

# Easy guide to Yearbook use

The information in this book is massive (more than half a million words), but it has been organized for speedy reference. There are six main sections. Here are the titles and locations of these sections and brief descriptions of what they contain. Pages, incidentally, are numbered in six sequences—A through F.

**Market Facts for All U. S. Counties** (pages A-23 through A-98): Current statistics showing total homes, television homes, radio homes, retail sales, food sales, drug sales and passenger car registration for each county in the nation.

**The Facilities of Broadcasting** (pages B-1 through B-365): Directory of U. S. tv stations, including complete profiles of all stations on the air (B-3); Directory of U. S. radio stations, including complete profiles of all am and fm stations on the air (B-103); directory of radio and tv station representatives including personnel and stations represented (B-261); directories of personnel and rates of all national radio and tv networks (B-275); directories of radio regional networks (B-291) and tv regionals (B-293); directory of experimental tv stations (B-293); directory of international radio stations operating in the U. S. (B-293); directory of uhf tv translator stations (B-294); history of all tv station sales (B-296); directories of multiple station owners (B-301) and of newspapers or magazines holding interests in radio-tv (B-306); am stations grouped by frequencies (B-313); tv stations grouped by channels (B-325); alphabetical list of television station call letters (B-327); alphabetical list of am station call letters (B-329) and of fm calls (B-336); Canadian tv calls (B-338); personnel of the Canadian Broadcasting Corp. (B-339); profiles of Canadian tv stations (B-339); Canadian am calls (B-344); profiles of Canadian radio stations (B-344); Canadian am stations by frequencies (B-352); directory of Mexican-Caribbean radio stations (B-353); directory of foreign tv stations (B-357); Bell System tv network route map (B-365).

**Regulations, Imposed and Voluntary** (pages C-1 through C-34): How to apply for a broadcasting station (C-1); tv code of the National Assn. of Broadcasters (C-3); radio code of the NAB (C-8); Federal Communications Commission rules governing radio and tv (C-12); directory of FCC executives and staff (C-33).

**Suppliers and Services** (pages D-1 through D-74): Directories of equipment manufacturers and distributors (D-1); communications attorneys (D-16); consulting engineers (D-20); station

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**Trade Associations and Professional Societies** (pages E-1 through E-6): Directories of the National Assn. of Broadcasters (E-1); state associations of broadcasters (E-2); Radio Advertising Bureau (E-2); Television Bureau of Advertising (E-3); Radio-Tv Galleries of Congress (E-3); other associations of broadcasters (E-4); associations and societies in fields related to broadcasting (E-4).

**Facts, Figures, History of Broadcasting** (pages F-1 through F-27): Complete story of how broadcasting began, how it works, what it consists of (F-1); history of station authorizations (F-6); annual production of radio and tv sets (F-7); selected articles of basic interest from BROADCASTING Magazine grouped by subjects (F-8); bibliography of broadcasting reference books (F-11); foreign language programming on radio (F-12); Negro programming (F-14); employment at radio and television stations (F-15); extent of editorializing on the air (F-15); record of tv station and network time devoted to film and live broadcasts (F-16); report on size and nature of the radio and television audiences (F-18); record of total tv and radio time sales (F-21); tabulation of television network, spot and local time sales in individual television markets (F-22); and of radio time sales in individual markets (F-23).

In addition to the six main sections which contain detailed information, there is a one-page collection of key facts about radio and television. This page is called **The Dimensions of Broadcasting**. It is A-21.

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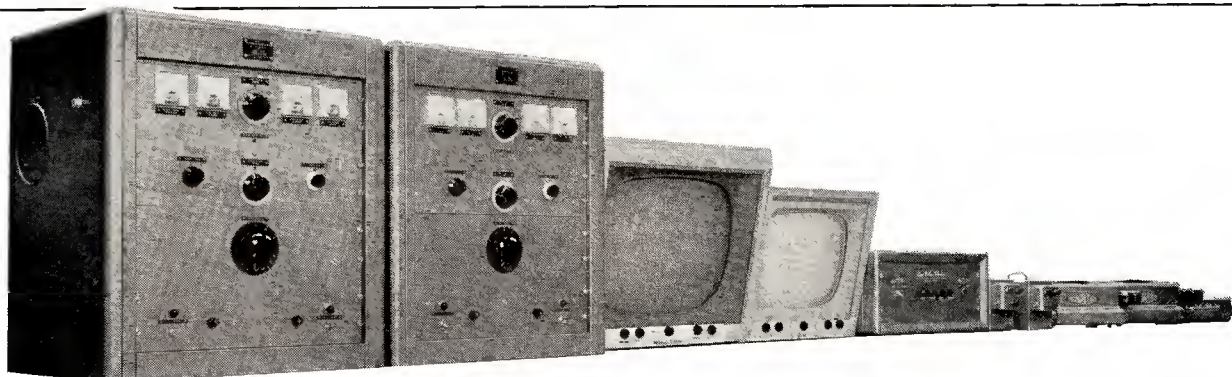
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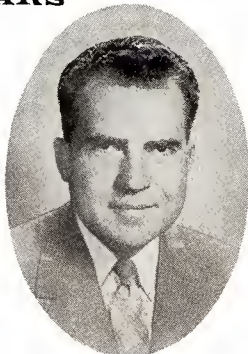
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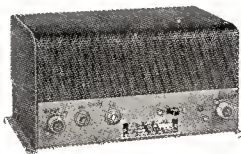
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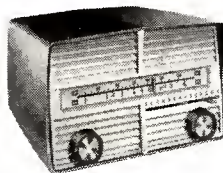
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