

Broadcasting

Yearbook 1978

The 1978 BROADCASTING YEARBOOK shares with its predecessors the ambition of being the most comprehensive directory to the business of broadcasting. It continues to improve on the past, offering both new features and refinements of established ones. To acquaint YEARBOOK readers with what they can expect to find between these covers, and to assist in locating information, the editors offer this description of the six sections.

Section A—Titled "Broadcasting in General," section A begins (page A-1) with a history of the broadcasting media and their evolution. The "Short Course in Broadcasting" (A-2) provides a capsule summary of the industry. There follows a major section on the Federal Communications Commission, an extract of its principal rules, a guide to station application procedure and an organization chart of the FCC on page A-8. At the close of Section A are directories of Group Ownership, Newspaper/Magazine Crossownership and a tabular record of station trading since 1956. The last feature of this section is a list of total broadcast facilities by state.

Section B—This is the television section of the YEARBOOK. The first part, "The Television Marketplace," describes the commercial aspects of the medium, and has as its primary feature the "ADI Market Atlas," a 79-page section showing each of the 211 ADI's (Areas of Dominant Influence) according to Arbitron Television, complete with coverage maps, and other important market rankings. The second part, "The Facilities of Television," begins with detailed directories of TV stations with cross-references to the appropriate ADI's. Among the other features of this section are lists of stations by call letters and channels, and a complete history of TV station transfers.

Section C—The radio section of the YEARBOOK begins with the directory of AM and FM stations in the United States followed by stations in U.S. territories and Canada. Additionally, the listings identify each station's group owner, if any. Following the main directory are the cross-reference lists—AM and FM by

call letters and frequencies—along with Mexican and Caribbean coverage and statistical tables of broadcasting interest.

Section D—This section is in two parts. The first, "Broadcast Advertising," presents directories of advertising agencies, station representatives, media planning services and the TV and Radio Codes. The second, "Networks & Programing," contains the major network directories with radio and TV affiliates; directories of program and commercial producers for radio and TV, distributors and production services; regional radio and TV networks and news services. Other program-related material includes the section on awards and an improved list of radio stations according to their formats and special programing.

Section E—This, the "Equipment & Engineering" section, begins with a list of equipment manufacturers, continues with a directory of consulting engineers and includes an expanded guide to common carriers: land lines, microwave and satellites. It concludes with the 1978 *Buyer's Guide*, the yellow pages, a commercial directory to both equipment and broadcast services.

Section F—Divided into four parts—professional services, associations, broadcast education, and international broadcasting. Section F begins with brokers and station financing firms, followed by consultants in several broadcasting fields. The National Association of Broadcasters listing on page F-23 opens the chapter on trade organizations, professional associations and societies, government agencies (other than the FCC), congressional committees and unions. Broadcast Education, part three, opens on page F-46 with schools and books. A new chapter, International Broadcasting, concludes this section with three directories, world radio and television, international producers, and international equipment manufacturers.

At the top of the first page of each section is a detailed table of contents. Through these and the alphabetized editorial index that begins in the columns below, the editors hope that readers will quickly find their way to the information they most need to know about broadcasting.

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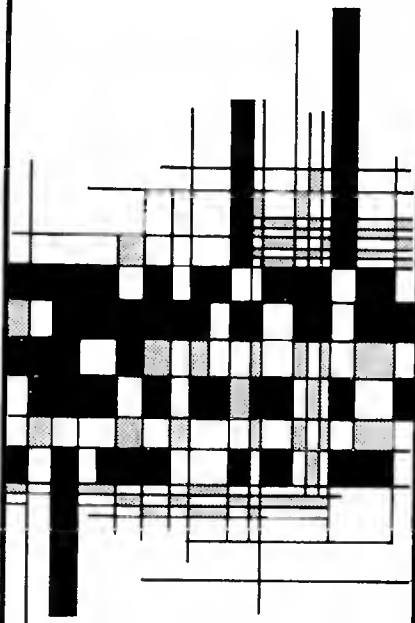
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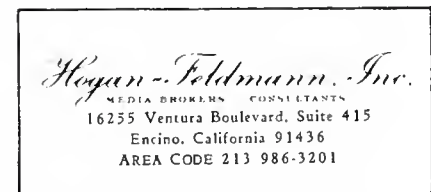
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Abbreviations Commonly Used in 1978 YEARBOOK

