
**RADIO
ANNUAL
TELEVISION
YEAR BOOK**

1963

STATION
AFTER
STATION
CALLED THE
POLICE!

They told Police Chiefs of a plan to televise their Departments in action, in a case that (1) dramatizes the forces that lead to crime and (2) adds a chapter to the record of heroic police service.

...and the Police came running...

More than a score of metropolitan PD's responded enthusiastically. They are bringing before the camera the REAL culprits, the "innocent bystanders", the victims and the officers involved in A REAL AND IMPORTANT CASE IN ITS FILE. Result:

1963's Great Law Enforcement Series

the **LEE MARVIN** Show



POLICE CHIEF F. C. RAYMOND, Seattle, states:

"This television series illustrates the desperately dangerous risks the Policeman faces on the job . . . and he faces them for the Community. The citizens should know about this and, above all, should know how they can help."

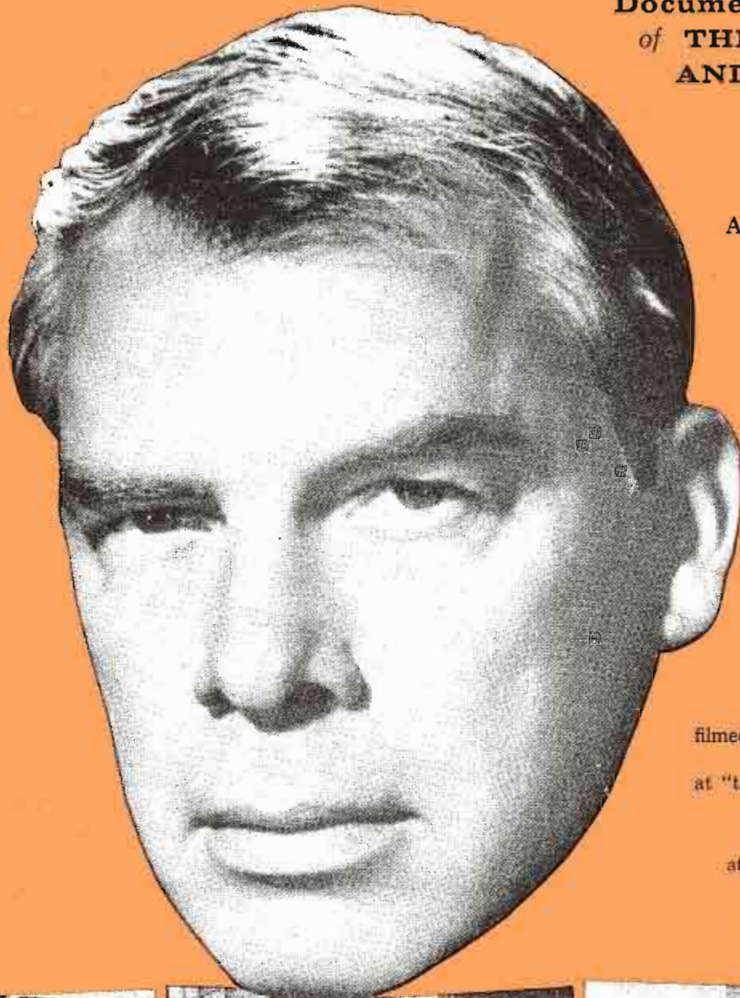
POLICE CHIEF C. L. SHUPTRINE, Houston, asserts:

"The modern criminal accentuates the demand for up-to-the-minute law enforcement agencies . . . flexible, dynamic and effective. This television program accurately portrays today's Police Departments in action."

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ENTERTAINMENT

TV's MOST POPULAR LAW ENFORCER

Documented Drama
of **THE LAWLESS
AND THE LAW...**



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or black and white

In city after city,
LEE MARVIN talks
to real lawbreakers,
their victims,
witnesses,
arresting officers.
Before your viewers'
very eyes, he
reconstructs the crime
—the "why?" of it
—the "wrap up"
by The Law.

filmed **WHERE THE LAW
IS BROKEN**
at "the scene of the crime"

—WHERE THE LAW
GOES INTO ACTION
at headquarters, on patrol

—WHERE THE LAW
EXACTS ITS PRICE
in police court, prison



**UNITED
ARTISTS
TELEVISION**

555 Madison Avenue, New York

**IMPORTANT
PUBLIC SERVICE**





presents

**RADIO ANNUAL-
TELEVISION
YEAR BOOK**



**TWENTY-SIXTH
ANNUAL EDITION**

1963

The hit with more than 2,000 angels

This year, audiences in five leading markets have been enjoying a major television innovation: "Repertoire Workshop," a 35-week series of drama, music and dance, produced by the CBS Owned stations, and specially created to encourage and give television exposure to unknown or lesser known local talent.

