stations, 1922-1973	A-109
Awards & Citations	B-310
Baseball billings	B-311
Billings, radio	11
Billings, radio, by agency	B-314
Billings, TV	71
Billings, TV by advertiser	A-110

A—The Facilities of Television

TV Station Directory	A-3	Transfers of Ownership	A-71
Canadian TV Stations	A-63	Newspaper Ownership	A-84
Call Letters	A-65	Group Ownership	A-90
Channels	A-98	TV Applications Pending	A-103
Canadian TV Stations, Channels	A-100	Experimental TV Stations	A-110
Allocations	A-67		

A

B—The Facilities of AM-FM Radio

AM & FM Radio Directories	B-3	FM, Frequencies, Channels	B-298
Canadian AM & FM Stations	B-241	FM Assignments	B-290
AM Station Call Letters	B-250	Canadian FM by Frequency	B-289
FM Call Letters	B-259	Caribbean, Mexican Stations	B-294
AM Radio by Frequencies	B-266	College Stations	B-305
Canadian AM by Frequency	B-287	Radio and TV News Directors	B-308

B

C—Equipment and FCC Rules

Equipment Manufacturers	C-3	Station Application	C-41
FCC Rules & Regulations	C-22	ABC's of Radio & Television	C-42

C

D—NAB Codes and Program Services

TV Program Producers	D-3	NAB Radio Code	D-30
Radio Program Producers	D-12	Programing Formats	D-32
TV Commercial Producers	D-17	Foreign Language Programs	D-32
Radio Commercial Producers	D-21	Black Programing	D-32
Business, Promotion Films	D-23	C&W Stations	D-36
TV Processing Labs	D-26	Contemporary Programing	D-34
NAB Television Code	D-27	MOR Stations	D-42

D

E—Agencies, Reps, Networks, Miscellaneous

Radio & TV Representatives	E-3	Consulting Engineers	E-56
Network Executives	E-10	Schools	E-59
Regional Radio Networks	E-17	Farm Directors	E-41
Government Agencies	E-29	Advertising Agencies	E-42
Associations, Societies	E-31	Attorneys in Radio-TV	E-61
Unions, Labor Groups	E-37		

E

Billings, TV, by agency	B-314
Billings, TV on networks	A-110
Billings, TV by product	A-114
Black Programming	D-32
Books Relating to Radio-TV	E-49
■ British Columbia	
<i>AM-FM Stations</i>	B-242
<i>TV Stations</i>	A-63
Broadcast History	C-42
Broadcast Pioneers Library	E-61
Broadcast Rating Council	E-27
Broadcasters State Assns.	E-36
Broadcasting Dimensions	12
Brokers, Radio-TV Stations	E-21

Communications Hotels & Motels	53
Communications Satellite Corp.	E-55
Community Antenna Television	74
Congress, Radio-TV Galleries	E-53
■ Connecticut	
<i>AM, FM Stations</i>	B-36
<i>TV Stations</i>	A-11
<i>Broadcasters Association</i>	E-36
Construction Services	C-3
Consultants on Management	E-39

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<i>Commercial Call Letters</i>	B-259
<i>Directory of</i>	B-3
<i>Educational Call Letters</i>	B-259
<i>Frequencies</i>	B-298
Foreign Language Programming	D-32
Foreign Radio, TV	E-68
■ Frequencies	
<i>Canadian AM</i>	B-287
<i>Canadian FM</i>	B-289
<i>Mexican-Caribbean AM</i>	B-294
<i>United States AM</i>	B-266
<i>United States FM</i>	B-298
Frequency Measuring Services	C-48

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-----------------------------------------------------------------	-------------------------------------------------------------------

Consulting Engineers	E-56
Contemporary Programming	D-34
Coordinators, AT&T	C-20
Corporation for Public Broadcasting	E-61
Correspondents Assn., Radio-TV	E-53
Countdown on Cable Television	74
Country & Western Programing	D-36
CTV Television Network	E-56

■ Delaware	
<i>AM, FM Stations</i>	B-38
<i>TV Stations</i>	A-12
<i>Del., D.C., Md. Assn. of Bestrs.</i>	E-36
Demographics of TV Markets	41, 44, 47, 48
Dimensions of Broadcasting	12
Distributors, Equipment	C-3
Distributors, Television Programs	D-3

■ District of Columbia	
<i>AM, FM Stations</i>	B-39
<i>TV Stations</i>	A-12
<i>D.C., Md., Del. Assn. of Bestrs.</i>	E-36
Editorializing, Radio-TV Stations	37
Educational Broadcasting Corp.	E-61
Educational FM Call Letters	B-259
Educational TV Call Letters	A-67
Employment, Radio-TV	40
Employment Services	E-42
Engineers, Consulting	E-56

