

# Broadcasting

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# Yearbook 1975

The 1975 BROADCASTING YEARBOOK shares with its predecessors the ambition of being the most comprehensive directory to the business of broadcasting. It differs from earlier editions in a number of respects, both of organization and amplification. To assist veteran YEARBOOK readers in locating their favorite sections, and to acquaint new readers with what they can expect to find between these covers, the editors offer this general description of the YEARBOOK's six major sections.

**Section A**—Titled "Broadcasting in General," this section begins with a not-so-short history of the broadcasting media and their evolution (on page A-1). A new feature this year is the "Short Course in Broadcasting" (A-2) which provides a capsule summary of the industry. There follows a major section on the Federal Communications Commission, an extract of its principal rules and a guide to station application procedure. Readers may find especially helpful the FCC table of organization that appears on A-8, which attempts to chart a visual course through that bureaucracy. At the close of Section A are directories of Group Ownership and Newspaper/Magazine Cross-ownership.

**Section B**—This is the television section of the YEARBOOK. It begins with another new feature of the 1975 edition, The ADI Market Atlas, an 84-page section showing each of the 207 ADI's (Areas of Dominant Influence) according to Arbitron Television, complete with coverage maps, and other important market rankings. The editors have labeled this first part of Section B "The Television Marketplace," because it describes essential commercial elements of the medium. That section is followed, on A-85, by "The Facilities of Television," which carries the same information that readers have come to expect therein. Additionally, there are cross-references to the appropriate ADI's. Among the other features of this section is a complete history of TV station transfers.

**Section C**—This is the radio section of the YEARBOOK. It begins with the directory of AM and FM stations in the United States and continues with those in U.S. terri-

ories and in Canada. There are, as usual, a number of cross reference lists of radio information: AM by call letters, by frequencies, and the like, along with improved Mexican and Caribbean coverage. At the end of Section C appears an expanded directory of international broadcasting.

**Section D**—This section is in two principal parts. The first, titled "Broadcast Advertising," deals largely with directories of advertising agencies, station representatives, radio and TV commercial production houses and similar service organizations. The second, titled "Networks & Programing," is as it suggests: listings first of the various radio and television networks, both national and regional, and then of various program suppliers in a number of different categories. This year's edition features an even more comprehensive guide to radio station formats and specialized programing.

**Section E**—This is the "Equipment & Engineering" section of the YEARBOOK. It begins with a list of equipment manufacturers, continues with a directory of consulting engineers and includes a short guide to common carriers of three varieties: land lines, microwaves and satellites. Following that, beginning on E-33, is the 1975 *Buyer's Guide*, a 24-yellow-pages commercial directory to both equipment and broadcast services.

**Section F**—In broad terms this is the services, associations and "everything else" section, in that order. It begins with a directory of station brokers, continues with consultants in a number of broadcasting fields, includes all the principal trade associations and, under the broad heading "Miscellaneous," lists government agencies (other than the FCC), congressional committees, books of interest to broadcasters and other nonrelated but important categories.

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

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### TO BUY OR SELL A

## TELEVISION OR RADIO STATION

### HAMILTON-LANDIS & ASSOC., Inc.

<b>WASHINGTON, D.C.</b>	<b>CHICAGO</b>
1730 K St., N.W. (202) 393-3456	1429 Tribune Tower (312) 337-2754
<b>SAN FRANCISCO</b>	<b>DALLAS</b>
111 Sutter St. (415) 392-5671	6060 N. Central Expy. (214) 691-2345

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**JAMES C. HIRSCH**  
**BROADCAST CONSULTING SERVICES**  
*For Advertising & Marketing Programs,  
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**BECKERMAN ASSOCIATES**  
**Media Brokers—Consultants**

14001 MIRAMAR AVENUE  
 MADEIRA BEACH, FLORIDA 33708  
 TELEPHONE (813) 391-2824

*Hogan-Feldmann, Inc.*  
 MEDIA BROKERS • CONSULTANTS  
 16255 Ventura Boulevard, Suite 415  
 Encino, California 91436  
 AREA CODE 213 986-3201

