

# The Broadcasting Yearbook

## 1991

THE BROADCASTING YEARBOOK 1991 shares with its predecessors the distinction of being the most comprehensive directory to the Fifth Estate. It covers the history and continuing growth of every field in the industry. To acquaint readers with the structure of the Yearbook, and to assist in locating information, the editors have provided a condensed guide to each of the nine major sections: The Fifth Estate, Radio, Television, Cable, Satellites, Programming, Advertising and Marketing, Technology, and Professional Services. In addition, the comprehensive alphabetical index begins on the following page. The general index is followed by an index to advertisers in the 1991 YEARBOOK. These are grouped according to service. Finally, each of the nine sections has a complete index on the first page of the section.

### Section A: The Fifth Estate

ABC's of the Fifth Estate .....	A-1
A Short Course in Broadcasting .....	A-3
FCC Executives and Staff .....	A-8
FCC Rules and Regulation .....	A-11
Government Agencies .....	A-35
Group Ownership .....	A-38
Newspaper/Magazine .....	
Crossownership .....	A-58

### Section B: Radio

U.S. Radio Stations .....	B-1
Canadian Radio Stations .....	B-379
Radio by Call Letters .....	B-401
Radio by Frequency .....	B-422
<b>Radio Marketplace</b>	
Arbitron Radio Markets .....	B-470
Radio Markets Ranked by Size .....	B-477

### Section C: Television

U.S. TV Stations .....	C-1
Canadian TV Stations .....	C-68
Low Power TV Stations .....	C-77
TV Stations by Call Letters .....	C-88
TV Stations by Channel .....	C-91
<b>Television Marketplace</b>	
Arbitron ADI Atlas .....	C-129
TV Markets Ranked by Size .....	C-206
TV Markets by Nielsen .....	
Research Territory .....	C-211

### Section D: Cable

Cable Regulation .....	D-1
A Short Course in Cable .....	D-3
MSO's .....	D-11
Broadcasters in CATV .....	D-31
Cable Penetration by Market .....	D-34
Top 50 MSO's .....	D-40

### Section E: Satellites

Satellite Owners .....	E-1
Satellite Resale & Common Carriers .....	E-1
Direct Broadcast Satellites .....	E-6
Teleports .....	E-6
Cable Networks .....	E-8

### Section F: Programming

Producers and Distributors .....	F-1
Major Awards .....	F-26
Networks .....	F-31
Public Broadcasting .....	F-48
Regional Networks .....	F-49
News Services .....	F-52
Format Providers .....	F-56
U.S. Radio Formats .....	F-59
Canadian Radio Formats .....	F-99
Formats by State/Province .....	F-103

### Section G: Advertising

Advertising Agencies .....	G-1
Media Buying Services .....	G-7
Station Representatives .....	G-7
Radio and TV Audiences .....	G-16

### Section H: Technology

Equipment Manufacturers and Distributors .....	H-1
Frequency Measuring .....	H-37
Teletext/Videotext .....	H-37
Mobile Production Units .....	H-39
Automation Systems/Computer Services .....	H-40
Common Carriers/Microwave .....	H-42
Multipoint Distribution .....	H-42
<b>The Buyers Guide</b>	
Equipment .....	H-49
Programming Services .....	H-55
Professional Services .....	H-55

### Section I: Professional Services

Brokers .....	I-1
Consultants .....	I-12
Finance Services .....	I-23
Research Services .....	I-25
Technical Consultants .....	I-30
Law Firms .....	I-36
Public Relations .....	I-42
Talent Agents .....	I-45
Employment Services .....	I-45
<b>Associations</b>	
National Associations .....	I-48
State Broadcast Associations .....	I-59
State Cable Associations .....	I-60
Unions/Labor Groups .....	I-61
<b>Education</b>	
Schools Specializing in Radio-TV .....	I-63
Books on Broadcasting .....	I-64
Universities and Colleges offering Degrees in Broadcasting .....	I-69

## A

Abbreviations .....	xiv
ABC's of the Fifth Estate .....	A-1
ADI's .....	C-129
A Short Course in Broadcasting .....	A-3
A Short Course in Cable .....	D-3
Adult Contemporary programming.....	F-59, F-85, F-99
Advertisers Index .....	TK
Advertising Agency Directory .....	G-1
Advertising Assns., Media Societies.....	I-53
Advertising Services .....	G-7
Affiliates (see appropriate network)	
AFRTS.....	B-399
Agencies, Advertising .....	G-1
Agencies, State Cable Regulatory .....	A-37
Agents, Talent .....	I-45
Agricultural programming.....	F-63, F-85, F-100, F-101
AM Stations By Call Letters, Canada .....	B-421
By Call Letters, U.S. ....	B-401
By Frequencies, Canada .....	B-458
By Provinces, Canada.....	B-379
By Frequencies, U.S. ....	B-422
By States, U.S. ....	B-1
American Broadcasting Co.....	F-31
American Indian programming.....	F-63, F-101
Anatomy of Cable Regulation .....	D-1
Applying for a Broadcast Station .....	A-34
Associated Press (AP) .....	F-33
Armed Forces Radio & TV .....	B-399
Artists Representatives .....	I-45
Assignments of TV Channels, U.S. ....	C-98
Assignments of FM Stations, U.S.....	B-462
Associations, Societies .....	I-53
Associations, State Broadcasters .....	I-59
Associations, State Cable .....	I-60
Attorneys, Communications .....	I-36
Audience (Radio & TV).....	G-16
Audience Analysis.....	G-16
Audience in TV Markets .....	C-129
Audience Measurement Services.....	I-25
Audio Cable Programing Services.....	E-12
Automated Cable Channel Programers.....	E-12
Automated-Channel Suppliers .....	H-39
Awards & Citations .....	F-26