The series, broadcast on all five stations, has been widely acclaimed in the press. Time, for example, saluted "Repertoire Workshop" as "more than praiseworthy"; Saturday Review hailed "an ambitious and worthwhile non-network enterprise"; Variety found it "wholly enjoyable"; the Los Angeles Herald-Examiner agreed, calling it "completely delightful."

In truth, the success of "Repertoire Workshop" is a direct result of the commercial success of the five stations. For the more than 2,000 products and services which advertise on the CBS Owned stations help make it possible, by their support, for these stations to broadcast a consistent schedule of top-calibre local cultural programs, such as "Repertoire Workshop."

© CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc. operating
CBS Owned WCBS-TV New York, WBBM-TV Chicago, KNXT
Los Angeles, WCAU-TV Philadelphia, KMOX-TV St. Louis.

WORLD'S
LARGEST



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

FOREWORD

THIS year's edition of RADIO ANNUAL-TELEVISION YEAR BOOK is a progress report on broadcasting. RADIO-TELEVISION DAILY is proud to present this compact volume of facts and figures. Another year of day-to-day advances in broadcasting is chronicled in the pages of this edition, which also records the predictions of electronic miracles in the year ahead.

THE ENTHUSIASTIC support received from the broadcasting industry in compiling this twenty-sixth annual edition bespeaks its sustained interest in the volume and its confidence in the future of broadcasting. It is documentation of the untiring creative efforts of all who have contributed so much to the success of this indispensable medium.

A GAIN, WE ARE grateful to the men and women — the who's who of broadcasting — who have contributed to the success of this edition. Without their contributions, the dramatic story of a growing service could never have been so completely told. To them we dedicate this 1963 volume.

CHAS. A. ALICOATE
Editor-in-Chief

Perry Como's Kraft Music Hall

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RCA VICTOR

EDITORIAL

1963

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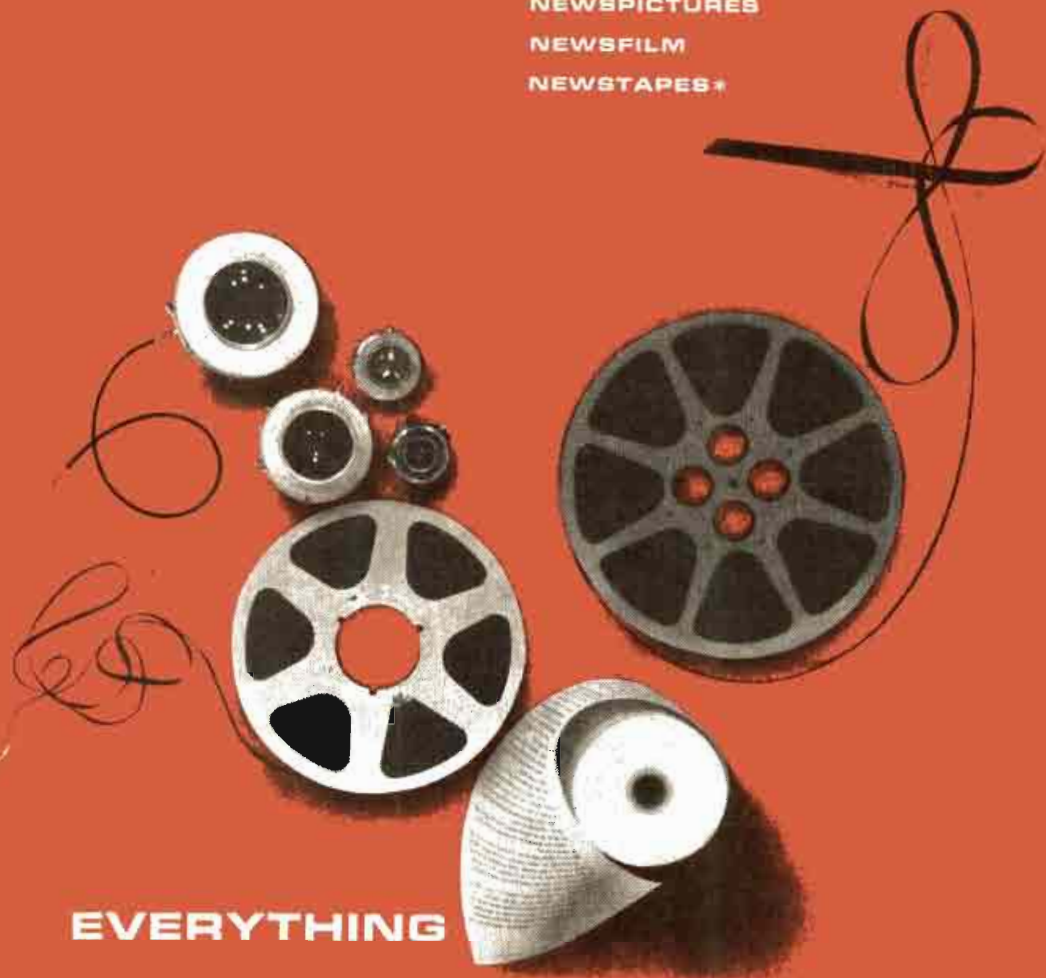
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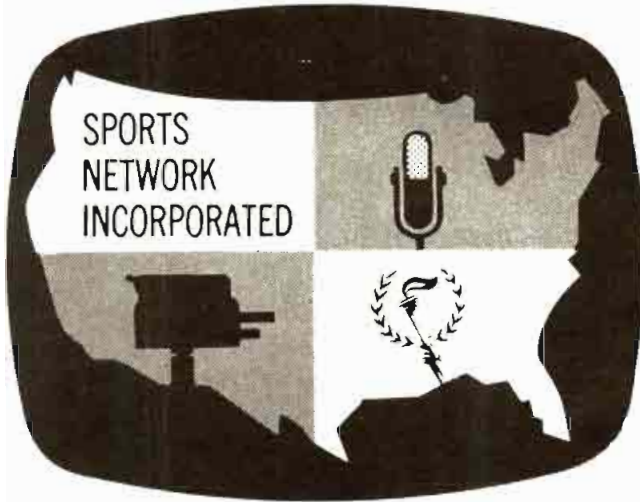
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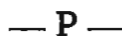
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RADIO TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