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THE SIGN OF GOOD TELEVISION

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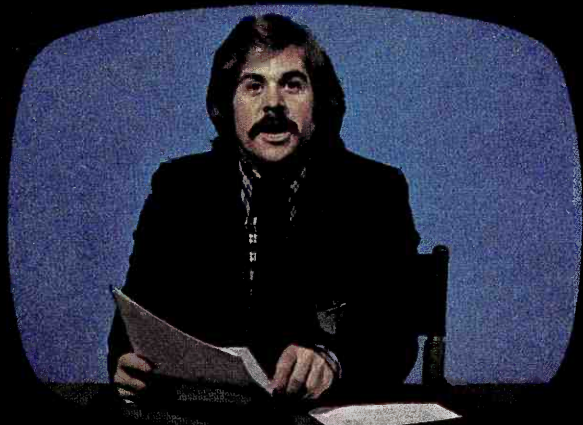
actg ..... acting	C&W .....country & western	instal ..... installation	off ..... officer	sec ..... secretary
admin ..... administrative	dev ..... development	instrm ..... instrumental	opns ..... operations	sep ..... separate
adv ..... advertising,	dir ..... director	It ..... Italian	own ..... owner	sls ..... sales
advertisement	dup ..... duplicates	khz ..... kilohertz	pckgd ..... packaged	Sp ..... Spanish
affil ..... affiliate	edit ..... editor	kw ..... kilowatts	per ..... personnel	spec ..... special
anncr ..... announcer	educ ..... education	loc ..... local	Pol ..... Polish	stn ..... station
ant ..... antenna	educl ..... educational	lstng ..... listening	PR ..... public relations	sub ..... subscriber
assn ..... association	enrg ..... engineer	lw ..... longwave	pres ..... president	supt ..... superintendent
assoc ..... associate	enrgng ..... engineering	mdse ..... merchandising	prod ..... production,	supvr ..... supervisor
asst ..... assistant	ERP ..... effective	med ..... media	producer	svcs ..... services
atly ..... attorney	radiated power	mfg ..... manufacturing	prog ..... program	sw ..... short wave
aur ..... aural	ETV ..... educational	mngng ..... managing	progmg ..... programming	tech ..... technical
bcstg ..... broadcasting	television	mgr ..... manager	progrsv ..... progressive	traf ..... traffic
bd ..... board	exec ..... executive	mgt ..... management	prom ..... promotion	treas ..... treasurer
bldg ..... building	gen ..... general	mhz ..... megahertz	ptrnr ..... partner	TWX ..... Teletypewriter
btfl ..... beautiful	Ger ..... German	mktg ..... marketing	pub affrs ..... public affairs	Exchange
bus ..... business	HAAT ..... height above	MOR ..... middle of	pub ser ..... public service	U ..... university
cd ..... ciudad	average terrain	the road	publ ..... publicity	uc ..... under construction
ch ..... channel	horiz ..... horizontal	mthly ..... monthly	quad ..... quadraphonic	vert ..... vertical
chg ..... charge	polarization	mus ..... music	rel ..... relations	polarization
chmn ..... chairman	hqtrs ..... headquarters	mw ..... medium wave	relg ..... religion	vis ..... visual
coml ..... commercial	hwy ..... highway	natl ..... national	rep ..... representative	VP ..... vice president
coord ..... coordinator	ind ..... independent	net ..... network	rgnl ..... regional	w ..... watts
ctrlr ..... controller	info ..... information	nwspr ..... newspaper	rsch ..... research	wkly ..... weekly

Several directories of the 1975 Yearbook—including the ADI Market Atlas that begins on B-1—employ the standard, two-letter state abbreviations of the U.S. Postal Service. They are shown below:

Alabama ..... AL	Florida ..... FL	Maine ..... ME	New Jersey ..... NJ	South Carolina .... SC
Alaska ..... AK	Georgia ..... GA	Maryland ..... MD	New Mexico ..... NM	South Dakota ..... SD
Arizona ..... AZ	Guam ..... GU	Massachusetts .... MA	New York ..... NY	Tennessee ..... TN
Arkansas ..... AR	Hawaii ..... HI	Michigan ..... MI	Norih Carolina .... NC	Texas ..... TX
California ..... CA	Idaho ..... ID	Minnesota ..... MN	North Dakota ..... ND	Utah ..... UT
Canal Zone ..... CZ	Illinois ..... IL	Mississippi ..... MS	Ohio ..... OH	Vermont ..... VT
Colorado ..... CO	Indiana ..... IN	Missouri ..... MO	Oklahoma ..... OK	Virginia ..... VA
Connecticut ..... CT	Iowa ..... IA	Montana ..... MT	Oregon ..... OR	Virgin Islands .... VI
Delaware ..... DE	Kansas ..... KS	Nebraska ..... NE	Pennsylvania ..... PA	Washington ..... WA
District of	Kentucky ..... KY	Nevada ..... NV	Puerto Rico ..... PR	West Virginia ..... WV
Columbia ..... DC	Louisiana ..... LA	New Hampshire ... NH	Rhode Island ..... RI	Wisconsin ..... WI
				Wyoming ..... WY

The 10:10 knockout on the 11 o'clock news:  
Channel 7.