## B

Basic Cable Services .....	E-9
Beautiful Music programming.....	F-63, F-88, F-100
Bibliography .....	I-63

Big Band programming.....	F-64, F-88, F-100, F-101
Black programming.....	F-64, F-88, F-101
Books, International.....	I-67
Books Relating to Radio-TV .....	I-63
Broadcast Automation Systems.....	H-40
Broadcast History.....	A-1
Broadcasters in Cable .....	D-31
Broadcasters State Assns.....	I-59
Broadcasting, Evolution of .....	A-1
Broadcasting since 1922, Growth of.....	H-47
Broadcasting, Short Course in.....	A-3
Brokers and Consultants.....	I-1

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Buyer's Guide, Equipment .....	H-49
Buying Planning Svcs .....	G-7

## C

Cable, A Short Course in .....	D-3
Cable, Basic Services .....	E-9
Cable, Broadcasters in .....	D-31
Cable, Brokers .....	I-1
Cable, Networks.....	E-8
Cable, Pay Services .....	E-8
Cable Penetration by Market.....	D-34
Cable Program Services .....	E-8
Cable Regulation, Anatomy of .....	D-1
Cable Regulatory Agencies, State .....	A-37
Cable Sports Services.....	E-13
Cable State Associations .....	I-60
Call Letters AM Stations (U.S.).....	B-401
FM Stations (U.S.) .....	B-409
TV Stations (U.S.) .....	C-88
Canada AM Stations by Call Letters.....	B-421
AM Stations by Frequencies .....	B-458
AM-FM Station Directory .....	B-379
FM by Frequency .....	B-459
FM Stations by Call Letters .....	B-422
TV by Channel.....	C-95
TV Station Directory.....	C-68
TV Stations by Call Letters .....	C-95
Station Representatives .....	G-7
Canadian Broadcasting Corp. ....	F-49
Canadian Cable Programing Services.....	E-16
Canadian Cable Television Assn. ....	I-52
Canadian Government .....	A-37
Canadian Radio-Television and Telecommunications Commission.....	A-37
Canadian Representatives .....	G-14
CBS Inc. ....	F-34
Channel Suppliers, Automated .....	H-39
Channels, FM .....	B-438
Channels, TV .....	C-91
Charts History of Station Sales Transactions .....	xii
Federal Communications Commission Staff .....	A-9
Radio Markets Ranked by Arbitron Metro Survey Area.....	B-477
Radio Markets Ranked by Arbitron Total Survey Area.....	B-479
Business and Finance-Top 100 Companies .....	C-204
The Markets Ranked by Size .....	C-206
TV Markets Ranked by Nielsen Marketing Research Territory.....	C-211
How Network Delivery Varies by Market .....	C-213
Cable Penetration by Market.....	D-34
Top 50 Market Areas by % Cable Penetration.....	D-38
Top 50 Market Area Ranked by Cable TV Households .....	D-38
Top 50 Market Areas Ranked by TV Households .....	D-39

**P**

Pay Cable Services ..... E-8  
 PBS (Public Broadcasting Service) ..... F-48  
 Placement Services ..... I-45  
 Polish programming ..... F-79, F-96, F-102  
 Press Services ..... F-52  
 Processing Labs ..... F-1  
 Producers ..... F-1  
 Product Guide ..... H-49  
 Production, Radio ..... F-1  
 Production, Television ..... F-1  
 Production Units, Mobile ..... H-39  
 Professional Societies ..... I-53  
 Program Distributors, Radio ..... F-1  
 Program Distributors, TV ..... F-1  
 Program Producers, Radio ..... F-1  
 Program Producers, TV ..... F-1  
 Program Services, Cable ..... E-8  
 Programming, Radio Formats Services ..... F-56  
 Programming, Radio Formats ..... F-59  
 Progressive programming ..... F-79, F-96, F-101  
 Promotion Consultants ..... I-42  
 Promotion Films ..... F-1  
 Promotion Services ..... I-42  
 Public Broadcasting Service ..... F-48  
 Public Relations Services ..... I-42  
 Publications ..... I-63  
 Publications, International ..... I-67

**R**

Radio  
 Advertising Bureau ..... I-51  
 Assignments of FM Stations, U.S. .... B-462  
 Attorneys ..... I-36  
 Audience ..... G-16  
 Call Letters AM ..... B-401  
 Call Letters FM ..... B-409  
 Canadian AM Call Letters ..... B-421  
 Canadian AM-FM Stations ..... B-379  
 Canadian FM Call Letters ..... B-422  
 Code of NAB ..... G-15  
 College-owned ..... B-460  
 Commercial Producers ..... F-1  
 Directory, Canadian ..... B-379  
 Directory, U.S. .... B-1  
 Equipment Manufacturers ..... H-1  
 Formats ..... F-59  
 Frequencies, AM ..... B-422  
 Frequencies, FM ..... B-438  
 Group Ownership ..... A-38  
 International Stations in the U.S. .... B-399  
 Jingle Producers ..... F-1  
 Networks, Regional ..... F-49  
 Newspaper Ownership ..... A-64  
 News Services ..... F-52  
 Program Distributors ..... F-1  
 Program Producers ..... F-1  
 Programming Chart ..... F-112  
 Programming Formats ..... F-59  
 Representatives ..... G-7