■ Equipment	
<i>Associations</i>	E-36
Buyers Guide	Buyers Guide 1
<i>Distributors & Manufacturers</i>	C-3
<i>Product Guide</i>	Buyers Guide 1
Expenses, TV networks and stations	C-50
Experimental TV Stations	A-110
Farm Directors	E-41

Federal Communications Consulting	
Engineers Assn. of	E-56
■ Federal Communications Commission	
<i>Executives & Staff</i>	E-27
<i>Past Members</i>	E-29
<i>Rules Regulating Radio-TV</i>	
<i>Allocations</i>	C-22
<i>Censorship</i>	C-40
<i>Common antenna site</i>	C-35
<i>Facsimile</i>	C-33
<i>Fraudulent Billing</i>	C-38
<i>Indecent language</i>	C-40
<i>License renewals</i>	C-37
<i>Logs & Records</i>	C-40
<i>Lotteries</i>	C-40
<i>Multiple ownership</i>	C-27
<i>Network affiliation</i>	C-34
<i>Operating schedules</i>	C-30
<i>Operator requirements</i>	C-32
<i>Personal attacks</i>	C-33
<i>Political editorials</i>	C-33
<i>Political broadcasts</i>	C-39
<i>Rebroadcasts</i>	C-38
<i>Recordings</i>	C-39
<i>Reports</i>	C-35
<i>Revocations</i>	C-39
<i>Sponsored programs</i>	C-38
<i>Station identification</i>	C-38
<i>Studio origination</i>	C-30
<i>Transfers</i>	C-41

Federal Radio Commission, Former	
Members	E-29
Film Distributors for TV	D-3
Film/live/tape ratio of programing	69
Financing, Station	E-24

■ Florida	
<i>AM, FM Stations</i>	B-40
<i>TV Stations</i>	A-12
<i>Broadcasters Association</i>	E-36
FM Stations	
<i>Assignments</i>	B-290
<i>Authorizations</i>	A-109
<i>Canadian, by Frequency</i>	B-289
<i>Channels</i>	B-298

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Galleries, Radio-TV in Congress	E-53
■ Georgia	
<i>AM, FM Stations</i>	B-50
<i>TV Stations</i>	A-15
<i>Broadcasters Association</i>	E-36
Government Agencies	E-29
Group Ownership of Stations	A-90
Groups, Radio Networks	E-17
Groups, TV Networks	72

■ Guam <i>AM, FM Stations</i>	B-238
<i>TV Stations</i>	A-62
Guide to Spot Planning	16
■ Hawaii	
<i>AM, FM Stations</i>	B-57
<i>TV Stations</i>	A-16
<i>Broadcasters Association</i>	E-36
History of Broadcasting	C-42
Hotels	53
How to Apply for Station	C-41
Hughes Television Market	E-17

■ Idaho <i>AM, FM Stations</i>	B-58
<i>TV Stations</i>	A-16
<i>State Broadcasters Association</i>	E-36
■ Illinois	
<i>AM, FM Stations</i>	B-60
<i>TV Stations</i>	A-17
<i>Broadcasters Association</i>	E-36
Independent Buying/Planning Svcs.	10
Independents vs Network	
affiliates	Buyers Guide 24
Index of Advertisers	10

■ Indiana	
<i>AM, FM Stations</i>	B-69
<i>TV Stations</i>	A-20
<i>Broadcasters Association</i>	E-36
Information Agency	E-55
International Stations in the U.S.	B-297
International Broadcasting	E-68
International Television	E-68

■ Iowa	
<i>AM, FM Stations</i>	B-75
<i>TV Stations</i>	A-22
<i>Broadcasters Association</i>	E-36
Jingle Producers	D-21

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■ Iowa	
<i>AM, FM Stations</i>	B-40
<i>TV Stations</i>	A-12
<i>Broadcasters Association</i>	E-36
FM Stations	
<i>Assignments</i>	B-290
<i>Authorizations</i>	A-109
<i>Canadian, by Frequency</i>	B-289
<i>Channels</i>	B-298