Established February 9, 1937

1501 BROADWAY, NEW YORK 36, N. Y.

TELEPHONE: Wisconsin 7-6336

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1962 FCC Broadcast Roundup And Network Affiliates & O & O Totals

FCC BROADCAST ROUNDUP (At close of Fiscal Year 1962)

Total Broadcast authorizations (all classifications)	15,610
Total commercial AM broadcast authorizations	3,886
Commercial AM stations on the air	3,745
Commercial AM stations under construction	141
Total commercial TV broadcast authorizations	654
Commercial TV stations on the air (including satellites)	571
Commercial TV stations under construction	83
VHF stations on the air	487
UHF stations on the air	84
TV translator stations on the air	487
Educational TV stations on the air	59
Total commercial FM broadcast authorizations	1,191
Commercial FM stations on the air	1,012
Commercial FM stations under construction	179
Educational FM stations on the air	209

Radio and TV sets in use in the United States at end of 1962:

Home radio sets	140,310,000
Auto radio sets	49,948,000
Radio sets in public places	10,000,000
Total radio sets	200,258,000
Television sets (black and white)	59,355,000
Television sets (color)	1,200,000
Total television sets	60,555,000

NUMBER OF NETWORK AFFILIATES AND O & O STATIONS

	Number of Affiliates		Number of O & O Stations		
	Radio	TV	AM	FM	TV
ABC	426	263	6	5	5
CBS	222	202	7	7	5
KBS	1114	—	—	—	—
MBS	477	—	—	—	—
NBC	192	203	6	6	6



THEY'RE HAVING A GREAT TIME
(so is all of Cleveland)

**WBZ • WBZ-TV BOSTON • WINS NEW YORK • WJZ-TV BALTIMORE • KYW • KYW-TV CLEVELAND
KDKA • KDKA-TV PITTSBURGH • WIND CHICAGO • WOWO FORT WAYNE • KPIX SAN FRANCISCO**



Mike Douglas and Dr. Frank Baxter, Rudolph Bing, Vivian Blaine, Joe E. Brown, Pat Carroll, Dagmar, Arlene Dahl, Linda Darnell, Denise Darcel, Yvonne DeCarlo, Johnny Desmond, Billy DeWolff, Mike DiSalle, Mrs. Cyrus Eaton, Dr. Bergen Evans, Joe Garagiola, Dody Goodman, Dick Gregory, George Jessel, Helen Hayes, Ben Hecht, James Hoffa, Julius LaRosa, Art Linkletter, Sammy Davis, Jr., José Melis, Louis Nye, Pat O'Brien, Dennis O'Keefe, Frank Parker, Drew Pearson, Carmel Quinn, Jackie Robinson, Richard Rodgers, Maxie Rosenbloom, Walter Slezak, Dr. Benjamin Spock, Jan Sterling, Jack Teagarden, Dr. Edward Teller, Forrest Tucker, Vivian Vance, Margaret Whiting, Henny Youngman.

