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Every week
in *Broadcasting*

The good news
and bad news

that makes

Broadcasting

all news

all year long

You belong

in *Broadcasting*

All year long

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- Station images, news and entertainment program preferences, viewing behavior and audience flow
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Abbreviations Commonly Used in 1975 Yearbook

actg acting	C&W country & western	instal installation	off officer	sec secretary
admin administrative	dev development	instrm instrumental	opns operations	sep separate
adv advertising	dir director	It Italian	own owner	sis sales
advt advertisement	dup duplicates	khz kilohertz	pkgd packaged	Sp Spanish
afil affiliate	edit editor	kw kilowatts	per personnel	spec special
anncr announcer	educ education	loc local	Pol Polish	stn station
ant antenna	educ educational	lstng listening	PR public relations	sub subscriber
assn association	enrg engineering	lw longwave	pres president	supr superintendent
assoc associate	enrg engineering	mdse merchandising	prod production	suprv supervisor
asst assistant	ERP effective radiated power	med media	prog producer	svcs services
atly attorney	ETV educational television	mfg manufacturing	prog program	sw short wave
aur aural	exec executive	mng managing	progsv programming	tech technical
bcstg broadcasting	gen general	mgr manager	progr progressive	traf traffic
bd board	Ger German	mgt management	prom promotion	treas treasurer
bdg building	HAAT height above average terrain	mhz megahertz	ptnr partner	TWX Teletypewriter Exchange
btlf beautiful	horiz horizontal	MOR middle of the road	pub affrs public affairs	U university
bus business	hqr's headquarters	mthly monthly	pub ser public service	uc under construction
cd ciudad	hwy highway	mus music	publ publicity	vert vertical polarization
ch channel	inc independent	mw medium wave	quad quadraphonic	vis visual
chg charge	info information	natl national	rel relations	VP vice president
chmn chairman		net network	relg religion	w watts
coml commercial		nwspr newspaper	rep representative	wk'y weekly
coord coordinator			rgnl regional	
ctrlr controller			rsch research	

Several directories of the 1975 Yearbook—including the ADI Market Atlas that begins on B-1—employ the standard, two-letter state abbreviations of the U.S. Postal Service. They are shown below:

Alabama AL	Florida FL	Maine ME	New Jersey NJ	South Carolina SC
Alaska AK	Georgia GA	Maryland MD	New Mexico NM	South Dakota SD
Arizona AZ	Guam GU	Massachusetts MA	New York NY	Tennessee TN
Arkansas AR	Hawaii HI	Michigan MI	North Carolina NC	Texas TX
California CA	Idaho ID	Minnesota MN	North Dakota ND	Utah UT
Canal Zone CZ	Illinois IL	Mississippi MS	Ohio OH	Vermont VT
Colorado CO	Indiana IN	Missouri MO	Oklahoma OK	Virginia VA
Connecticut CT	Iowa IA	Montana MT	Oregon OR	Virgin Islands VI
Delaware DE	Kansas KS	Nebraska NE	Pennsylvania PA	Washington WA
District of Columbia DC	Kentucky KY	Nevada NV	Puerto Rico PR	West Virginia WV
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Program Distributors, TVD-36

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Program Producers, RadioD-45

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 We deal in success. Ask our
 clients, they know us best.**



John Rook & Assoc.

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Program Producers, TVD-36

Association-Sterling Films
Free-loan Public Service
Films for Television
Please see our ad on page D-37

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