■ Kansas			Motels	56
AM, FM Stations	B-80		Motion Picture &	
TV Stations	A-23		TV Film Associations	E-31
Association of Broadcasters	E-36		Multiple Station Owners	A-90
■ Kentucky			Multiset TV Homes	75
AM, FM Stations	B-83		Music Licensing Groups	B-297
TV Stations	A-23		■ Mutual Broadcasting System	
Broadcasters Association	E-36		Executives, Staff and Rates	E-15
■ Keystone Broadcasting System			■ National Assn. of Broadcasters	
Executives & Staff	E-14		Committees	E-26
Labor Groups & Unions	E-37		Officers	E-26
Labs, TV Processing	D-26		Radio Code	D-30
Lawyers, Communications	E-61		TV Code	D-27
Library, Broadcast Pioneers	E-61		National Assn of	
License, How to Apply for	C-41		Farm Broadcasters	E-41
Licensing, music	B-297		■ National Broadcasting Co.	
Live/film/tape programing	69		Executives & Staff	E-15
■ Louisiana			NBC Radio and TV Networks	E-15
AM, FM Stations	B-88		National Public Radio	E-68
TV Stations	A-25		■ Nebraska	
Magazine or Newspaper Ownership			AM, FM Stations	B-127
of Broadcast Stations	A-84		TV Stations	A-34
■ Maine			Broadcasters Association	E-36
AM, FM Stations	B-93		Negro Programming	D-32
TV Stations	A-26		Network Audience in TV Markets	44
Broadcasters Association	E-36		Network affiliate	
Management Consultant	E-39		business	Buyers Guide 24
Managers, Talent	Buyers Guide 17		■ Networks	
■ Manitoba			ABC Executives & Staff	E-10
AM, FM Stations	B-243		CBC Executives & Staff	E-56
TV Stations	A-63		CBS Executives & Staff	E-12
Manufacturers of Equipment	C-3		CTV Executives & Staff	E-56
Manufacturers Societies, Groups	E-31		Expenses	C-50
Map of TV Markets	50		KBS Executives & Staff	E-14
Market Research Services	E-24		MBS Executives & Staff	E-15
Marketing Guide	16		NBC Executives & Staff	E-15
Markets, Radio	Buyers Guide 19		Regional Radio	E-17
Markets, TV	16		Regional TV	72
Markets, TV by Size	41		■ Nevada AM, FM Stations	B-130
Markets, TV Demographics	47		TV Stations	A-35
Markets of TV (Map)	50		Broadcasters Association	E-36
■ Maryland			■ New Brunswick AM, FM Stations	B-243
AM, FM Stations	B-95		TV Stations	A-64
TV Stations	A-27		■ Newfoundland AM, FM Stations	B-244
Md. D.C., Del. Bestrs Assn.	E-36		TV Stations	A-64
■ Massachusetts			■ New Hampshire AM, FM Stations	B-131
AM, FM Stations	B-98		TV Stations	A-36
TV Stations	A-27		Broadcasters Association	E-36
Broadcasters Association	E-36		■ New Jersey	
Measuring Services, Frequency	C-18		AM, FM Stations	B-132
Media Buying/Planning Services	10		TV Stations	A-36
Media, Societies, Groups	E-31		Broadcasters Association	E-36
Mexican-Caribbean Radio Stations	B-294		■ New Mexico	
■ Michigan			AM, FM Stations	B-135
AM, FM Stations	B-102		TV Stations	A-36
TV Stations	A-28		Broadcasters Association	E-36
Association of Broadcasters	E-36		News Directors	B-308
Middle-of-the-Road Programing	D-42		News Services	B-307
■ Minnesota			Newspaper Ownership of Stations	A-84
AM, FM Stations	B-110		■ New York	
TV Stations	A-30		AM, FM Stations	B-138
Broadcasters Association	E-36		TV Stations	A-37
■ Mississippi			State Broadcasters Assn.	E-36
AM, FM Stations	B-115		■ North Carolina	
TV Stations	A-31		AM, FM Stations	B-148
Broadcasters Association	E-36		TV Stations	A-39
■ Missouri			Association of Broadcasters	E-36
AM, FM Stations	B-119		■ North Dakota AM, FM Stations	B-157
TV Stations	A-32		TV Stations	A-41
Broadcasters Association	E-36		Association of Broadcasters	E-36
■ Montana AM, FM Stations	B-125			
TV Stations	A-33			
Broadcasters Association	E-36			

