

# Quick guide to Yearbook sections

Information in this YEARBOOK is divided into homogeneous sections as described in the boxes at right. Here's how to locate a section rapidly:

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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# Extent of Broadcast Editorializing

Over 60% of AM stations, about 55% of TV's, and 30% 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	1,973	97	208
Stations answering editorializing question	3,225	309	383
Percent editorializing	61.1%	31.4%	54.3%
Percent editorializing daily	9.9%	1.9%	13.3%
Percent editorializing weekly	6.4%	3.8%	9.9%
Percent editorializing occasionally	44.8%	25.7%	31.1%

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

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# THE DIMENSIONS OF BROADCASTING

## Key facts about radio and television

### Broadcasting stations on air

598	total commercial TV stations
151	TV station applications pending
128	total noncommercial, educational stations
726	total television stations
4,039	AM radio stations
1,408	FM radio stations
6,173	total broadcasting stations

Compilation by BROADCASTING through Oct. 31, 1965

### Total time sales, 1964

\$1,549,300,000	for all TV stations and networks
\$763,768,000	for all radio stations and networks
\$2,313,068,000	total radio-TV time sales

### The radio-TV audiences

53,800,000	U. S. TV homes
55,200,000	U. S. radio homes
3,600,000	color TV homes
6 hours, 31 minutes	total TV viewing per home per day

More detailed breakdown on page 20

### Some other facts about facilities

391	AM stations owned by newspapers and/or magazines
170	FM stations owned by newspapers and/or magazines
174	TV stations owned by newspapers and/or magazines
55	regional radio networks/groups
10	regional television networks
1,600	community antenna TV systems (estimated)

### Facts about related businesses

66	talent agents and managers
781	program services
56	companies providing research services
49	unions representing workers and performers
254	consulting engineers serving broadcasting
64	consultants on management, personnel, etc.
39	news services
68	public relations, publicity, promotion services
27	station brokers
153	station representatives
16	station finance companies

BROADCASTING PUBLICATIONS INC.  
 PRESIDENT ..... SOL TAISHOFF  
 VICE PRESIDENT ..... MAURY LONG  
 VICE PRESIDENT ..... EDWIN H. JAMES  
 SECRETARY ..... LAWRENCE B. TAISHOFF  
 TREASURER ..... B. T. TAISHOFF  
 COMPTROLLER ..... IRVING C. MILLER  
 ASST. TREASURER ..... JOANNE T. COWAN

## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
 BROADCASTING-TELECASTING Bldg., 1735 De-  
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