

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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La Rue Media Brokers Inc.

RADIO TV CATV

SALES

TV: Portland, Maine	\$4,800,000
Radio: Tulsa, Oklahoma	\$500,000
CATV: Salamanca, New York	\$300,000
Radio: Palm Beach, Florida	\$400,000
Radio: Minneapolis-St. Paul	\$1,000,000
Radio: California	\$220,000
CATV: Pennsylvania	\$850,000
Radio/TV: El Paso, Texas	\$2,300,000
TV: Honolulu	\$2,800,000
CATV: Sebring, Florida	\$600,000
Radio: Cumberland, Maryland	\$250,000
Radio: Springfield, Massachusetts	\$260,000
TV: Honolulu	\$600,000
Radio: Richmond, Virginia	\$210,000
Radio: Manchester, N.H.	\$315,000

116 Central Park South

New York, N. Y. 10019

Area Code 212

265-3430

President

Hugh Ben LaRue

New York

Los Angeles

Nevada

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for Local TV & Radio Stations**

MORTON WAX

200 West 51st St., New York, N. Y. (212) CI 7-2159

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THE DIMENSIONS OF BROADCASTING

Key facts about radio and television

Broadcasting stations on air

504	VHF commercial TV stations
140	UHF commercial TV stations
644	total commercial TV stations
71	VHF noncommercial TV stations
70	UHF noncommercial TV stations
141	total noncommercial TV stations
785	total TV stations
4,156	AM radio stations
1,753	commercial FM stations
325	noncommercial FM stations
7,019	total broadcasting stations

Compilation by FCC through Nov. 1, 1967

Total time sales, 1966

\$1,834,800,000	for all TV stations and networks (from FCC report)
\$926,018,000	for all radio stations and networks (BROADCASTING estimate)
\$2,760,818,000	total radio-TV time sales

The radio-TV audiences

56,049,190	U. S. TV homes
12,891,300	color TV homes
15,581,700	multiset TV homes
3,165,000	CATV homes
58,800,000	radio homes
6 hours, 20 minutes	total TV viewing per home per day

Some other facts about facilities

383	AM stations owned by newspapers and/or magazines
181	FM stations owned by newspapers and/or magazines
177	TV stations owned by newspapers and/or magazines
50	regional radio networks/groups
11	regional television networks
1,870	community antenna TV systems (estimated)

Facts about related businesses

57	talent agents and managers
700	program services
57	companies providing research services
49	unions representing workers and performers
244	consulting engineers serving broadcasting
70	consultants on management, personnel, etc.
37	news services
58	public relations, publicity, promotion services
32	station and CATV brokers
158	station representatives
15	station finance companies

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Extent of Broadcast Editorializing

Over 60% of AM stations, over 45% of TV's, and over 45% 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	1,982	179	215
Stations answering editorializing question	3,155	388	444
Percent editorializing	62.8%	46.0%	48.4%
Percent editorializing daily	10.7%	9.3%	11.2%
Percent editorializing weekly	19.2%	8.8%	7.8%
Percent editorializing occasionally	32.9%	27.9%	29.4%

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