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■ Northwest Territories			AM Stations	B-244
AM Stations	B-244		TV Stations	A-65
TV Stations	A-65		■ Nova Scotia	
■ Nova Scotia			AM, FM Stations	B-244
AM, FM Stations	B-244		TV Stations	A-64
TV Stations	A-64		Number of Stations	A-109
Number of Stations	A-109		■ Ohio	
■ Ohio			AM, FM Stations	B-159
AM, FM Stations	B-159		TV Stations	A-42
TV Stations	A-42		Association of Broadcasters	E-36
Association of Broadcasters	E-36		■ Oklahoma	
■ Oklahoma			AM, FM Stations	B-167
AM, FM Stations	B-167		TV Stations	A-44
TV Stations	A-44		Broadcasters Association	E-36
Broadcasters Association	E-36		■ Ontario	
■ Ontario			AM, FM Stations	B-245
AM, FM Stations	B-245		TV Stations	A-64
TV Stations	A-64		■ Oregon	
■ Oregon			AM, FM Stations	B-171
AM, FM Stations	B-171		TV Stations	A-45
TV Stations	A-45		Association of Broadcasters	E-36
Association of Broadcasters	E-36		Overseas radio, TV	E-68
Overseas radio, TV	E-68		Ownership, Group Stations	A-90
Ownership, Group Stations	A-90		Ownership, Newspaper	A-84
Ownership, Newspaper	A-84		Pay TV	Buyers Guide 24
Pay TV	Buyers Guide 24		■ Pennsylvania	
■ Pennsylvania			AM, FM Stations	B-175
AM, FM Stations	B-175		TV Stations	A-46
TV Stations	A-46		Association of Broadcasters	E-36
Association of Broadcasters	E-36		Placement Services	E-42
Placement Services	E-42		Press Services	B-307
Press Services	B-307		■ Prince Edward Island	
■ Prince Edward Island			AM, FM Stations	B-247
AM, FM Stations	B-247		Processing Labs, TV	D-26
Processing Labs, TV	D-26		Producers TV Commercials	D-17
Producers TV Commercials	D-17		Product Guide	Buyers Guide 1
Product Guide	Buyers Guide 1		Production, Radio	D-21
Production, Radio	D-21		Production, Television	D-3
Production, Television	D-3		Professional Societies	E-31
Professional Societies	E-31		Program Buyers Guide	Buyers Guide 16
Program Buyers Guide	Buyers Guide 16		Program Distributors, Radio	D-21
Program Distributors, Radio	D-21			

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Program Distributors, TV	D-3
Program Producers, Radio	D-21
Program Producers, TV	D-3


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Programing, Radio	D-32

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Promotion Films	D-23
Promotion Services	E-38
Public Broadcasting Service	E-68
Public Relations Services	E-38
■ Puerto Rico	
AM, FM Stations	B-239
TV Stations	A-62
Association of Broadcasters	E-36
■ Quebec	
AM, FM Stations	B-247
TV Stations	A-64
■ Radio	
Advertising Office	E-53
Agency Billings	B-314
Attorneys	E-61
Audience	69
Baseball Sponsors	B-311
Billing 1935-1973	11
Call Letters, AM	B-250
Call Letters, FM, Commercial	B-259
Call Letters, FM Educational	B-259
Canadian AM Call Letters	B-266
Canadian AM Stations	B-241
Channel Assignments, FM	B-290
Code of NAB	D-30
College Radio Stations	B-305
Commercial Producers	D-21

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BUDGET COMMERCIALS AND I.D.'s

Correspondents	E-53
Country & Western Programming	D-36
Dimensions	12
Directory, Canadian	B-241
Directory, U.S.	B-3
Editorializing	37
Employment	40
Equipment Manufacturers	C-3
Expenses	80
Foreign Language Programs	D-32
Frequencies, AM	B-266
Frequencies, FM	B-298
Group Ownership	A-90
International	E-68
International Stations in the U.S.	B-297
Information Office	E-53
Jingle Producers	D-21
Market-by-Market	Buyers Guide 19
Mexican, Caribbean Stations	B-294
Negro Programming	D-32
Networks, Regional	E-17
Newspaper Ownership	A-84
News Services	B-307
Pioneers Library	E-61
Political Advertising	78
Program Distributors	D-12
Program Producers	D-12
Programming	D-32
Representatives	E-3
Revenues	Buyers Guide 19, 80
Set Sales—1922-1971	72
Station Authorization—1922-1973	A-109
Station Trading	73
Stations on Air	12, A-109
Time Sales—1935-1973	11, 80
Radio Advertising Bureau Inc.	E-53
Radio Information Office	E-53
Radio-Television	
Commission of Canada	E-56
Radio-TV Correspondents Assn.	E-53
Radio-TV Galleries of Congress	E-53
Radio-TV News Directors Assn.	B-308
Ranking of TV markets	41
Rating Services	E-24
■ RCA Corp.	
Executives, Staff & Divisions	C-22
Communications Systems Division	C-22
Electronic Components	C-22
Service Co.	C-22
Recording Services	D-12
Regional Radio Networks, Groups	E-17
Regional TV Networks	72