actg..... acting	chg..... charge	horiz..... horizontal	net..... network	SH.... specified hours
ADI Area of Dominant Influence	chmn..... chairman	polarization	nwspr..... newspaper	sls..... sales
admin... administrative	coml..... commercial	hqtrs.... headquarters	off..... officer	Sp..... Spanish
adv..... advertising, advertisement	coord..... coordinator	ind..... independent	opns..... operations	spec.... special
affil..... affiliate	CP..... construction permit	info..... information	own..... owner	ST..... shares time
anncr..... announcer	C&W country & western	instal.... installation	per..... personnel	str..... station
ant..... antenna	D..... day	instrm.... instrumental	Pol..... Polish	sub..... subscriber
AOR album oriented rock	DA. directional antenna	lt..... Italian	PR..... public relations	supt.... superintendent
APR..... Associated Press Radio	dev..... development	khz..... kilohertz	pres..... president	supvr.... supervisor
assn..... association	dir..... director	kw..... kilowatts	prod..... production, producer	svcs..... services
assoc..... associate	dup..... duplicates	loc..... local	prog..... program	sw..... short wave
asst..... assistant	edit..... editor	lstng.... listening	progmg.... programing	t..... terrain
atty..... attorney	educ..... educational	lw..... long wave	progrsv.... progressive	tech..... technical
aur..... aural	enrg..... engineering	mdse... merchandising	prom..... promotion	traf..... traffic
bcstg.... broadcasting	ERP..... effective radiated power	med..... media	ptnr..... partner	trans.... translators
bd..... board	ETV..... educational television	mfg..... manufacturing	pub affrs.. public affairs	treas.... treasurer
bldg..... building	exec..... executive	mgng.... managing	pub ser.. public service	TWX.... Teletypewriter Exchange
btfl..... beautiful	Fr..... French	mgt..... management	publ..... publicity	U..... unlimited
bus..... business	g..... ground	mhz..... megahertz	quad.... quadraphonic	UPI..... United Press International
CATV community antenna television	gen..... general	mktg.... marketing	rel..... relations	vert..... vertical
cd..... ciudad	Ger..... German	MOR..... middle of the road	relg..... religion	polarization
ch..... channel	HAAT... height above average terrain	mus..... music	rep..... representative	vis..... visual
		mw..... medium wave	rgnl..... regional	VP..... vice president
		N..... night	rsch..... research	w..... watts
		natl..... national	sec..... secretary	wkly.... weekly
			sep..... separate	

Several directories of the 1978 YEARBOOK employ the standard, two-letter state abbreviations of the U.S. Postal Service.

Alabama..... AL	Georgia..... GA	Maryland..... MD	New Mexico..... NM	South Dakota..... SD
Alaska..... AK	Guam..... GU	Massachusetts..... MA	New York..... NY	Tennessee..... TN
Arizona..... AZ	Hawaii..... HI	Michigan..... MI	North Carolina..... NC	Texas..... TX
Arkansas..... AR	Idaho..... ID	Minnesota..... MN	North Dakota..... ND	Utah..... UT
California..... CA	Illinois..... IL	Mississippi..... MS	Ohio..... OH	Vermont..... VT
Canal Zone..... CZ	Indiana..... IN	Missouri..... MO	Oklahoma..... OK	Virginia..... VA
Colorado..... CO	Iowa..... IA	Montana..... MT	Oregon..... OR	Virgin Islands..... VI
Connecticut..... CT	Kansas..... KS	Nebraska..... NE	Pennsylvania..... PA	Washington..... WA
Delaware..... DE	Kentucky..... KY	Nevada..... NV	Puerto Rico..... PR	West Virginia..... WV
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