

# Broadcasting

---

# Yearbook 1976

The 1976 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 general description of the six major sections.

**Section A**—Titled “Broadcasting in General,” section A begins with a history of the broadcasting media and their evolution (on page A-1). 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. A new feature of the Group Ownership list is the tallying of station totals for each owner.

**Section B**—This is the television section of the YEARBOOK. The first part, “The Television Marketplace,” which describes the commercial aspects of the medium, has as its primary feature the “ADI Market Atlas,” a 79-page section showing each of the 207 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,” adds to its detailed directory of TV stations a new item—key rates for each reporting commercial station. Additionally, there are 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—also with key rates as a new feature—followed by stations in U.S. territories and Canada. Additionally, this year’s listings identify each station’s group owner and audio news service, if any. The

AM and FM lists by call letters and frequencies follow, along with Mexican and Caribbean coverage and statistical tables of general broadcasting interest.

**Section D**—This section is in two parts. The first, “Broadcast Advertising,” presents directories of advertising agencies, station representatives and similar service organizations. The second, “Networks & Programing,” contains two innovations: The major network directories now list all radio affiliates as well as television; and program and commercial producers for radio and TV have been combined, along with distributors and production services, into a single directory designed for ease in locating companies either by name or by type of service. Other program-related material includes the section on awards, the TV and Radio Codes, and an improved list of radio stations according to their formats and special programing. At the end of Section D appears a directory of international broadcasting.

**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 1976 *Buyer’s Guide*, a 16-yellow-page commercial directory to both equipment and services.

**Section F**—Divided into three parts—professional services, associations, and miscellaneous directories—section F leads off with brokers and station financing firms, followed by consultants in several broadcasting fields. The National Association of Broadcasters listing on page F-20 opens the chapter on trade organizations, and the YEARBOOK ends with an assortment of directories on government agencies (other than the FCC), congressional committees, unions, books and educational institutions.

At the top of the first page of each section is a detailed table of contents to principal elements therein. Through each of those, and in 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.

## Editorial Index

### A

<p>Abbreviations . . . . . iv</p> <p>ABC’s of Radio and Television . . . . . A-1</p> <p>Advertisers Index . . . . . xi</p> <p>Advertising Agency Directory . . . . . D-1</p> <p>Advertising Assns., Media Societies . . . . . F-30</p> <p>Advertising Research Foundation . . . . . F-30</p> <p>Advertising Services . . . . . D-15</p> <p>Affiliates . . . . . (see appropriate network)</p> <p>AFRTS . . . . . F-38</p> <p>Agencies, Advertising . . . . . D-1</p> <p>Agents, Talent . . . . . F-19</p>	<p>Allocations of TV Channels, U.S. . . . . B-162</p> <p>AM Stations</p> <p>  Authorized . . . . . C-301</p> <p>  By Call Letters, Canada . . . . . C-259</p> <p>  By Call Letters, U.S. . . . . C-242</p> <p>  By Frequencies, Bermuda Caribbean . . . . . C-241</p> <p>  By Frequencies, Canada . . . . . C-289</p> <p>  By Frequencies, Mexico . . . . . C-237</p> <p>  By Provinces, Canada . . . . . C-228</p> <p>  By Frequencies, U.S. . . . . C-260</p> <p>  By States, U.S. . . . . C-1</p> <p>American Advertising Federation . . . . . F-30</p> <p>American Association of Advertising Agencies . . . . . F-30</p> <p>American Broadcasting Co. . . . . D-16</p> <p>American Telephone &amp; Telegraph . . . . . E-39</p> <p>American Women in Radio &amp; TV . . . . . F-31</p> <p>Applications, TV Stations . . . . . B-164</p> <p>Applying for a Broadcast Station . . . . . A-32</p>	<p>Arbitron . . . . . F-16</p> <p>Armed Forces Radio &amp; TV . . . . . F-38</p> <p>Artists Representatives . . . . . F-19</p> <p>Assn. of Independent TV Stations . . . . . F-31</p> <p>Assn. of Maximum Service Telecasters . . . . . F-32</p> <p>Assn. of National Advertisers . . . . . F-32</p> <p>Associations, Societies . . . . . F-30</p> <p>Associations, State Broadcasters . . . . . F-29</p> <p>Assn. of Federal Communications Consulting Engineers . . . . . F-31</p> <p>AT&amp;T . . . . . E-39</p> <p>Attorneys, Communications . . . . . F-7</p> <p>Audience (Radio &amp; TV) . . . . . C-300</p> <p>Audience Analysis . . . . . C-300</p> <p>Audience in TV Markets . . . . . B-1</p> <p>Audience Measurement Services . . . . . F-16</p> <p>Authorized Broadcast Stations, 1922-1975 . . . . . C-301</p> <p>Awards &amp; Citations . . . . . D-60</p>
---	---	---