Representatives, Canadian	E-9
Representatives of Stations, U.S.	E-3
Research Services, Radio-TV	E-24
Review of 1972	15
■ Rhode Island	
AM, FM Stations	B-186
TV Stations	A-48
Association of Broadcasters	E-36
Sales of TV time	71, 80
■ Saskatchewan	
AM, FM Stations	B-249
TV Stations	A-65
Satellite Corp., Communications	E-55
Schools, Radio & TV	E-59
Services	
Buying/Planning	17
Employment	E-42
Frequency Measuring	C-48
Rating & Research	E-24
Special	E-61
Set Production, TV	73
Set Sales, Radio	72
Societies, Professional, Radio-TV	E-31
■ South Carolina	
AM, FM Stations	B-187
TV Stations	A-48
Broadcasters Association	E-37
■ South Dakota	
AM, FM Stations	B-191
TV Stations	A-49
Broadcasters Association	E-37
Spanish Programming	D-48
Special Services	E-61
Sports Network (Hughes)	E-17
Spot Advertisers, Radio	11, 80
State Broadcasters Associations	E-36
Station Applications	C-41
Station Applications Pending, TV	A-103
Station Brokers	E-21
Station Editorializing	37
Station Employment	40
Station Financing	E-24
Station Programming, TV	C-49
Station Trading	73
Station Transfer, TV	A-71
Stations, Experimental TV	A-110
Stations, Number	A-109
Subscription TV	Buyers Guide 24
Suppliers & Services	C-3
Surveys & Market Research	E-24
Talents Agents	Buyers Guide 17
Tape/film/live Programming	70
■ Television	
ADI Markets	16
Advertisers	A-112
Advertisers, by Networks	A-110
Advertisers, by product	A-114
Affiliates vs Independents	Buyers Guide 24
Allocations	A-67
Applications Pending	A-103
Attorneys	E-61
Audience	69
Baseball billings	B-311
Billings, by agency	B-314
Bureau of Advertising	E-27
Business Films	D-23
Call Letters	A-65
Channel Allocations	A-67
Channels	A-98
Closed Circuit	A-110
Commercial Producers	D-17
Code of NAB	D-30
Color Sets	73, 75
Correspondents	E-53
CTV Network	E-56
Dimensions	12
Directory, Canadian	A-63
Directory, U.S.	A-3
Editorializing	37
Employment	40
Equipment Manufacturers	C-3
Experimental Stations	A-110
Group Ownership	A-90
Hughes Network	E-17
International	E-68
Markets, by ADI	16
Market Demographics	47
Market Ranking	41
Network delivery, by market	44
Networks, billing	A-110
Networks, Regional	72
Newspaper Ownership	A-84
News Services	B-307
Number of Stations	A-109
Percentages, programming	C-49
Processing Labs (TV)	D-26
Program Distributors (TV)	D-3
Program Production Services (TV)	D-3
Programming	70
Programming percentages	C-49

Promotion Films	D-23
Receivers	73, 75
Regional Networks	72
Representatives	E-3
Revenues	80
Set Production 1946-1971	73
Station Sales	A-71, 73
Stations on air	12, A-109
Subscription	Buyers Guide 24
Time Sales 1948-1973	12, 71, 80
Transfers of Ownership	A-71
UHF sets	75
Television Bureau of Advertising	E-27
Television Information Office	E-52
■ Tennessee	
AM, FM Stations	B-193
TV Stations	A-50
Association of Broadcasters	E-37
■ Texas	
AM, FM Stations	B-200
TV Stations	A-51
Association of Broadcasters	E-37
Time Sales, Radio-TV	12
Time Sales, Radio	11, 12
Time Sales TV	12, 71
Top 40 Programming	D-49
Trade Assns. & Professional Groups	E-31
Trading, Station	D-73
Transcriptions Services (Radio)	D-12
Transfers of TV Ownership	A-71
Transmitter & Equipment Mfrs.	C-3
Unions & Labor Groups	E-37
U.S. Information Agency	E-55
U.S. Govt. Agencies	E-29
■ Utah	
AM, FM Stations	B-214
TV Stations	A-57
Broadcasters Association	E-37
■ Vermont	
AM, FM Stations	B-216
TV Stations	A-57
Association of Broadcasters	E-37
Viewing Habits	69
■ Virgin Islands	
AM, FM Stations	B-241
TV Stations	A-63
■ Virginia	
AM, FM Stations	B-217
TV Stations	A-63
Association of Broadcasters	E-37
Voice of America	E-55
■ Washington	
AM, FM Stations	B-223
TV Stations	A-59
Association of Broadcasters	E-37
■ West Virginia	
AM, FM Stations	B-228
TV Stations	A-60
Broadcasters Association	E-37
■ Wisconsin	
AM, FM Stations	B-231
TV Stations	A-61
Broadcasters Association	E-37
■ Wyoming	
AM, FM Stations	B-237
TV Stations	A-62
Association of Broadcasters	E-37
■ Yukon	
AM Stations	B-250
TV Stations	A-65