School-Owned ..... B-460  
 Station Authorization-1955-1981 ..... H-47  
 Stations on Air ..... A-2  
 Radio Advertising Bureau ..... I-51  
 Radio Free Europe ..... B-399  
 Radio Liberty ..... B-399  
 Radio Markets ..... B-470  
 Radio-TV & Telecommunications Commission of Canada ..... A-37  
 Radio-TV News Directors Association ..... I-51  
 Ranking of TV markets ..... C-206  
 Rating Services ..... I-25  
 Recording Services ..... F-1  
 Regional Radio Networks ..... F-50  
 Regional TV Networks ..... F-49  
 Religious programming .... F-79, F-97, F-101, F-102  
 Representatives of Stations, Canadian ..... G-14  
 Representatives of Stations, U.S. .... G-7  
 Resale and Common Carrier, Satellite ..... E-1  
 Research Services, Radio-TV ..... I-25  
 Rock programming ..... F-81, F-81, F-101

**S**

Sales Consultants ..... I-12  
 Sales of Stations ..... C-101



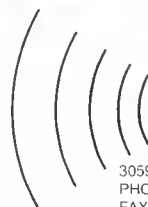
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Satellite Master Antenna Systems.....	A-7	Employment.....	I-45	Software, Computer .....	H-40
Satellites .....	A-6, E-1	Frequency Measuring .....	H-37	Spanish programming.....	F-82, F-98, F-102
Direct Broadcast.....	E-6	Rating & Research .....	I-25	Spanish Stations, TV .....	C-88
Owners, Operators.....	E-1	Sheridan Broadcasting Network .....	F-39	Sports Network (Hughes).....	F-47
Resale, Common Carriers.....	E-1	Short Course in Broadcasting .....	A-3	State Broadcasters Associations .....	I-59
Schools, Radio & TV.....	I-63	Short Course in Cable .....	D-3	State Cable Assn.....	I-60
Senate Committee on Commerce.....	A-35	SMATV.....	A-7	State Cable Regulatory Agencies .....	A-37
Services		Societies, Professional, Radio-TV.....	I-53	Station Applications .....	A-34
BuyingsPlanning.....	G-7			Station Brokers .....	I-1

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Station, Crossownership by .....	A-58
Station Financing.....	I-23
Station Transfers, TV .....	C-101
Stations, Number.....	A-3
SubcarriersVBI Services .....	H-38
Suppliers & Services.....	H-1
Supreme Court.....	A-36
Surveys & Market Research.....	I-25

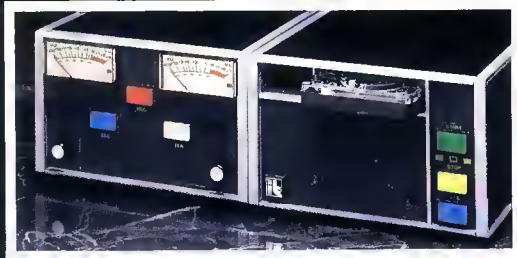
**T**

Talent Agents .....	I-45
Talk programming....	F-83, F-99, F-101, F-102
Technical Consultants.....	I-30
Teleports.....	E-6
Teletext.....	A-7, H-37
Teletext Operators.....	H-37
Teletext Suppliers.....	H-38
Television	
ADI Markets.....	C-129
Advertising Bureau.....	I-50
Allocations.....	C-98
Assignments.....	C-98
Attorneys .....	I-36
Audience .....	G-16
Bureau of Advertising .....	I-51
Business Films .....	F-1
Call Letters, Canada .....	C-95
Call Letters, U.S. ....	C-88
Channel Assignments .....	C-98
Channels, Canada .....	C-95
Channels, U.S. ....	C-91
Closed Circuit.....	F-26
Commercial Producers .....	F-1
Code of NAB .....	G-15
CTV Network .....	F-49
Dimensions.....	A-3
Directory, Canadian .....	C-68
Directory, U.S. ....	C-1
Equipment Manufacturers.....	H-1
Group Ownership.....	A-38
High-definition .....	A-7
Instructional Television Fixed Service (ITFS).....	A-7

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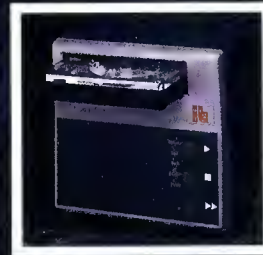
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French  
 programing.... F-73, F-92, F-100, F-101  
 Frequencies  
 Canadian AM ..... B-458  
 Canadian FM..... B-459  
 United States AM ..... B-422  
 United States FM..... B-438  
 Frequency Measuring Services ..... H-37

