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(For Facts on Television See 1954-55 TELECASTING Yearbook & Marketbook)

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ABBREVIATIONS IN 1955 YEARBOOK

EXECUTIVE PERSONNEL

Administrative	adm.	Music Director	music d
Assistant	asst.	National Commercial Manager	natl. cm
Associate	assoc.	News Editor	nd
Business Manager	bus. m	Office Manager	office m
Chairman of the Board	chmn. of bd.	Operations Manager	opers. m
Chief Bookkeeper	chief bkpr.	Owner	o
Chief Engineer	chief engr.	Partner	ptnr.
Co-Engineer	co-engr.	President	p
Co-Owner	co-o	Production Coordinator	prod. coordinator
Commercial Manager	cm	Production Director	prod. d
Commercial Production Manager	coml. pdm	Production Manager	pdm
Comptroller	comp.	Program Director	pd
Continuity Editor	continuity ed.	Program Manager	prog. m
Controller	cont.	Program Supervisor	prog. sup.
Copy Director	copy d	Promotion	prom.
Director	d	Public Affairs Director	pub. affairs d
Director of Engineering	d. of engrg.	Public Relations Director	pub. rel. d
Director of Operations	d of opers.	Public Service Director	pub. serv. d
Educational Director	educ. d	Publicity Director	publ. d
Executive Officer	exec. officer	Regional Manager	reg. m
Executive Owner	exec. o	Research Director	research d
Executive Director	exec. d	Resident Manager	res. m
Executive Producer	exec. prod.	Sales Director	sls. d
Executive Vice President	evp	Sales Manager	slm
Facility Director	facility d	Secretary-Treasurer	sec.-treas.
Farm Director	fd	Special Events Director	sp. events d
Film Director	film d	Sports Director	sd
General Manager	gm	Station	sta.
General Sales Manager	gen. slm	Studio Supervisor	studio sup.
Local Sales Manager	loc. slm	Supervising Engineer	sup. engr.
Manager	m	Technical Director	tech. d
Manager of Tv Operations	m of tv opers.	Traffic Manager	traffic m
Managing Director	mgng. d	Transmitter Supervisor	trans. sup.
Merchandising Manager	merc. m	Vice President	vp
		Women's Director	wd

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