Advertisers' Index

Equipment

A K A I America, Ltd.	5
Allied Tower	BG-15
American Data Corp.	BG-10
American Electronic Labs, Inc.	BG-17, BG-18
American Telephone & Telegraph	C-21
Amperex Corp.	13
Ampro Corp.	BG-6, BG-10
Audio Services, Inc.	BG-11
Broadcast Automation Associates	BG-1
Camera Mart, Inc., The	C-4

Advertisers' Index—Continued

Canon USA, Inc.	BG-3
Cetec, Inc.	C-5
Collins Radio Co.	C-1
Continental Electronics	C-7
Crown International	C-9
Delta Electronics	BG-9
Dyna Engineering, Inc.	BG-6
E-Z Way Products, Inc.	BG-14
Electro Impulse, Inc.	C-4, C-6
Electro-Voice, Inc.	C-11
Freeland Products Co.	C-6
Garron Electronics, Inc.	BG-8
Gates Radio Co.	C-8, C-10
Gotham Audio Corp.	C-8
Hughey & Phillips, Inc.	BG-7, C-10
International Tapetronics Corp.	C-10
Kappa Networks, Inc.	BG-7
Lipsner-Smith Corp.	C-12
Marti Electronics, Inc.	BG-5
McMartin Industries, Inc.	BG-16
Moseley Associates, Inc.	BG-6, BG-7, BG-8
National Audio Co.	BG-12
Pentagon Industries, Inc.	BG-13
Philips Broadcast Equipment Corp. (Norelco)	A-1
Potomac Instruments, Inc.	BG-8
Pulse Dynamics Mfg. Corp.	BG-1
RCA Equipment	Back Cover
RCA Service Co.	C-14
Rapid-Q	BG-4
Revox Corp.	C-15
Roh Corp.	BG-1
Rohde & Schwarz Sales	BG-13
Rohn Tower Mfg.	C-15
Schafer Electronics Corp.	BG-2, C-16
Shalco, Inc.	C-16
Shintron Co., Inc.	BG-14
Sparta Electronic Corp.	C-17
Spindler & Sauppe, Inc.	C-17
Stainless, Inc.	C-19
Stanton Magnetics, Inc.	C-18
Steel Corp.	C-17
Sarkes Tarzian, Inc.	A-2
Tektronix	C-2
Telemet	BG-12
TelePro Industries, Inc.	BG-4
Television Technology Corp.	BG-16
Time & Frequency Technology, Inc.	C-23
Utility Tower Co.	BG-14
Wilkinson Electronics, Inc.	C-20

General

AMPS Agency, The	E-42
Alpha Epsilon Rho	E-31
Aviation Systems Associates	E-56
Beckerman Associates	2
Blackburn & Co., Inc.	Second Cover
Broadcast Music, Inc.	E-1
Broadcast Service Bureau, Inc.	E-61
Warren L. Braun	E-56
Burleson Associates, Inc.	E-56
P. D. Closser	4
Columbia College	E-59
Communications Satellite Corp. (COMSAT)	D-2
R. C. Crisler & Co., Inc.	E-21
Oscar Leon Cuellar	E-57
Excelsior, Hotel	59
William A. Exline, Inc.	B-10,
B-18, B-27, B-173, B-215, B-225	
Firstmark Financial Corp.	E-24
Robert F. Grubb	E-22
Gureckis & Associates, Peter V.	E-57
Hamilton-Landis & Associates, Inc.	2, 74
A-3, A-5, A-7, A-10, A-11, A-12, A-16, A-17, A-22,	
A-23, A-25, A-27, A-28, A-30, A-32, A-34, A-36, A-	
37, A-39, A-44, A-46, A-48, A-50, A-51, A-57, A-59,	
A-60, A-61, A-62, A-71, B-3, B-13, B-17, B-32, B-36,	
B-39, B-40, B-60, B-75, B-80, B-83, B-95, B-98, B-	
110, B-115, B-127, B-131, B-132, B-143, B-148, B-	
159, B-171, B-175, B-186, B-187, B-191, B-200, B-	
214, B-217, B-223, B-228, B-231, B-237	
James C. Hirsch	2
Hogan-Feldmann, Inc.	2, A-3,
A-7, A-37, B-3, B-17, B-61, B-139, E-22	
Hudson Investment Corp.	E-22
Vir N. James	E-57
Robert A. Jones	E-57
Kepper Associates, William	E-22, E-23
A. W. Kramer Associates	E-57
Larson/Walker & Co.	E-22
McMurray Ideas, Thomas	E-25
Midwest Engineering Associates	E-58
Moore & Associates	E-22
John H. Mullaney	E-58
Northwest Monitoring Service	2
Arthur K. Peters	E-58

