

# Yearbook 1977

The 1977 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 (page A-1) with a history of the broadcasting media and their evolution. 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 this section is a list of total broadcast facilities by state.

**Section B**—This is the television section of the YEARBOOK. The first part, “The Television Marketplace,” describes the commercial aspects of the medium, and has as its primary feature the “ADI Market Atlas,” a 79-page section showing each of the 208 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,” begins with detailed directories of TV stations with 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 followed by stations in U.S. territories and Canada. Additionally,

this year’s listings identify each station’s group owner, if any. Following the main directory are the cross-reference lists—AM and FM by call letters and frequencies—along with Mexican and Caribbean coverage and statistical tables of broadcasting interest.

**Section D**—This section is in two parts. The first, “Broadcast Advertising,” presents directories of advertising agencies, station representatives, media planning services and the TV and Radio Codes. The second, “Networks & Programing,” contains the major network directories with radio and TV affiliates; directories of program and commercial producers for radio and TV, distributors and production services; regional radio and TV networks and news services. Other program-related material includes the section on awards and an improved list of radio stations according to their formats and special programing.

**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 1977 *Buyer’s Guide*, the yellow pages, a commercial directory to both equipment and broadcast services.

**Section F**—Divided into three parts—professional services, associations, and broadcast education. Section F begins with brokers and station financing firms, followed by consultants in several broadcasting fields. The National Association of Broadcasters listing on page F-22 opens the chapter on trade organizations, professional associations and societies, government agencies (other than the FCC), congressional committees and unions. Books and educational institutions conclude the section.

At the top of the first page of each section is a detailed table of contents. Through these and the alphabetized editorial index that begins in the columns below, the editors hope that readers will quickly find their way to information they need.

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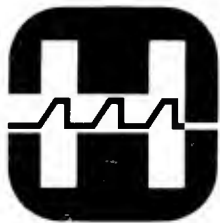
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Executive and publication headquarters  
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Lawrence B. Taishoff, *publisher*.

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J. Daniel Rudy, *assistant to the managing editor*.  
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Randall Moskop, *associate editor*.  
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David Crook, Kira Greene, John Webster,  
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Phone: 212-757-3260.  
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Rocco Famighetti, *senior editor*.  
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Douglas Hill, *staff writer*.  
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Bill Merritt, *Western sales manager*.  
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## Abbreviations Commonly Used in 1977 YEARBOOK

actg. .... acting	coml. .... commercial	net. .... network	sep. .... separate
admin. .... administrative	coord. .... coordinator	nwspr. .... newspaper	SH. .... specified hours
adv. .... advertising	CP. .... construction permit	off. .... officer	sls. .... sales
advt. .... advertisement	C&W. .... country & western	opns. .... operations	Sp. .... Spanish
affil. .... affiliate	D. .... day	own. .... owner	spec. .... special
anncr. .... announcer	DA. .... directional antenna	per. .... personnel	ST. .... shares time
ant. .... antenna	dev. .... development	Pol. .... Polish	stn. .... station
AOR. .... album oriented rock	dir. .... director	PR. .... public relations	sub. .... subscriber
APR. .... Associated Press Radio	dup. .... duplicates	pres. .... president	supt. .... superintendent
assn. .... association	edit. .... editor	prod. .... production	supvr. .... supervisor
assoc. .... associate	educ. .... educational	prog. .... producer	svcs. .... services
asst. .... assistant	enrg. .... engineering	prog. .... program	tech. .... technical
atty. .... attorney	enrg. .... engineering	progmg. .... programming	traf. .... traffic
aur. .... aural	ERP. .... effective radiated power	prom. .... progressive	trans. .... translators
bcstg. .... broadcasting	ETV. .... educational television	ptr. .... promotion	treas. .... treasurer
bd. .... board	exec. .... executive	ptnr. .... partner	TWX. .... Teletypewriter Exchange
bdg. .... building	Fr. .... French	pub affrs. .... public affairs	U. .... unlimited
btfl. .... beautiful	gen. .... general	pub ser. .... public service	UPI. .... United Press International
bus. .... business	Ger. .... German	publ. .... publicity	vert. .... vertical
cd. .... ciudad	HAAT. .... height above average terrain	quad. .... quadrasonic	vis. .... visual
ch. .... channel	horiz. .... horizontal	rel. .... relations	VP. .... vice president
chg. .... charge		relg. .... religion	w. .... watts
chmn. .... chairman		rep. .... representative	wkly. .... weekly
		rgnl. .... regional	
		rsch. .... research	
		sec. .... secretary	