The 10:10 knockout on the 11 o'clock news:  
Channel 4.



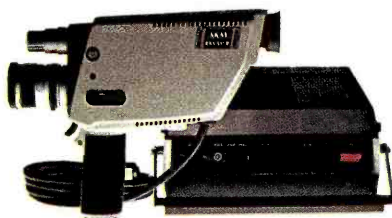
"... we expect to have a filmed report for you later on."

The Akai VTS-150. It can make the difference between news you can only talk about and news you can show:

**Ray Karpowicz, General Manager KSD-TV** "One afternoon the Fairmont Racetrack in Illinois burned to the ground and KSD sent a crew out in a helicopter. Over the site, we moved slowly as possible and held the Akai VTS-150 to our chest to reduce vibration. The system worked to perfection and we had the story on at 6 o'clock."

**Steve Currie, Director of Broadcasting WCBD-TV** "When

Gen. Alexander Haig visited "The Citadel" in South Carolina, his press conference began at 4:30 P.M. We took an Akai VTS-150 with us and returned in plenty of time with the story edited and ready to be televised



on our 6:00 P.M. News."

**Ray Miller, News Director KPRC-TV** "The prison break attempt in Huntsville occurred in late afternoon nearly 100 miles from Houston. We flew the Akai to Huntsville, got some pictures, talked to a prison official, and got back to Houston in time for our 6:00 P.M. News."

The VTS-150. It weighs only 22 pounds. It costs only \$6995. It can go anywhere. Shoot anything. Edit anything. In minutes. Ready for airing. We think it's revolutionizing broadcast journalism. Just watch.

# AKAI™

People watch the news to see the news.

2139 EAST DEL AMO BLVD., COMPTON, CALIF. 90220

Simulated television reception.

[www.americanradiohistory.com](http://www.americanradiohistory.com)

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**THE Media Music SERIES**

For information contact:  
 **Capitol Production Music**  
 Hollywood and Vine  
 Hollywood, Calif. 90028  
 Telephone (213) 462-6252

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**The Little Rascals**  
 THE MOST SUCCESSFUL CHILDREN'S SIT-COM  
 ON TELEVISION TODAY!

Ask us for market by market  
 proof of performance

 **KING WORLD PRODUCTIONS, INC.**  
 903 Mountain Ave., Berkeley Heights, N.J. 07922  
 (201) 234-2536



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**Association-Sterling Films**  
**Free-loan Public Service**  
**Films for Television**

**Please see our ad on page D-37**

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**RAI RADIOTELEVISIONE ITALIANA**

and

**SACIS**

in the U.S.A. and Canada

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Renato M. Pachetti  
 Executive Vice President  
 and General Manager

**Successful radio programming delivers dollars.  
 We deal in success. Ask our clients, they know us best.**



19031 Marilla St. Northridge, California 91324 (213) 885-7404

APPLAUSE... FROM  
ALL OF US AT NBC.



NATIONAL  
BROADCASTING  
COMPANY

**THIS IS THE TUBE-  
THE ORIGINAL 1¼ INCH PLUMBICON\*  
THAT WAS IN THE CAMERA  
THAT REVOLUTIONIZED TV BROADCASTING  
TEN YEARS AGO...**



**THIS IS THE 2/3 INCH VERSION  
OF THAT PLUMBICON TUBE...  
IT WILL CHANGE THE ENTIRE COURSE OF  
AND ADD IMPORTANT NEW DIMENSIONS  
TO ELECTRONIC JOURNALISM.**



**Amperex**

TOMORROW'S THINKING IN TODAY'S PRODUCTS

Sold through  
North American Philips Electronic Component Corporation

\*Trademark of N.V. Philips of The Netherlands





If broadcast journalism is distinguished primarily by its "immediacy," why should your viewers have to wait until color film is processed before they see your news telecasts?

Until now, they've had to wait because there was no TV camera tube made that was small enough for a really portable color camera capable of producing broadcast quality pictures in broadcast quality color.

The new 2/3-inch Plumbicon camera tube is now available for a new generation of portable, hand-held color cameras which will provide the same startlingly realistic color and dynamic resolution that revolutionized color telecasting ten years ago when its big brother was originally introduced.

With the 2/3-inch Plumbicon tube you'll get quality, and you'll get it without the delay and logistical complications of film.

The Amperex 2/3-inch Plumbicon TV camera tube offers:

- Better dynamic resolution than any other TV camera tube in the 2/3-inch category.
- Obviously superior color rendition.
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