## BROADCASTING PUBLICATIONS INC.

Sol Talshoff, *chairman.*  
Lawrence B. Talshoff, *president.*  
Maury Long, *vice president.*  
Edwin H. James, *vice president.*  
Joanne T. Cowan, *secretary.*  
Irving C. Miller, *treasurer.*  
Lee Talshoff, *assistant treasurer.*

### Broadcasting®

# Yearbook 1976

Executive and publication headquarters  
Broadcasting-Teletesting building  
1735 DeSales Street, N.W., Washington, D.C. 20036.  
Phone: 202-638-1022.

Sol Talshoff, *editor.*

Lawrence B. Talshoff, *publisher.*

## EDITORIAL

Edwin H. James, *executive editor.*  
Donald West, *managing editor.*  
Rufus Crater (New York), *chief correspondent.*  
Leonard Zeidenberg, *senior correspondent.*  
J. Daniel Rudy, *assistant to the managing editor.*  
Frederick M. Fitzgerald, *senior editor.*  
Joseph A. Esser, Randall Moskop,  
Jonathan Tourtellot, *assistant editors.*  
Mark Harrad, Mark Miller, Jay Rubin, *staff writers.*  
Ian C. Bowen, Barbara Chase, Linda Gimourginas  
(*editor's office*), Kira Greene, *editorial assistants.*

## BUSINESS

Maury Long, *vice president.*  
David N. Whitcombe, *director of marketing.*  
Doris Kelly, *secretary.*

## ADVERTISING

Winfield R. Levi, *general sales manager* (New York).  
John Andre, *sales manager—equipment and engineering* (Washington).  
David Berlyn, *Eastern sales manager* (New York).  
Ruth Lindstrom, *account supervisor* (New York).  
Bill Merritt, *Western sales manager* (Hollywood).  
Lynda Dorman, *classified advertising manager.*

## CIRCULATION

Bill Criger, *circulation manager.*  
Kwentin Keenan, *subscription manager.*  
Lucille Paulus, Odell Jackson, Patricia Johnson,  
Gregg Karpicky, Joanna Mleso.

## PRODUCTION

Harry Stevens, *production manager.*

## ADMINISTRATION

Irving C. Miller, *business manager.*  
Lynda Dorman, *secretary to the publisher.*  
Phillippe E. Boucher, Gloria Nelson.

## BUREAUS

New York: 75 Rockefeller Plaza, 10019  
Phone: 212-757-3260.  
Rufus Crater, *chief correspondent.*  
Rocco Famighetti, *senior editor.*  
John M. Dempsey, *assistant editor.*  
Joanne Ostrow, *staff writer.*

Winfield R. Levi, *general sales manager.*  
David Berlyn, *Eastern sales manager.*  
Ruth Lindstrom, *account supervisor.*  
Harriette Weinberg, *advertising assistant.*

Hollywood: 1680 North Vine  
Street, 90028. Phone: 213-463-3148.  
Bill Merritt, *Western sales manager.*  
Sandra Klausner, *editorial-advertising assistant.*

Broadcasting\* magazine was founded in 1931 by  
Broadcasting Publications Inc., using the title *Broadcasting\**  
—The News Magazine of the Fifth Estate. *Broadcast*  
*Advertising\** was acquired in 1932. *Broadcast Reporter* in  
1933, *Teletest\** in 1953 and *Television* in 1961.  
*Broadcasting-Teletesting\** was introduced in 1946.



\* Reg. U.S. Patent Office.  
Copyright 1976 by Broadcasting Publications Inc.