**G**

German programing..... F-92, F-101  
 Global Television Network..... F-49  
 Golden Oldies  
 programing.... F-77, F-95, F-100, F-102  
 Government Agencies ..... A-35  
 Federal Communications  
 Commission..... A-8  
 House Committee on  
 Commerce..... A-35  
 Senate Committee on  
 Commerce..... A-35  
 Supreme Court..... A-36  
 Government, Canadian ..... A-37  
 Group Ownership of Stations..... A-38  
 Growth of Broadcasting ..... H-47

**H**

High-definition television ..... A-7  
 History of Broadcasting..... A-1  
 House Committee on  
 Commerce..... A-35  
 Hughes Television Network..... E-1, F-47

**I**

Independent Media Buying  
 Planning Services..... G-7  
 Independent TV Stations,  
 Assn. of ..... I-51  
 Index to Advertisers ..... x  
 Industry Standard Coding  
 Identification System..... G-15  
 Information Agency, U.S. .... A-37  
 Instructional Television  
 Fixed Service (ITFS)..... A-7  
 International Broadcasting  
 Publications..... I-64  
 International Stations  
 in the U.S..... B-399  
 ITFS (Instructional Television  
 Fixed Service) ..... A-7

**J**

Jazz  
 programing.... F-73, F-93, F-100, F-102  
 Jingle Producers ..... F-1

**K**

Key to Radio Listings ..... B-1  
 Key to Television Listings..... C-1

**L**

Labor Groups & Unions ..... I-61  
 Labs, TV Processing ..... F-1  
 Land Lines (AT&T) ..... H-42  
 Law Firms ..... I-36  
 Lawyers, Communications ..... I-36  
 License, How to Apply for..... A-34  
 Licensing, Music ..... F-30  
 Low Power TV (LPTV)..... A-6, C-77

**M**

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Magazine or Newspaper  
 Ownership of Broadcast  
 Stations..... A-58  
 Management Consultants ..... I-12  
 Managers, Talent ..... I-45  
 Manufacturers of Equipment..... H-1  
 Maps of TV Markets ..... C-129  
 Market Research Services ..... I-25  
 Markets, ADI TV ..... C-129  
 Markets, Cable Penetration of..... D-34  
 Markets, Radio ..... B-470  
 Markets, TV by Size..... C-206  
 Markets, TV Demographics..... C-206  
 Markets of TV (Maps)..... C-129  
 MDS..... A-7, H-42  
 Measuring Services,  
 Frequency ..... H-37  
 Media Buying/Planning  
 Services..... G-7  
 Media Societies, Groups..... I-53  
 Microwave ..... H-42  
 Middle-of-the-Road  
 programing MOR) .... F-74, F-95, F-100  
 Mobile Production Units..... H-39  
 Monitoring Services..... I-25  
 MOR (Middle-of-the-Road)  
 programing..... F-74, F-95, F-100  
 MSO's, U.S. .... D-11  
 MSO's, Top-50 ..... D-40

Multiple Station Owners ..... A-38  
 Multiple Systems Operators ..... D-11  
 Multiple Systems Operators,  
 Top-50 ..... D-40  
 Multipoint Distribution  
 Services..... A-7, H-42  
 Music Licensing Groups ..... F-30  
 Mutual Broadcasting System ..... F-42

**N**

National Assn. of  
 Broadcasters..... I-48  
 Radio Code ..... G-15  
 TV Code ..... G-15  
 National Assn. of  
 Farm Broadcasters..... I-52  
 National Black Network..... F-37  
 National Broadcasting Co. .... F-37  
 National Cable Television  
 Assn..... I-52  
 National Public Radio..... F-48  
 NBC Inc. .... F-37  
 Network Audience in TV  
 Markets..... C-213  
 Networks  
 ABC Executives & Staff ..... F-31  
 Associated Press (AP) ..... F-33  
 Cable ..... E-8  
 Canadian..... F-49  
 CBS Executives & Staff ..... F-34  
 Hughes Television Network..... F-47  
 MBS Executives & Staff..... F-42  
 National Black Network ..... F-37  
 NBC Executives & Staff..... F-37  
 Public Broadcasting Service..... F-48  
 Regional Radio..... F-50  
 Regional TV ..... F-49  
 Satellite ..... E-1  
 Sheridan ..... F-39  
 Unwired Networks ..... F-52  
 Univision ..... F-47  
 Unistar ..... F-39  
 Unwired ..... F-52  
 UPI..... F-40

News Directors, Radio-TV  
 Association ..... I-51  
 News  
 programing.... F-75, F-95, F-100, F-102  
 News Services, Radio and TV..... F-52  
 Newspaper Ownership of  
 Stations..... A-64

**O**

Oldies  
 programing.... F-77, F-95, F-100, F-102  
 Operators, Multiple Systems ..... D-11  
 Owners and Operators,  
 Satellite ..... E-1  
 Ownership, Group Stations ..... A-38  
 Ownership, Newspaper ..... A-64



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Bottom 50 Market Areas Ranked  
by % Cable Penetration ..... D-39  
Top 50 Cable MSO's ..... D-40  
Satellite Guide to the Sky ..... E-4  
The Cable Network Programing  
Universe ..... E-14  
Radio Formats by State  
and Province ..... F-103  
United States and Canada Radio  
Programing Formats ..... F-112  
Radio and Television Audiences.. G-16  
Growth of Broadcasting ..... H-47  
U.S. Sales of Television  
Receivers 1958-1989 ..... H-56  
U.S. Radio Set Sales 1958-1989.. H-56