They're only some of the nationally known participants appearing on *The Mike Douglas Show*, a Cleveland daytime television program seen live Monday through Friday for 90 minutes on KYW-TV. Some of them have done week-long co-host shots. All have had a chance to take part

in discussions, to interview other guests and studio audiences, to express their own opinions.

Cleveland really has something to be excited about! *The Mike Douglas Show* is big on entertainment. It's big on public information. It's big on current, topical, and provocative content. And it's locally produced.

What KYW-TV is doing in Cleveland reflects the WBC group as a whole. Westinghouse stations are encouraged to create exciting, local television programs to supplement their network schedules. Like the unique pantomime of *Lorenzo and His Friends* in Baltimore. *The John Reed King Show* every morning in Pittsburgh. The crime documentary series, *Works of Darkness*, in San Francisco. Live telecasts of Cleveland Symphony and Cleveland Play House performances. *Boomtown*, from Rex Trailer's "ranch" in Boston.

Such programs arouse community interest. They demonstrate daily the fact that community responsibility evokes community response.

WESTINGHOUSE BROADCASTING COMPANY, INC. ®

Networks & Radio & TV Stations

Broadcast Revenues, Expenses & Income

The radio (AM and FM) and television broadcasting industry reported total revenues of \$1,909 million for calendar year 1961, an increase of 2.3 per cent (or \$42.7 million) above the 1960 revenues of \$1,866.3 million. Expenses, however, increased by \$66.3 million, resulting in a decline in broadcast profits (before federal income tax) of \$23.6 million, from \$290 million in 1960 to \$266.4 million in 1961. Radio accounted for about 70 per cent (or \$16.5 million) of the drop in profits.

Before-tax profits in radio in 1961 were \$29.4 million. These are the lowest reported industry profits since 1939 when the figure was \$23.8 million. At that time, however, there were 705 stations reporting and total broadcast revenues were \$123.9 million.

1960-1961 (In Millions of Dollars)

<i>Service</i>	<i>(\$ millions) 1961</i>	<i>(\$ millions) 1960</i>	<i>Percent Increase or (Decrease) in 1961</i>
<i>Total Broadcast Revenues</i>			
Radio	\$ 590.7	\$ 597.7	(1.2)
Television	1,318.3	1,268.6	3.9
Industry Total	\$1,909.0	\$1,866.3	+2.3
<i>Total Broadcast Expenses</i>			
Radio	\$ 561.3	\$ 551.8	1.7
Television	1,081.3	1,024.5	5.5
Industry Total	\$1,642.6	\$1,576.3	+4.2
<i>Broadcast Income (Before Federal Income Tax)</i>			
Radio	\$ 29.4	\$ 45.9	(35.9)
Television	237.0	244.1	(2.9)
Industry Total	\$ 266.4	\$ 290.0	-(8.1)

NOTE: 1961 radio data cover the operations of 4 nationwide networks, 3,610 AM and AM-FM and 249 independent FM stations. Excluded are 44 AM and AM-FM stations and 16 independent FM stations whose reports were filed too late for tabulation. 1960 data are for 4 nationwide networks, 3,470 AM and AM-FM and 218 independent FM stations. 1960 TV data cover the operations of 3 networks and 530 stations. 1961 TV data cover the operations of 3 networks and 540 stations.

() Denotes decrease.

* Includes AM and FM broadcasting.

Source: FCC.

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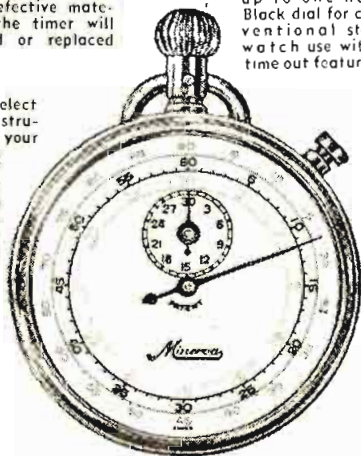
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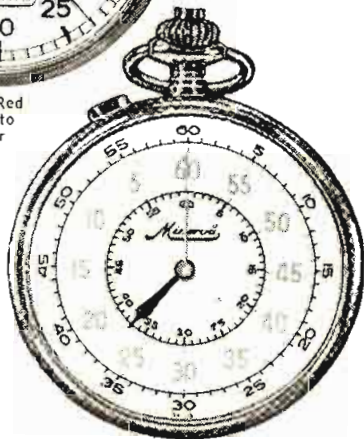


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For "On the Air"! Red dial gives "time left to go" without written or mental calculations—sweep hand in seconds, small hand in minutes. Easily set for any time period up to one hour. Black dial for conventional stopwatch use with time out feature.

