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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 that sequence of marking will appear the first page of the A section. The same procedure can be used to find the beginning of any other 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.

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# La Rue Media Brokers Inc.

## RADIO TV CATV SALES

TV: Portland, Maine	\$4,800,000
Radio: Tulsa, Oklahoma	\$500,000
CATV: Salamanca, New York	\$300,000
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Radio: Minneapolis-St. Paul	\$1,000,000
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CATV: Pennsylvania	\$850,000
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TV: Honolulu	\$2,800,000
CATV: Sebring, Florida	\$600,000
Radio: Cumberland, Maryland	\$250,000
Radio: Springfield, Massachusetts	\$260,000
TV: Honolulu	\$600,000
Radio: Richmond, Virginia	\$210,000
Radio: Manchester, N.H.	\$315,000
Radio: Kansas City, Missouri	\$150,000
Radio: St. Louis, Missouri	\$3,500,000
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## Extent of Broadcast Editorializing

Over 50% of AM stations, 50% of TV's, and over 55% of FM's are now editorializing, at least occasionally, according to results of a nationwide survey for the BROADCASTING YEARBOOK.

The editorializing survey was obtained from the YEARBOOK questionnaire sent to all radio and TV stations. Here are the results:

	AM	FM	TV
Stations editorializing	1,149	246	213
Stations answering editorializing question	2,232	416	426
Percent editorializing	51.5%	59.1%	50.0%
Percent editorializing daily	10.2%	5.8%	12.4%
Percent editorializing weekly	7.3%	9.1%	7.5%
Percent editorializing occasionally	34.0%	44.2%	30.1%

Only FM stations that are independently programmed are considered in this survey.

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# THE DIMENSIONS OF BROADCASTING

## Key facts about radio and television

### Broadcasting stations on air

506	VHF commercial TV stations
165	UHF commercial TV stations
671	total commercial TV stations
75	VHF noncommercial TV stations
94	UHF noncommercial TV stations
169	total noncommercial TV stations
840	total TV stations
4,235	AM radio stations
1,917	commercial FM stations
359	noncommercial FM stations
7,351	total broadcasting stations

Compilation by FCC through Dec. 4, 1968

### Total times sales, 1967

\$1,840,900,000	for all TV stations and networks (from FCC report)
\$937,075,000	for all radio stations and networks (BROADCASTING estimate)
\$2,777,975,000	total radio-TV time sales

### The radio-TV audiences

57,522,300	U. S. TV homes
17,450,000	color TV homes
3,500,000	CATV homes
58,500,000	radio homes
6 hours, 38 minutes	total TV viewing per home per day

### Some other facts about facilities

381	AM stations owned by newspapers and/or magazines
191	FM stations owned by newspapers and/or magazines
183	TV stations owned by newspapers and/or magazines
48	regional radio networks/groups
11	regional television networks
1,900	community antenna TV systems (estimated)

### Facts about related businesses

56	talent agents and managers
356	radio program producers, distributors
588	TV program producers, distributors
388	TV commercial producers
253	radio commercial and jingle producers
307	producers, distributors business, promotion films
39	TV processing labs
128	associations and professional societies
62	companies providing research services
49	unions representing workers and performers
269	consulting engineers serving broadcasting
72	consultants on management, personnel, etc.
33	news services
67	public relations, publicity, promotion services
37	station and CATV brokers
169	station representatives
16	station finance companies