Microfilms of *Broadcasting* are available from University  
Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

## Editorial Index

### B

Bermuda, Caribbean Radio	C-241
Billings, Radio	C-298
Billings, TV	B-161
Black Programming	D-69
Books Relating to Radio-TV	F-40
Broadcast History	A-1
Broadcast Pioneers Library	F-32
Broadcast Rating Council	F-22
Broadcasters State Assns.	F-29
Broadcasting, Evolution of	A-1
Broadcasting, Short Course in	A-2
Brokers, Station and CATV	F-1

## TO BUY OR SELL A TELEVISION OR RADIO STATION

### HAMILTON-LANDIS & ASSOC., Inc.

<b>WASHINGTON, D.C.</b> 1730 K St., N.W. (202) 393-3456	<b>CHICAGO</b> 1429 Tribune Tower (312) 337-2754
<b>SAN FRANCISCO</b> 111 Sutter St. (415) 392-5671	<b>DALLAS</b> 6060 N. Central Expy. (214) 691-2345

### NATIONWIDE • NEGOTIATIONS FINANCING • APPRAISALS

Business Films	D-41
Buyer's Guide	E-41
Buying/Planning Svcs	D-8

### C

Call Letters	
AM Stations (U.S.)	C-242
FM Stations (U.S.)	C-251
TV Stations (U.S.)	B-152
Call Sign Allocations	D-92
Campus Stations	C-301
Canada	
AM Stations by Call Letters	C-259
AM Stations by Frequencies	C-289
AM-FM Station Directory	C-228
FM by Frequency	C-291
FM Stations by Call Letters	C-259
TV by Channel	B-160
TV Station Directory	B-147
TV Stations by Call Letters	B-156
Station Representatives	D-15
Canadian Broadcasting Corp.	D-39
Canadian Radio-Television Commission	F-38
Canadian Representatives	D-15
Caribbean Radio Stations	C-241
CBS Inc.	D-24
Channels, FM	C-293
Channels, TV	B-156
Citations and Awards	D-60
Closed-Circuit TV	D-59
Code, NAB Radio	D-66
Code, NAB TV	D-61
College Radio Stations	C-301
Colleges Offering Radio-TV Degrees	F-46

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS • CONSULTANTS  
16255 Ventura Boulevard, Suite 415  
Encino, California 91436  
AREA CODE 213 986-3201

## BECKERMAN ASSOCIATES

### Media Brokers—Consultants

14001 MIRAMAR AVENUE  
MADEIRA BEACH, FLORIDA 33708  
TELEPHONE (813) 391-2824

Commerce Committees, House and Senate	F-36
Commercial Producers, Radio	D-41
Commercial Producers, TV	D-41
Common Carriers	E-39
Communications Attorneys	F-7
Communications Satellite Corp.	E-40
COMSAT	E-40
Congress, Radio-TV Galleries	F-27
Construction Services	E-1
Consultants (Management, Financial, Program, Sales, Promotion, Technical)	F-4
Consulting Engineers	E-36
Contemporary Programming	D-82
Coordinators, AT&T	E-39
Corporation for Public Broadcasting	D-38
Correspondents Assn., Radio-TV	F-35
Country & Western Programming	D-70
CTV Television Network	D-39

### D

Demographics of TV Markets	B-1, B-80, B-83, B-84
Distributors, Equipment	E-1
Distributors, Programs	D-41

### E

Editorializing, Radio-TV Stations	C-300
Educational Broadcasting Corp.	D-38
Educational FM Call Letters	C-251
Educational TV Call Letters	B-152
Employment Services	F-18
Engineers, Consulting	E-36
Equipment Buyer's Guide	E-41
Equipment Manufacturers	E-1
Experimental TV	B-164

### F

Farm Broadcasters, National Assn. of	F-22
Federal Communications Consulting Engineers, Assn. of	F-31

## WANTED AM & FM

*We represent  
a large public company interested in ac-  
quiring AM & FM broadcast properties.  
All market sizes considered.*

Media Brokers,  
Creative Financing  
**MERGER RESEARCH & ASSOC.**  
11113 Springfield Pike  
Cincinnati, Ohio 45246  
(513) 771-3355