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Write, Dept. RAY, RIGHT NOW for complete catalog.

M. DUCOMMUN COMPANY

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580 Fifth Avenue, New York 36 • PLaza 7-2540

OVER 100 YEARS OF PRECISION TIMING SERVICE

Authorized, Licensed and Operating Stations as Reported by the FCC

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,044	35	3,079	159	3,238
1958	132	17	536	3,218	35	3,253	100	3,353
1959	159	12	679	3,328	49	3,377	123	3,500
1960	92	11	822	3,442	41	3,483	98	3,581
1961	178	2	702	3,545	57	3,602	155	3,757
1962	147	18	593	3,686	59	3,745	141	3,886
COMMERCIAL FM								
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	40	26	24	519	11	530	31	560
1958	98	24	57	526	22	548	86	634
1959	153	18	71	578	44	622	147	769
1960	165	22	114	700	41	741	171	912
1961	200	20	97	829	60	889	203	1,092
1962	138	39	147	955	57	1,012	179	1,191
EDUCATIONAL FM								
1955	7	3	1	121	3	124	3	127
1956	13	4	5	126	0	126	10	136
1957	17	5	2	135	0	135	13	148
1958	11	3	6	144	3	147	10	157
1959	16	8	2	150	4	154	11	165
1960	20	4	11	161	4	165	16	181
1961	21	3	4	176	10	186	13	199
1962	11	1	12	192	9	201	8	209
COMMERCIAL TV								
1956	60	25	128	186	310	496	113	609
1957	55	13	129	344	175	519	132	651
1958	35	21	125	427	129	556	109	665
1959	24	22	114	475	91	566	101	667
1960	22	36	106	481	98	579	74	653
1961	33	36	80	497	56	543	97	650
1962	24	20	114	494	77	571	83	654
TV TRANSLATOR								
1959	96	7	27	158	0	158	87	245
1960	60	3	19	233	0	233	69	302
1961	420	19	685	279	0	279	424	703
1962	796	16	262	487	0	487	996	1,483
EDUCATIONAL TV								
1958	4	0	9	29	3	32	21	53
1959	6	0	7	37	6	43	16	59
1960	6	1	7	40	7	47	17	64
1961	4	1	9	43	11	54	13	67
1962	13	1	8	43	16	59	20	79

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table. Figures shown are for close of each fiscal year.

THE DANNY THOMAS SHOW

ELEVENTH SEASON COMING UP



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thru
BENTON & BOWLES

CBS-TV
Produced By
T & L PRODUCTIONS
Exclusive Management
WILLIAM MORRIS AGENCY

Broadcast Services—FCC Authorizations In Different Classes, Fiscal Year 1962

<i>Class</i>	<i>June 30, 1961</i>	<i>June 30, 1962</i>	<i>Increase or (Decrease)</i>
Commercial AM	3,757	3,886	129
Commercial TV	650	654	4
TV Translators*	703	1,483	780
TV Repeaters*	1,044	1,046	2
TV Boosters*	1	0	(1)
Educational TV	67	79	12
Auxiliary TV	1,254	1,357	103
Experimental TV	27	27	0
Commercial FM	1,092	1,191	99
Educational FM	199	209	10
International	4	4	0
Remote Pickup	4,943	5,523	580
Studio-Transmitter-Link	69	83	14
Development	4	5	1
Low Power Auxiliary (Cueing).....	31	63	32
Total	13,845	15,610	1,765

FCC Operating and Construction Data

<i>Class</i>	<i>Operating Authorizations</i>	<i>Construction permits</i>
Commercial AM	3,745	141
Commercial TV	571	83
TV Translators*	487	996
TV Repeaters*	1,046	0
Educational TV	59	20
Commercial FM	1,012	179
Educational FM	201	8
Total	7,121	1,427

* Translators, repeaters and boosters enable signals of a regular TV station to be received and converted to another channel, amplified and retransmitted to communities where other direct reception is unsatisfactory.