Citations and Awards ..... F-26  
Classical  
programing.... F-65, F-90, F-100, F-101  
Closed-Circuit TV ..... F-26  
CNN (Cable News Network) ..... F-46  
Code, NAB Radio-TV ..... G-15  
Colleges Offering Radio-TV  
Degrees ..... I-69  
College-Owned Radio ..... B-460  
Commerce Committees,  
House and Senate ..... A-35  
Commercial Identification  
System ..... G-15  
Commercial Producers, Radio ..... F-1  
Commercial Producers, TV ..... F-1  
Common Carriers ..... H-42  
Communications Attorneys ..... I-36  
Communications, Canadian  
Department of ..... A-37  
Computer Services ..... H-40  
Congressional Committees ..... A-35  
Construction Services ..... H-1  
Consultants (Management,  
Financial, Program, Sales  
Promotion) ..... I-42  
Consultants (Technical,  
Engineering) ..... I-30  
Contemporary  
programing ..... F-66, F-91 F-100  
Corporation for Public  
Broadcasting ..... F-48  
Country  
programing. F-67, F-91, F-100, F-101  
CTV Television Network ..... F-49


## D

Data Processing Services ..... H-40  
DBS ..... A-7  
Demographics, Cable ..... D-34  
Demographics of TV  
Markets ..... C-206  
Direct Broadcast Satellites ..... A-7, E-6  
Discussion  
programing.... F-83, F-99, F-101, F-102  
Distribution Services,  
Multipoint ..... H-42  
Distributors, Equipment ..... H-1

Distributors, Programs ..... F-1  
DMA's, by % Penetration ..... D-38

## E

Educational Broadcasting  
Corp. .... F-48  
Educational  
programing.... F-72, F-91, F-100, F-101  
Employment Services ..... I-45  
Engineering Consultants ..... I-30  
Equipment Buyer's Guide ..... H-49  
Equipment Manufacturers,  
Distributors ..... H-1

**Antennas ..... H-17**  
**Electronics Research Inc.**  
 **108 Market Street  
Newburgh, IN 47630  
(812) 853-3318  
FAX (812) 858-5706**

## F

Farm Broadcasters,  
National Assn. of ..... I-52  
Farm  
programing.... F-63, F-85, F-100, F-101  
Federal Communications  
Commission  
Executives & Staff ..... A-8  
Organization Chart ..... A-9  
Past Members ..... A-10  
Rules Regulating Radio-TV ..... A-11  
Fifth Estate ..... A-1  
Film Distributors for TV ..... F-1  
Financial Consultants ..... I-12  
Financing, Station ..... I-23

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## FM Stations

Allotments of FM  
Stations, U.S. .... B-462  
By Call Letters, Canada ..... B-421  
By Call Letters, U.S. .... B-401  
By Frequency, Canada ..... B-458  
By Frequency, U.S. .... B-422  
Channels ..... B-438  
Directory ..... B-1  
Foreign Language  
programing.... F-73, F-91, F-100, F-101  
Formats, U.S. Radio  
Programing ..... F-73  
Formats, Canadian Radio  
Programing ..... F-99, F-101

# The Broadcasting Yearbook 1991

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# 37 YEARS OF STATION TRANSACTIONS

*Dollar volume of transactions approved by FCC (Number of stations changing hands)*

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1954	\$10,224,047 (187)	\$26,213,323 (18)	\$23,906,760 (27)	\$60,344,130
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1961	55,532,516 (282)	42,103,708 (13)	31,167,943(24)	128,804,167
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230,381,145
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1981	447,838,06 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1988	1,841,630,156 (845)	1,326,250,000 (106)	1,779,958,042 (70)	4,947,838,198
1989	1,148,524,765 (663)	533,599,078 (40)	1,541,055,033 (84)	3,235,436,376
1990	<b>868,636,700 (1045)</b>	<b>411,037,150 (60)</b>	<b>696,952,350 (75)</b>	<b>1,976,626,100</b>
<b>TOTAL</b>	<b>\$13,521,780,175</b>	<b>\$11,664,993,066</b>	<b>\$18,382,433,153</b>	<b>\$43,569,206,394</b>

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number

of stations traded. Now AM-FM combinations are counted as two stations.

\*Figures represent group deals involving combinations of radio and TV stations, multiple TV stations or multiple radio stations. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales.

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International Publications ..... I-67