## Editorial Index

<b>Federal Communications Commission</b>	
Executives & Staff .....	A-9
Organization Chart .....	A-8
Past Members .....	A-10
<b>Rules Regulating Radio-TV</b> .....	A-11
Allocations .....	A-11
Censorship .....	A-32
Common antenna site .....	A-25
Fee Schedule .....	A-31
Fraudulent Billing .....	A-29
License renewals .....	A-27
Logs & Records .....	A-30
Lotteries .....	A-31
Multiple ownership .....	A-15
Network affiliation .....	A-22
Operating schedules .....	A-19
Operator requirements .....	A-21
Personal attacks .....	A-22
Political editorials .....	A-22
Political broadcasts .....	A-29
Public Notice .....	A-28
Rebroadcasts .....	A-29
Recordings .....	A-29
Reports .....	A-25
Revocations .....	A-29
Sponsored programs .....	A-27
Station identification .....	A-27
Studio origination .....	A-18
<b>Federal Radio Commission,</b>	
Former Members .....	A-10
Film Distributors for TV .....	D-41
Financial Consultants .....	F-4
Financing, Station .....	F-3

<b>FM Stations</b>	
Assignments, Table of .....	C-292
Authorizations .....	C-301
By Call Letters,	
Canada .....	C-259
By Call Letters, U.S. ....	C-251
By Frequency, Canadian .....	C-291
By Frequency, U.S. ....	C-281
Channels .....	C-293
Directory of .....	C-1
In Northern Mexico .....	C-240
Foreign Broadcasting .....	D-91
Foreign Language Programing. ....	D-85
Foreign TV .....	B-152
Formats, Radio Programing .....	D-68
<b>Frequencies</b>	
Bermuda .....	C-241
Canadian AM .....	C-289

Canadian FM .....	C-291
Mexican AM .....	C-237
Mexican FM .....	C-240
United States AM .....	C-260
United States FM .....	C-281
Frequency Measuring Services .....	E-39

### G

Galleries, Radio-TV in Congress. ....	F-27
Global Television Network .....	D-39
Government Agencies .....	F-36
Group Ownership of Stations .....	A-33

### H

History of Broadcasting .....	A-1
How to Apply for a Station .....	A-32
Hughes Television Network .....	D-32

### I

Independent Media Buying/ Planning Svcs. ....	D-8
Independent TV Stations, Assn. of .....	F-31
Index to Advertisers .....	xi
Information Agency, U.S. ....	F-37
International Broadcasting .....	D-91
International Stations in the U.S. ....	C-297
International Television. ....	B-152, D-91

### J

Jingle Producers .....	D-41
------------------------	------

### L

Labor Groups & Unions .....	F-39
-----------------------------	------

### TO BUY OR SELL A

## TELEVISION OR RADIO STATION

### HAMILTON-LANDIS & ASSOC., Inc.

<b>WASHINGTON, D.C.</b> 1730 K St., N.W. (202) 393-3456	<b>CHICAGO</b> 1429 Tribune Tower (312) 337-2754
<b>SAN FRANCISCO</b> 111 Sutter St. (415) 392-5671	<b>DALLAS</b> 6060 N. Central Expy. (214) 691-2345