HOPE



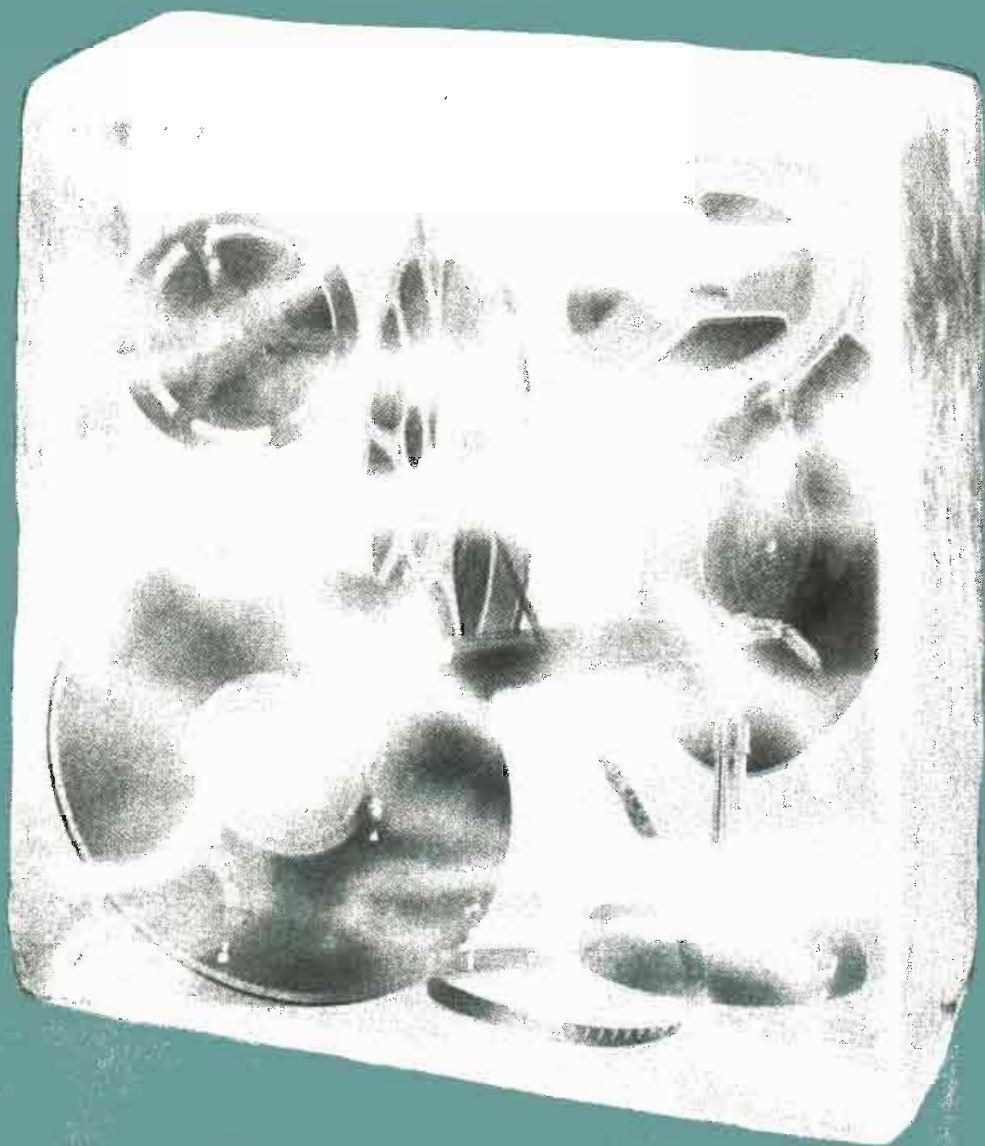
*Hope Enterprises, Inc.
Hollywood, California*

The First 50 National Spot Radio Markets

(Fiscal Year 1962)