Low Power ..... A-7, C-77

LPTV ..... A-7, C-77

Markets, by ADI ..... C-129

Market Demographics ..... C-206

Market Ranking ..... C-206

Network Delivery,  
by Market ..... C-213

Networks, Regional ..... F-49

Newspaper Ownership ..... A-64

News Services ..... F-52

Number of Stations ..... A-3

Processing Labs ..... F-1

Program Distributors (TV) ..... F-1

Program Production  
Services (TV) ..... F-1

Promotion Films ..... F-1

Regional Networks ..... F-49

Station Sales ..... C-101

Transfers of Ownership ..... C-101

Teleports ..... E-6

Television Bureau of  
Advertising ..... I-50

Top-40  
programming ..... F-66, F-91

Top-50 MSO's ..... D-40

Trade Assns. & Professional  
Groups ..... I-53

Transcription Services  
(Radio) ..... F-1

Transfers of TV Ownership ..... C-101

Transmitter & Equipment  
Manufacturers ..... H-1

TVA (Network) ..... F-49

## U

Unions & Labor Groups ..... I-61

University-Owned Radio ..... B-460

UPI ..... F-40

Unistar ..... F-39

Unwired Networks ..... F-52

Urban Contemporary  
programming ..... F-84, F-99, F-101

U.S. Govt. Agencies ..... A-35

## V

Videotext ..... H-37

Videotext Operations ..... H-37

Videotext Suppliers ..... H-38

Viewing Habits ..... G-16

Voice of America ..... B-399

## W

Westwood One Inc. .... F-42

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## Index to Advertisers

### EQUIPMENT

Allied Tower.....	viii
Audio Implements.....	vii
Audio Technologies Inc.....	H-4
Belar Electronics Lab. Inc.....	H-5
Broadcast Supply West.....	H-8
Broadcast Television Systems Inc.....	H-7
Central Tower Inc.....	viii, H-9
Comark Communications.....	H-11
Control Technology Inc.....	H-50
Delta Electronics.....	H-1 divider
Electronics Research Inc.....	cover 3, iv, H-14
Fidelipac Corp.....	iii, H-49, H-50
Hitachi Denshi, Ltd.....	C-1 divider
Holiday Industries.....	H-52
International Tapetronics Corp.....	v
Kintronic Labs Inc.....	H-19
Midwest Communications Corp.....	cover 4
MPCS Video Industries.....	H-2 divider
Fred A. Nudd Corp.....	H-25
Potomac Instruments... H-49, H-51, H-52, H-53, H-54	
Racal-Decca Canada.....	H-29
Second Chance Body Armor.....	x
Stainless Inc.....	H-31
Thomson Broadcast Inc.....	C-3 divider
Utility Tower Co.....	B-1 divider
Vacuum Tube Industries.....	H-54
Willtronix, Inc.....	H-54
World Tower Co.....	C-2 divider

### GENERAL

Andrus & Associates Inc.....	I-30
Arbitron Ratings.....	B-3, C-3
AT&T Capital Corp.....	I-23
John H. Battison & Associates.....	I-30
Beckerman Associates Inc.....	ii, B-63, I-2
Blackburn & Co. Inc.....	I-2
Frank Boyle & Co.....	I-3
Broadcast Data Services.....	I-30
Broadcast Investment, Analysis.....	E-1 divider
Howard Burkat Copy & Concepts.....	I-43

Cable Networks Inc.....	D-2 divider
S.R. Chanen Inc.....	I-4
Donald K. Clark, Inc.....	I-4
Jules Cohen & Associates.....	I-30
Cohen, Dippell & Everist.....	I-30
Lauren A. Colby II, VIII, B-2, B-15, B-27, B-62, B-78, B-92, B-95, B-123, B-129, B-138, B-159, B-171, B-180, B-187, B-197, B-200, B-209, B-218, B-233, B-248, B-267, B-273, B-290, B-297, B-300, B-311, B-335, B-340, B-358, B-372, C-29, C-61, I-36	
Communications Equity Associates.....	I-4
Communications Technologies Inc.....	I-30
Courtright Engineering Inc.....	I-30
R.C. Crisler & Co.....	I-5
John J. Davis & Associates.....	I-30
Design Publishers.....	E-3
Ditango Enterprises.....	I-14
du Treil, Lunden & Rackley Inc.....	I-30
Charles C. Earles & Associates.....	I-5
Evans Associates.....	I-30
William A. Exline, Inc. II, B-15, B-27, B-31, B-33, B-36, B-39, B-44, B-51, B-90, B-93, B-197, B-205, B-213, B-267, B-271, B-335, B-350, B-353, B-357, C-7, I-5, I-15	
Norman Fischer & Associates Inc.....	B-20, B-139, B-213, B-261, B-311, I-6
Don Fitzpatrick Associates.....	I-46
Paul Dean Ford.....	I-30
Gammon Media Investments Inc.....	I-2 divider
W. John Grandy.....	B-45, C-7, I-7
GTE Spacenet.....	F-2 divider
Hammett & Edison, Inc.....	I-30
Harrison, Bond & Pecaro.....	I-16
Hatfield & Dawson.....	I-30
Hughes Communications.....	E-2 divider, F-1 divider
IDB Communications Group.....	E-2
International Business Consulting.....	iv
George Jacobs & Associates Inc.....	I-30
Carl T. Jones Corp.....	I-30
H.B. LaRue II, B-36, B-44, B-61, B-79, B-97, B-153, B-161, B-195, B-226, B-251, B-282, B-322, C-8, C-10, C-13, C-17, C-20, C-29, C-31, C-35, C-41, C-46, C-51, C-58	
Lohnes & Culver.....	I-30
The Mahlman Co.....	I-7
R.E. Meador & Associates.....	I-7