### NATIONWIDE • NEGOTIATIONS FINANCING • APPRAISALS

## Abbreviations Commonly Used in the 1976 YEARBOOK

actg .....	acting	C&W. country & western	It .....	Italian	opns .....	operations	sep .....	separate
admin .....	administrative	dev .....	khz .....	kilohertz	own .....	owner	sls .....	sales
adv .....	advertising, advertisement	dir .....	kw .....	kilowatts	pckgd .....	packaged	Sp .....	Spanish
affil .....	affiliate	dup .....	loc .....	local	per .....	personnel	spec .....	special
anncr .....	announcer	edit .....	lstng .....	listening	Pol .....	Polish	stn .....	station
ant .....	antenna	educ .....	lw .....	longwave	PR .....	public relations	sub .....	subscriber
APR .....	Associated Press Radio	engr .....	mdse .....	merchandising	pres .....	president	supt .....	superintendent
assn .....	association	engrg .....	med .....	media	prod .....	production, producer	supvr .....	supervisor
assoc .....	associate	ERP .....	mfg .....	manufacturing	prog .....	program	svcs .....	services
asst .....	assistant	ETV .....	mgng .....	managing	progmg .....	programming	sw .....	short wave
aur .....	aural	television	mgr .....	manager	progrsv .....	progressive	tech .....	technical
bcstg .....	broadcasting	exec .....	mgt .....	management	prom .....	promotion	traf .....	traffic
bd .....	board	gen .....	mhz .....	megahertz	ptnr .....	partner	treas .....	treasurer
bdg .....	building	Ger .....	mktg .....	marketing	pub affrs. ....	public affairs	TWX .....	Teletypewriter Exchange
btlf .....	beautiful	HAAT .....	MOR .....	middle of the road	pub ser. ....	public service	U .....	unlimited
bus .....	business	horiz .....	mthly .....	monthly	publ .....	publicity	u.c. ....	under construction
cd .....	ciudad	polarization	mus .....	music	quad .....	quadrasonic	UPL .....	United Press International
ch .....	channel	hqtrs .....	mw .....	medium wave	rel .....	relations	vert .....	vertical polarization
chg .....	charge	ind .....	natl .....	national	reig .....	religion	vis .....	visual
chmn .....	chairman	info .....	net .....	network	rep .....	representative	w .....	watts
coml .....	commercial	instal .....	nwspr .....	newspaper	rsgnl .....	regional	wkly .....	weekly
coord .....	coordinator	instrm .....	off .....	officer	rsch .....	research		

Several directories of the 1976 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	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
District of Columbia .....	DC	Louisiana .....	LA	New Hampshire .....	NH	Rhode Island .....	RI	Wisconsin .....	WI
Florida .....	FL	Maine .....	ME	New Jersey .....	NJ	South Carolina .....	SC	Wyoming .....	WY



**RAI RADIOTELEVISIONE ITALIANA**

and

**SACIS**

in the U.S.A. and Canada

1350 Avenue of the Americas  
(212) 757-6987

Renato M. Pachetti  
Executive Vice President  
and General Manager

**alcare**  
COMMUNICATIONS

creators,  
producers and  
distributors of  
quality features and  
programs for  
TV and radio

**TV**

- "Mort Crim: One Moment Please"
- "One Great Moment in Sports"
- "Maintenance Ms."

**RADIO**

- "Mort Crim: One Moment Please"
- "Bernard Meltzer on Living Better"
- "Family Focus"
- "Update: Where are they Now" (MBS)

Call or write  
**ALCARE COMMUNICATIONS**  
130 W. Lancaster Ave., Wayne, Pa. 19087  
(215)687-5767

**Editorial Index**

Labs, TV Processing . . . . . D-41  
Land Lines (AT&T) . . . . . E-39  
Law Firms . . . . . F-6  
Lawyers, Communications . . . . . F-7  
Library, Broadcast Pioneers . . . . . F-32  
License, How to Apply for . . . . . A-32  
Licensing, Music . . . . . D-59

**M**

Magazine or Newspaper Ownership  
of Broadcast Stations . . . . . A-43  
Management Consultants . . . . . F-4  
Managers, Talent . . . . . F-19  
Manufacturers of Equipment . . . . . E-1  
Manufacturers Societies, Groups . . . . . F-30  
Maps of TV Markets . . . . . B-1  
Market Research Services . . . . . F-16  
Marketing Guide . . . . . B-1  
Markets, ADI TV . . . . . B-1  
Markets, TV by Size . . . . . B-80  
Markets, TV Demographics . . . . . B-83  
Markets of TV (Maps) . . . . . B-1  
Maximum Service Telecasters,  
Assn. of . . . . . F-32  
Measuring Services, Frequency . . . . . E-39  
Media Buying/Planning Services . . . . . D-8  
Media Societies, Groups . . . . . F-30  
Mexican Radio Stations . . . . . C-237  
Microwave . . . . . E-39  
Middle-of-the-Road Programming . . . . . D-75  
Motion Picture &  
TV Film Associations . . . . . F-30  
Multiple Station Owners . . . . . A-33  
Music Licensing Groups . . . . . D-59  
Mutual Black Network . . . . . D-30  
Mutual Broadcasting System . . . . . D-30