Rank	Market	No. of Stations Reporting	Time Sales National & Regional advertisers and sponsors*
1.	New York, N. Y.	30	\$24,614,409
2.	Chicago, Ill.	25	11,519,024
3.	Los Angeles-Long Beach, Calif.	29	9,932,542
4.	Philadelphia, Pa.	21	6,915,333
5.	Detroit, Mich.	11	6,188,030
6.	Boston, Mass.	17	5,341,350
7.	San Francisco-Oakland, Calif.	18	5,296,435
8.	Cleveland, Ohio	9	3,637,671
9.	St. Louis, Missouri	14	3,631,048
10.	Washington, D. C.	17	3,157,869
11.	Cincinnati, Ohio	8	2,892,234
12.	Pittsburgh, Pa.	20	2,631,644
13.	Minneapolis-St. Paul, Minn.	12	2,549,546
14.	Buffalo, N. Y.	11	2,375,572
15.	Baltimore, Md.	15	2,272,570
16.	Hartford, Conn.	6	2,040,546
17.	Kansas City, Mo.	9	2,012,162
18.	Houston, Texas	14	1,937,842
19.	Miami, Fla.	13	1,931,867
20.	Dallas, Texas	12	1,909,926
21.	Atlanta, Ga.	18	1,855,341
22.	Seattle, Wash.	17	1,648,240
23.	Milwaukee, Wisc.	8	1,567,589
24.	Louisville, Ky.	9	1,505,138
25.	Des Moines, Iowa	6	1,501,522
26.	Portland, Ore.	14	1,475,983
27.	Indianapolis, Ind.	6	1,463,300
28.	Columbus, Ohio	6	1,448,179
29.	Albany-Schenectady-Troy, N. Y.	9	1,368,913
30.	San Diego, Calif.	8	1,285,098
31.	Denver, Colo.	17	1,248,215
32.	Memphis, Tenn.	9	1,196,091
33.	New Orleans, La.	10	1,185,808
34.	San Antonio, Texas	10	1,156,850
35.	Providence-Pawtucket, R. I.	12	1,128,670
36.	Sacramento, Calif.	6	1,100,199
37.	Rochester, N. Y.	6	1,078,516
38.	Omaha, Neb.	7	994,135
39.	Fort Worth, Texas	7	935,410
40.	Jacksonville, Fla.	10	933,218
41.	Tampa-St. Petersburg, Fla.	16	926,159
42.	Syracuse, N. Y.	9	887,539
43.	Richmond, Va.	8	868,538
44.	Dayton, Ohio	5	858,858
45.	Newark, N. J.	5	836,662
46.	Charlotte, N. C.	7	826,366
47.	Cedar Rapids, Iowa	4	805,048
48.	Birmingham, Ala.	10	787,667
49.	Oklahoma City, Okla.	8	770,397
50.	Shreveport, La.	8	703,044

* Before commissions to agencies, representatives and others.
Source: FCC.



STORER BROADCASTING COMPANY

35 years of community service

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The answer is simple — never!

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Public preference changes too fast and so do each community's needs. That is why every Storer Station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to build loyal, responsive audiences

Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

We've never found a way to format community service. It's too big... too fluid...too much of a responsibility to be frozen — even for one day.

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TOLEDO—WSPD
NEW YORK—WHN
MIAMI—WGBS
LOS ANGELES—KGBS
DETROIT—WJBK
PHILADELPHIA—WIBG

Television

DETROIT—WJBK-TV
CLEVELAND—WJW-TV
MILWAUKEE—WITI-TV
ATLANTA—WAGA-TV
TOLEDO—WSPD-TV

"The Adventures of Ozzie and Harriet"



12th SEASON ON TELEVISION
TELEVISED OVER ABC-TV EVERY WEEK

The First 50 National Spot TV Markets

(Fiscal Year 1962)

