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 two sequences—A and B. The A series is the front part of the book. The B series is the back. Page B-1 follows the last A page which is A-476.)

Market Facts for All U.S. Counties (pages A-17 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 A-99 through A-476): Alphabetical list of television station call letters (A-102); directory of U.S. tv stations, including complete profiles of all stations on the air (A-105); directory of uhf translator stations (A-217); tv stations grouped by channels (A-219); tv stations now equipped with videotape recorders (A-221); history of all tv station sales (A-221); alphabetical lists of am station call letters (A-224) and of fm calls (A-232); directory of U.S. radio stations including complete profiles of all am and fm stations on the air (A-234); am stations grouped by frequencies (A-400); directories of multiple station owners (A-411) and of newspapers holding interests in radio-tv (A-415); directory of radio and tv station representatives including personnel and stations represented (A-422); Bell System tv network route map (A-435); directories of personnel and rates of all national radio and tv networks (A-436); directories of radio regional networks (A-456) and tv regionals (A-458); personnel of Canadian Broadcasting Corp. (A-458); Canadian tv calls (A-458); profiles of Canadian tv stations (A-460); Canadian am calls (A-463); profiles of Canadian radio stations (A-463); Canadian am stations by frequencies (A-469); directory of Mexican-Caribbean radio stations (A-470).

Regulation, Imposed and Voluntary (pages B-1 through B-36): How to apply for a broadcasting station (B-1); tv code of the National Assn. of Broadcasters (B-2); radio code of the NAB (B-8); Federal Communications Commission rules governing radio and tv (B-12); directory of FCC executives and staff (B-32).

Suppliers and Services (pages B-37 through B-117): Directories of equipment manufacturers and distributors (B-37); communications attorneys (B-52); consulting engineers (B-55); station brokers (B-56); television program producers and production services (B-60); radio program producers and production services (B-77); radio-tv news services (B-82); talent agents (B-82); research services (B-84); public relations services (B-85) and of music licensing groups (B-85); six-year record of the 50 advertising agencies that bill most in broadcast advertising (B-86); directory of all advertising agencies placing broadcast advertising (B-97); directories of unions in broadcasting (B-110); communications carriers (B-111); closed circuit tv operators (B-111); subscription tv interests (B-111); community antenna systems (B-111); special schools offering radio-tv training (B-115); U.S. Information Agency and Voice of America (B-115); other U.S. government agencies of interest to broadcasting (B-116).

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