Media Venture Partners.....	I-9
Millar Co. Inc.....	I-8
Moffett, Larson & Johnson Inc.....	I-30
Lawrence L. Morton & Associates.....	I-30
Mullaney Engineering, Inc.....	I-30
National Association of Broadcasters.....	B-4 divider
Owl Engineering Inc.....	I-30
Pacific Satellite Connection.....	E-6
The Proctor Group.....	B-311, B-317
Ward L. Quaal Co.....	I-20
Questcom.....	B-2 divider, I-8
Radio Information Center.....	vi, B-37, B-97, B-227, I-42
Stan Raymond & Associates.....	I-10
Cecil L. Richards, Inc.....	I-10
Rumbaut & Associates.....	I-11
Satterfield & Perry.....	ii, I-9, I-10, I-19
William B. Schutz Jr.....	I-11
Sellmeyer Engineering.....	I-30
Gordon Sherman Associates.....	I-11
Burt Sherwood Inc.....	I-11
Shoolbred Engineers Inc.....	I-30
Silliman & Silliman.....	I-30
Barry Skidelsky.....	I-36, I-41
Carl E. Smith, Consulting Engineers.....	I-30
Carl Smith Electronics Inc.....	I-30
Southern Broadcast Services.....	I-30
Structural Systems Technology.....	I-30
Thoben-Van Huss & Associates.....	I-12
Edwin Tornberg.....	I-12
USA Cable Network.....	cover 1
Doug Vernier.....	I-30
Washington International Teleport.....	E-7
Doug C. Williams.....	I-30
Wood & Co.....	I-1

### PROGRAM SERVICES

Associated Press Broadcast Services.....	spine, B-3 divider
DVM Weather Service.....	B-209, B-218
Modern Talking Picture Service.....	C-4 divider
Professional Video Services Corp.....	D-1 divider
Sky Watch Weather Center.....	F-55

### A Glossary of Terms Used in Yearbook

**Basic cable service**-Package of cable programming provided to subscribers without additional fee.

**Cable television**-System that transmits original programming, and programming of broadcast television stations, to consumers over wired network (see page A-6).

**Clear channel**-AM radio station allowed to dominate its frequency with up to 50 kw of power; their signals are generally protected for distance of up to 750 miles at night.

**Coaxial cable**-Cable with several common axis lines under protective sheath used for television signal transmissions.

**CC**-Closed captioning. Method of transmitting textual information over television channel's vertical blanking interval; transmissions are deciphered with decoders; decoded transmissions appear as text superimposed over television image.

**CED**-Capacitance electronic disk (RCA videodisk).

**Common carrier**-Telecommunication company that provides communications transmission services to public.

**DBS**-Direct broadcast satellite. High powered satellite authorized to broadcast direct to homes (see page A-7).

**Domsat**-Domestic satellite (see page A-6).

**Downlink**-Earth station used to receive signals from satellites.

**Earth station**-Equipment used for transmitting or receiving satellite communications.

**EFT**-Electronic funds transfer.

**EM**-Electronic mail.

**ENG**-Electronic news gathering.

**ETV**-Educational television.

**Footprint**-Area on earth within which satellite's signal can be received.

**Geostationary orbit**-Orbit 22,300 miles above earth's equator where satellites circle earth at same rate earth rotates.

**Ghz**-Gigahertz. 1,000 megahertz.

**HDTV**-High-definition television (see page A-7).

**Headend**-Facility in cable system from which all signals originate. (Local and distant television stations, and satellite programming, are picked up and amplified for retransmission through system.)

**Hertz**-A unite of frequency equal to one cycle per second. One kilohertz is 1,000 hertz; one megahertz is one million hertz; one gigahertz is one billion hertz.

**HUT**-Households using television.

**ITFS**-Instructional Television Fixed Service (see page A-7).

**Khz**-Kilohertz (see Hertz).

**LED**-Light emitting diode. Type of semiconductor that lights up when activated by voltage.

**LO**-Local origination channel.

**LPTV**-Low-power television (see page A-7).

**LV**-LaserVision (optical videodisk).

**MDS**-Multipoint distribution service (see page A-7).

**Mhz**-Megahertz (see Hertz).

**Microwave**-Frequencies above 1,000 mhz.

**MSO**-Multiple cable system operator.

**NTSC**-National Television System Committee. Committee that recommended current American standard color TV.

**PCM**-Pulse code modulation. Conversion of voice signals into digital code.

**PPV**-Pay-per-view.

**PSA**-Public service announcement.

**PTV**-Public television.

**RCC**-Radio common carrier. Common carriers whose major businesses include radio paging and mobile telephone services.

**SCA**-Subsidiary communications authorizations. Authorizations granted to FM to broadcasters for using subcarriers on their channels for other communications services.

**Shortwave**-Transmissions on frequencies of 6-25 mhz.

**SHF**-Super high frequency.

**SMATV**-Satellite master antenna television (see page A-7).

**STV**-Subscription television (see page A-6).

**Superstation**-Local TV station whose signal is retransmitted via satellite to cable systems beyond reach of over-the-air signal.

**Tariff**-Common carrier's statement describing services it offers and rates it charges.

**Teletext**-One-way electronic publishing service (see page A-7).

**Translator**-Broadcast station that rebroadcasts signals of other stations without originating its own programming.

**Transponder**-Satellite transmitter/receiver that picks up signals transmitted from earth, translates them into new frequency and amplifies them before retransmitting them back to ground.