Provandie, Eastwood & Lombardi	E-40
REA Express, Inc.	8-9
Cecil L. Richards, Inc.	2
Edwin Tornberg & Co., Inc.	E-23
Turtle Beach Tower Hotel	55
Welsh Co., The	E-41

Networks and Groups

ABC Broadcasting Companies	14
ABC Radio Network	Spine
CBS Television Network	3
Cox Broadcasting Corp. Stations	23
Mission Broadcasting Co.	B-33, B-45
B-150, B-211, B-212	
Mutual Black Network	B-308
Mutual Broadcasting System	Third Cover
NBC TV Network	7
Steinman Stations	Front Cover
Storer Broadcasting Co.	B-2, E-2

Program Services

Audible Advertising Prods., Inc.	6
BGM International	D-12
Black Audio Network, Inc. (BAN)	B-307
Byron Film	D-1
CnB Studios, The	D-13
Capitol Production Music	4
Cervera International	D-17, D-21
Chicago, The University of	D-16
Command Productions	D-21
Demo-Vox Sound Studio, Inc.	D-22
DeWolf Music & Sound Effects Library	D-13
Faith for Today	D-5
Fun Music Radio	D-14
KinTel Corp.	D-22
Lutheran Television	D-7
RAI Corp. (Italian Radio TV System)	4
Radio Programming/Management	D-13,
D-15, D-16	
Ted Randal Enterprises	D-15
Recruiter-at-Large	D-15
John H. Rook & Associates	4
WMAQ-TV Video Tape Productions	D-21
WNA Music	D-11

Stations

KCMT(TV), Alexandria	17
KERE, Denver	B-33
KFI, Los Angeles	23
KGBS, Los Angeles	B-2
KIOA, Des Moines	B-77
KITY(FM), San Antonio	B-212
KMID-TV Midland	31
KNMT(TV), Walker	17
KONO, San Antonio	B-211
KPRC-TV, Houston	A-55
KRAK, Sacramento	B-26
KTVU(TV), San Francisco	23
KXTC, Phoenix	B-12
WABK, Gardiner	B-93
WABQ, Cleveland	B-161
WAFI, Middlesboro	B-86
WAGA-TV, Atlanta	E-2
WAIA-FM, Miami	23
WAME, Charlotte	B-150
WCSE(FM), Asheville	B-148
WEMP, Milwaukee	B-234
WFLA-TV, Tampa	38
WFTV(TV), Orlando	33
WGAL-TV, Lancaster	Front Cover
WGBS, Miami	B-2
WGN Radio/TV, Chicago	A-19, B-1
WGWR, Asheville	B-148
WHIO AM-TV, Dayton	23
WHN, New York	B-2, B-144
WHIC-TV, Pittsburgh	23
WIOD, Miami	23
WITI-TV, Milwaukee	E-2
WIVE, Ashland	B-221
WJAC-TV, Johnstown	A-46
WJBK-TV, Detroit	E-2
WJLM(FM), Roanoke	B-222
WJW AM-TV, Cleveland	B-2, E-2
WLS-TV, Chicago	A-18
WLSI, Pikeville	B-87
WMCL, McLeansboro	B-66
WMNA, Gretna	B-219
WNMT, Garden City	B-56
WOKI, Oak Ridge	B-196
WRFC, Athens	B-50
WRIS, Roanoke	B-222
WSB AM-TV, Atlanta	23
WSBK-TV, Boston	E-2
WSOC AM-TV, Charlotte	23
WSPD AM-TV, Toledo	B-2, E-2
WSVM, Valdese	B-154
WTEV-TV, Providence	Front Cover
WVEC-TV, Norfolk	A-58
WVOJ, Jacksonville	B-43
WVDL-FM, Scranton	B-183
WWOK, Miami	B-45
WYZZ, Wilkes-Barre	B-184, B-185

Independent Media— Buying/Planning Services

Broadcast Buying Services Inc. 7, (212) 869-1967. Sanford R. Wasserman, pres; Ted J. Czuy, VP; Lois Tartakoff, acct exec.

CPM Inc. 919 N. Michigan Ave., Chicago. (312) 944-4650. Norman M. Goldring, pres; Michael Willner, exec VP; L. Roger Casty, dir mktg svcs.