**N**

National Advertisers, Assn. of . . . . . F-32  
National Assn. of Broadcasters  
Committees . . . . . F-21  
Officers . . . . . F-20  
Radio Code . . . . . D-66  
TV Code . . . . . D-61  
National Assn. of  
Farm Broadcasters . . . . . F-22  
National Assn. of Television  
Program Executives . . . . . F-23  
National Black Network . . . . . D-32  
National Broadcasting Co. . . . . D-27  
National Call Sign Allocations . . . . . D-92  
National Public Affairs Center  
for Television . . . . . D-38  
National Public Radio . . . . . D-38  
Network Audience in TV Markets . . . . . B-84  
Networks  
ABC Executives & Staff . . . . . D-16  
CBS Executives & Staff . . . . . D-24  
MBS Executives & Staff . . . . . D-30  
NBC Executives & Staff . . . . . D-27  
Regional Radio . . . . . D-33  
Regional TV . . . . . D-33  
News Directors, Radio-TV Assn. . . . . F-25

**SET MOOD AND TEMPO**  
AM-FM-TV

Add the final touch to your sound image  
Use a custom electronic music package  
created for you by:

**DAVID SMITH MUSICAL PRODUCTIONS**  
27 Colonial Hls Pkwy., St. Louis, Mo. 63141  
Logos and beds stylized to suit all formats.  
Free sample tape. (314) 569-0767 collect

News Services, Radio and TV . . . . . D-39  
Newspaper Ownership of Stations . . . . . A-43  
Nielsen, A. C. Co. . . . . F-17

**O**

Overseas Radio, TV . . . . . D-91  
Ownership, Group Stations . . . . . A-33  
Ownership, Newspaper . . . . . A-43

**P**

Pay TV . . . . . B-164  
Placement Services . . . . . F-18  
Press Services . . . . . D-39  
Processing Labs, TV . . . . . D-41  
Producers, TV Commercials . . . . . D-41  
Product Guide . . . . . E-41  
Production, Radio . . . . . D-41  
Production, Television . . . . . D-41  
Professional Societies . . . . . F-30  
Program Buyers Guide . . . . . E-56  
Program Distributors, Radio . . . . . D-41

**BONNEVILLE**  
Adult-oriented programming  
for live or automated stations  
Complete music library service  
at affordable prices  
**CALL NOW,**  
201-567-8800  
274 County Road  
Lendtv, N.J. 07030

Program Distributors, TV . . . . . D-41  
Program Producers, Radio . . . . . D-41  
Program Producers, TV . . . . . D-41

**Association-Sterling Films**  
**Free-loan Public Service**  
**Films for Television**  
**Please see our ad on page D-42**

Programming, Radio Formats . . . . . D-68  
Promotion Consultants . . . . . F-4  
Promotion Films . . . . . D-41  
Promotion Services . . . . . F-18  
Public Broadcasting . . . . . D-38  
Public Broadcasting Service . . . . . D-38  
Public Relations Services . . . . . F-18  
Pulse Inc. . . . . F-17

**R**

Radio  
Advertising Bureau . . . . . F-22  
Attorneys . . . . . F-7  
Audience . . . . . C-300

## Editorial Index

Bermuda Stations	C-241
Billing 1935-1974	C-298
Call Letters, AM	C-242
Call Letters FM	C-251
Canadian AM Call Letters	C-259
Canadian AM-FM Stations	C-228
Canadian FM Call Letters	C-259
Caribbean Stations	C-241
Channel Assignments, FM	C-292
Code of NAB	D-66
College Radio Stations	C-301
Commerical Producers	D-41

AUDIBLE ADVERTISING PRODS, INC.  
663 Fifth Ave., N.Y., N.Y. 10022

RADIO  JINGLES


**MARY HURT**

212 873-1238

**LOW BUDGET COMMERCIALS  
WITH QUALITY. IN BUSINESS 13 YEARS.**

Correspondents	F-27
Country & Western Programing	D-70
Directory, Canadian	C-228
Directory, U.S.	C-1
Editorializing	C-300
Equipment Manufacturers	E-1
Foreign Language Programs	D-85
Frequencies, AM	C-260
Frequencies, FM	C-281
Group Ownership	A-33
International	D-91
International Stations in the U.S.	C-297
Information Office	F-22
Jingle Producers	D-41
Mexican Stations	C-237
Networks, Regional	D-33
Newspaper Ownership	A-43
News Services	D-39
Pioneers Library	F-32
Program Distributors	D-41
Program Producers	D-41
Programing Formats	D-68