**UHF**-Ultra high frequency.

**Uplink**-Earth station used for transmitting to satellite.

**VCR**-Videocassette recorder.

**VHF**-Very high frequency.

**Videotext**-Two-way interactive service that uses either two-way cable or telephone lines to connect a central computer to a television screen (see page A-7).

**VTR**-Video-tape recorder.

## Directory of Radio and Television by State/Province

<b>Alabama</b>		<b>Mississippi</b>		<b>Washington</b>	
Radio .....	B-2	Radio .....	B-180	Radio .....	B-350
Television .....	C-2	Television .....	C-33	Television .....	C-62
<b>Alaska</b>		<b>Missouri</b>		<b>West Virginia</b>	
Radio .....	B-12	Radio .....	B-187	Radio .....	B-358
Television .....	C-4	Television .....	C-35	Television .....	C-64
<b>Arizona</b>		<b>Montana</b>		<b>Wisconsin</b>	
Radio .....	B-15	Radio .....	B-197	Radio .....	B-363
Television .....	C-5	Television .....	C-36	Television .....	C-64
<b>California</b>		<b>Nebraska</b>		<b>Wyoming</b>	
Radio .....	B-27	Radio .....	B-200	Radio .....	B-372
Television .....	C-6	Television .....	C-37	Television .....	C-66
<b>Colorado</b>		<b>Nevada</b>		<b>Puerto Rico</b>	
Radio .....	B-51	Radio .....	B-205	Radio .....	B-374
Television .....	C-11	Television .....	C-38	Television .....	C-67
<b>Connecticut</b>		<b>New Hampshire</b>		<b>Virgin Islands</b>	
Radio .....	B-57	Radio .....	B-207	Radio .....	B-378
Television .....	C-12	Television .....	C-38	Television .....	C-68
<b>Delaware</b>		<b>New Jersey</b>		<b>Alberta</b>	
Radio .....	B-60	Radio .....	B-209	Radio .....	B-379
Television .....	C-12	Television .....	C-39	Television .....	C-68
<b>District of Columbia</b>		<b>New Mexico</b>		<b>British Columbia</b>	
Radio .....	B-61	Radio .....	B-213	Radio .....	B-381
Television .....	C-13	Television .....	C-39	Television .....	C-69
<b>Florida</b>		<b>New York</b>		<b>Manitoba</b>	
Radio .....	B-62	Radio .....	B-218	Radio .....	B-384
Television .....	C-13	Television .....	C-40	Television .....	C-70
<b>Georgia</b>		<b>North Carolina</b>		<b>New Brunswick</b>	
Radio .....	B-78	Radio .....	B-233	Radio .....	B-385
Television .....	C-17	Television .....	C-43	Television .....	C-70
<b>Hawaii</b>		<b>North Dakota</b>		<b>Newfoundland</b>	
Radio .....	B-90	Radio .....	B-246	Radio .....	B-386
Television .....	C-18	Television .....	C-44	Television .....	C-70
<b>Idaho</b>		<b>Ohio</b>		<b>Northwest Territories</b>	
Radio .....	B-92	Radio .....	B-248	Radio .....	B-387
Television .....	C-19	Television .....	C-45	Television .....	C-71
<b>Illinois</b>		<b>Oklahoma</b>		<b>Nova Scotia</b>	
Radio .....	B-95	Radio .....	B-251	Radio .....	B-387
Television .....	C-20	Television .....	C-48	Television .....	C-71
<b>Indiana</b>		<b>Oregon</b>		<b>Ontario</b>	
Radio .....	B-108	Radio .....	B-267	Radio .....	B-388
Television .....	C-22	Television .....	C-49	Television .....	C-71
<b>Iowa</b>		<b>Pennsylvania</b>		<b>Prince Edward Island</b>	
Radio .....	B-117	Radio .....	B-273	Radio .....	B-394
Television .....	C-23	Television .....	C-50	Television .....	C-74
<b>Kansas</b>		<b>Rhode Island</b>		<b>Quebec</b>	
Radio .....	B-123	Radio .....	B-288	Radio .....	B-394
Television .....	C-24	Television .....	C-52	Television .....	C-74
<b>Kentucky</b>		<b>South Carolina</b>		<b>Saskatchewan</b>	
Radio .....	B-129	Radio .....	B-290	Radio .....	B-398
Television .....	C-25	Television .....	C-52	Television .....	C-75
<b>Louisiana</b>		<b>South Dakota</b>		<b>Yukon Territory</b>	
Radio .....	B-138	Radio .....	B-297	Radio .....	B-399
Television .....	C-27	Television .....	C-53	Television .....	C-76
<b>Maine</b>		<b>Tennessee</b>			
Radio .....	B-145	Radio .....	B-300		
Television .....	C-28	Television .....	C-54		
<b>Maryland</b>		<b>Texas</b>			
Radio .....	B-149	Radio .....	B-311		
Television .....	C-29	Television .....	C-55		
<b>Massachusetts</b>		<b>Utah</b>			
Radio .....	B-153	Radio .....	B-335		
Television .....	C-29	Television .....	C-60		
<b>Michigan</b>		<b>Vermont</b>			
Radio .....	B-159	Radio .....	B-338		
Television .....	C-30	Television .....	C-61		
<b>Minnesota</b>		<b>Virginia</b>			
Radio .....	B-171	Radio .....	B-340		
Television .....	C-32	Television .....	C-61		