Creative Media Services Inc. Box 451, Wilton, Conn. 06897. (203) 762-9000. Douglas K. Burch, pres; Elton Irby, med mgr.

Independent Media Services Inc. 919 Third Ave., New York 10022. (212) 826-6244. Richard Gershon, pres; Robert Petizon, VP; Neil Aronstam, VP; Dick Newnham, VP.

International Media Ltd. 9917 Debra, New Orleans 70123. David W. Wagenvoort.

Media Corp. of America. 747 Third Ave., New York 10017. (212) 593-0750. Albert B. Shepard, pres; John J. Reidy, exec VP; Lawrence P. Timmins, exec VP; Ray Smollin, VP, gen mgr out-of-home div; Max Bierman, VP/acct mgmt; Dolores Marsh, VP media; John E. Curtin, dir media planning; Sandy Aronowitz, media supvr; David Specland, sr med buyer; Dina Weinstein, media supvr; Donna Fawcett, assoc media buyer; Valerie Adams, assoc media buyer; Florence Ruda, cmprtr; Joseph Calderon, sec-treas.

Chicago: Jack Ragel, VP, gen mgr; Donald Groski, ctrlr; Shai Wall, mgr media negotiating.
Dallas: Albert Carrell, southwest div mgr.
Atlanta: Lorraine Cobb, media supvr.
Los Angeles: Allen Martini, gen mgr.

Media Communications Inc. 625 Madison Ave., (212) 832-6500. Michael Nichter, pres; Yolana Toro, VP, media dir.

The Media Department Inc. 1301 Ave. of the Americas, New York 10019. (212) 765-7350. Ken Keoughan, pres; J. Fraser Tindall, exec VP; Nancy L. Meeker, bus mgr.

Media Partners Inc. 444 Madison Ave., New York 10022. (212) 758-9600. Lee Gaynor, chmn bd; Paul Sulzer, pres & treas; Fred W. Dudak, sr VP & media dir; Sydney Yallen, VP, mgr west; S. William Senfeld, media supvr; Marvin Rosen, sec & dir; Howard Hastriner, cmprtr; E. David Rosen, dir; Robert A. Borjes, mchngs consult; John J. Postolowski, billing supvr; Evelyn LaFond, contr mgr; Miriam Jaffe, bookkeeper; Rose Ponset, quality control; Joan Taylor, traf coord; Jayne Barasch, client svcs.

Philadelphia, 19107: 1315 Walnut St., (215) K16-1720. Stella Z. Porter, gen mgr, media dir; Nancy A. McManus, media supvr; Yolanda Tini, client cord; Bernadette Kallaur, client svcs.
Beverly Hills, Calif., 90211: 8907 Wilshire Blvd. (213) 659-5511. Sydney Yallen, VP, gen mgr; Reeve Weiner, media supvr.

The Mediators Inc. 39 W. 55 St., New York 10019. (212) 581-3380. Richard Manney, pres; Patricia McGuinn, exec VP; Jacqueline H. Garrett, VP med.
Los Angeles 90005. (213) 385-3051. Sandy Floyd.

National Media Consultants. 6464 Sunset Blvd., Suite 950, Hollywood, Calif. 90028. (213) 469-3101. Milton J. Beckman, pres; Joel J. Davis, VP mktng; John Mark, VP, media; Elaine Hudson, media supvr; Polly Stanley, media coord; Sarah Bernstein, asst coord; Marc Rothman, media rsch; Bill Baker, ctrlr; John Akin, asst ctrlr. Media buyer: Elaine Hudson, John Mark, Nancy Cummings, Robyn Besem. Asst buyers: Pat Cerasani, Sarah Bernstein, Gloria Moss.

SFM Media Service Corp. 6 E. 43 St., New York 10017. (212) 682-0760. Walter Staab, pres; Robert A. Frank, exec VP; Stanley H. Moger, exec VP; Michael J. Moore, VP, dir opns; Maria Carayas, VP dir spt bcst; David Tabin, VP dir med svcs; Joseph W. Gerard, treas; Bob Perlestein, VP dir net negotiations.

S.M.Y., Inc. 360 N. Michigan Ave., Suite 1109, Chicago 60601. (312) 332-7910. A. E. Staley III, pres; Virginia L. Shirley, VP; Arvid Anderson, Norma Cross, Mary Anne Gorz, Dinah Saylor-sr negotiator; Barbara B. Bell, Carolyn Griffin, Meredith Huber, negotiators; John Crocker, field negotiator; Yolanda Zacharias, print media svcs; John Wiedmer, Nicholas Wolf, bus devel.