**Successful radio programming delivers dollars.  
We deal in success. Ask our clients, they know us best.**



**John Rook & Assoc.**

19031 Marilla St. Northridge, California 91324 (213) 885-7404

Representatives	D-8
Set Sales—1922-1974	C-298
Station Authorization—1922-1975	C-301
Stations on Air	A-2, C-301
Time Sales—1935-1974	C-298
Radio Advertising Bureau	F-22
Radio Free Europe	F-38
Radio Information Office	F-22
Radio Liberty	F-38
Radio-Television	
Commission of Canada	F-38
Radio-TV Correspondents Assn.	F-35
Radio-TV Galleries of Congress	F-27
Radio-TV News Directors Assn.	F-25
Ranking of TV markets	B-80
Rating Services	F-16
RCA Corp.	
Communications Systems	
Division	E-26
Electronic Components	E-27
Executives, Staff & Divisions	E-26
Service Co.	E-27
Recording Services	D-41
Regional Radio Networks, Groups	D-33
Regional TV Networks	D-33
Representatives, Canadian	D-15
Representatives of Stations, U.S.	D-8
Research Services, Radio-TV	F-16

## S

Sales Consultants	F-4
Sales of Stations	A-52, B-168
Sales of TV Time	B-161
Satellites	E-40
Schools, Radio & TV Services	F-45
Buying/Planning	D-8
Employment	F-18
Frequency Measuring	E-39
Rating & Research	F-16
Set Sales, Radio	C-298
Short Course in Broadcasting	A-2
Societies, Professional, Radio-TV	F-30
Spanish Programing	D-90
Special Advertising Services	D-15
Sports, Network (Hughes)	D-32
Spot Advertisers, Radio	C-298
State Broadcasters Associations	F-29
Station Applications	A-32
Station Applications Pending, TV	B-164
Station Brokers	F-1
Station Editorializing	C-300
Station Financing	F-3

Station Trading Record	A-52
Station Transfers TV	B-168
Stations, Number	C-301
Subscription TV	B-164
Suppliers & Services	E-1
Surveys & Market Research	F-16

## T

Talent Agents	F-19
Technical Consultants	F-4
Television	
ADI Markets	B-1
Allocations	B-162
Applications Pending	B-164
Attorneys	F-7
Audience	C-300
Billings 1948-1974	B-161
Bureau of Advertising	F-21
Business Films	D-41
Call Letters	B-152
Channel Allocations	B-162
Channels	B-156
Closed Circuit	D-59
Commercial Producers	D-41
Code of NAB	D-61
Correspondents	F-27
CTV Network	D-39
Dimensions	A-2
Directory, Canadian	B-147
Directory, U.S.	B-89
Editorializing	C-300
Equipment Manufacturers	E-1
Group Ownership	A-33
Information Office	F-22
International	D-91
Markets, by ADI	B-1
Market Demographics	B-83
Market Ranking	B-80
Network delivery, by market	B-84
Networks, Regional	D-33
Newspaper Ownership	A-43
News Services	D-39
Number of Stations	A-2, C-301
Processing Labs	D-41
Program Distributors (TV)	D-41
Program Production Services (TV)	D-41
Promotion Films	D-41
Regional Networks	D-33
Station Sales	B-168
Stations on air	A-2, C-301
Subscription	B-164
Time Sales 1948-1974	B-161
Transfers of Ownership	B-168
Television Bureau of Advertising	F-21
Television Information Office	F-22
Top-40 programing	D-82
Trade Assns, & Professional Groups	F-20
Transcription Services (Radio)	D-41
Transfers of TV ownership	B-168
Transmitter & Equipment Mfrs.	E-1
TVA (network)	D-39
TVS TV Network	D-33

## U

Unions & Labor Groups	F-39
U.S. Govt. Agencies	F-36
U.S. Information Agency	F-37

## V

Viewing Habits	C-300
Voice of America	F-38