Rank	TV Market	No. of Stations Reporting	Time Sales National, Regional advertisers and sponsors*
1.	New York, N. Y.	7	\$59,421,359
2.	Chicago, Ill.	4	30,582,400
3.	Los Angeles, Calif.	7	28,274,078
4.	Philadelphia, Pa.	4	19,067,636
5.	Boston, Mass.	3	15,008,085
6.	Detroit, Mich.	3	11,240,304
7.	Pittsburgh, Pa.	3	11,132,884
8.	Cleveland, Ohio	3	11,031,493
9.	San Francisco-Oakland, Calif.	4	10,662,544
10.	St. Louis, Mo.	4	8,248,007
11.	Washington, D. C.	4	7,862,966
12.	Buffalo-Niagara Falls, N. Y.	3	7,446,618
13.	Hartford-New Haven-New Britain-Waterbury, Conn.	5	7,058,547
14.	Baltimore, Md.	3	6,346,228
15.	Indianapolis-Bloomington, Ind.	4	6,100,304
16.	Kansas City, Mo.	3	5,846,259
17.	Milwaukee, Wisc.	4	5,843,524
18.	Houston-Galveston, Tex.	3	5,837,228
19.	Minneapolis-St. Paul, Minn.	4	5,716,108
20.	Dallas-Fort Worth, Tex.	4	5,705,565
21.	Cincinnati, Ohio	3	5,427,586
22.	Seattle-Tacoma, Wash.	5	5,360,616
23.	Miami, Fla.	3	5,278,252
24.	Columbus, Ohio	3	4,610,724
25.	Atlanta, Ga.	3	4,193,856
26.	Portland, Ore.	3	4,007,838
27.	Denver, Colo.	4	3,718,836
28.	Albany-Schenectady-Troy, N. Y.	3	3,702,172
29.	New Orleans, La.	3	3,564,538
30.	Tampa-St. Petersburg, Fla.	3	3,276,723
31.	Memphis, Tenn.	3	3,066,457
32.	Oklahoma City-Enid, Okla.	3	2,900,935
33.	Harrisburg-Lancaster-York-Lebanon, Pa.	5	2,759,312
34.	Sacramento-Stockton, Calif.	3	2,739,297
35.	Rochester, N. Y.	3	2,653,704
36.	Omaha, Neb.	3	2,419,737
37.	Johnstown-Altoona, Pa.	3	2,318,984
38.	Des Moines-Ames, Iowa	3	2,271,546
39.	San Antonio, Tex.	4	2,112,770
40.	Tulsa, Okla.	3	2,046,581
41.	Norfolk-Portsmouth-Newport News-Hampton, Va.	3	1,953,404
42.	Spokane, Wash.	3	1,942,610
43.	Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	1,916,889
44.	Nashville, Tenn.	3	1,797,708
45.	Shreveport, La.-Texarkana, Tex.	3	1,779,449
46.	Phoenix-Mesa, Ariz.	4	1,757,597
47.	Springfield-Decatur-Champaign-Danville-Urbana, Ill.	5	1,672,606
48.	Flint-Saginaw-Bay City, Mich.	3	1,633,041
49.	Portland-Poland Springs, Me.	3	1,593,537
50.	Wichita-Hutchinson, Kan.	3	1,580,680

* Before commissions to agencies, representatives and others.
Source: FCC.

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TEmpleton 8-2746

37 WEST 57th STREET
NEW YORK 19, N. Y.

Comparative Closing Stock Prices For Industry Issues, 1961-1962

NEW YORK STOCK EXCHANGE

Company	Closing Price		Net Change for Year	
	Dec. 29 1961	Dec. 31 1962	Plus	Minus
Admiral Corp.	17¾	12		5%
American Broadcasting-PT	45¼	34		11¼%
AT & T	136¼	116¾		19%
Avco Corp.	24¼	25¼	1	
CBS	39¾	44¼	4%	
Columbia Pictures	28½	23¼		5%
Crowell-Collier	39	19¼		19%
Decca Records	40½	45%	4¾	
Walt Disney	37	28¼		8%
Eastman Kodak	111¾	108¾		2½
General Precision Equipment.....	58½	34¼		24%
General Telephone	29	22½		6½
Hazeltine Corp.	32	20¼		11%
Loew's Theatres	43¾	21¼		22½
Magnavox	42¾	36¾		5%
MCA	79	48¾		30¼
Metromedia	16¼ ¹	15		1¼
M-G-M	50½	31%		18%
Minnesota Mining & Manuf.....	67½	53		14½
National General	6¼	8	1%	
Paramount	56¼	36		20¼
Plough	43 ²	31¼		11¾
RCA	53¼	57½	4¼	
Storer	28½	31¼	2%	
20th Century-Fox	35%	20¼		15¼
United Artists	31%	27%		4
Warner Bros.	20% ³	14		6%
Westinghouse	38¾	32		6¾
Zenith Radio	73	54¾		18¼
Total			19	291¼
			Net change:—272¼	

¹ Over-the-Counter bid quotation price.

² Adjusted for 2 for 1 split.

³ Adjusted for 4 for 1 split.

(Continued on Page 51)

GATHERING PLACE OF
THE AD AGENCY,
TV AND RADIO
PROFESSIONS

Rattazzi

RESTAURANT

9 EAST 48th STREET

PLaza 3-5852

NEW YORK CITY

LUNCHEON, COCKTAILS, DINNER

Facilities available for private cocktail and dinner parties
at the second floor Topside Room.

The Jungle Room available for private luncheon and dinner
parties for ten people or less.

COMPARATIVE CLOSING STOCK PRICES

(Continued from Page 49)

AMERICAN STOCK EXCHANGE

Company	Closing Price		Net Change for Year	
	Dec. 29 1961	Dec. 31 1962	Plus	Minus
Allied Artists	5 $\frac{5}{8}$	3		2 $\frac{5}{8}$
Capital Cities	20 $\frac{1}{2}$	17		3 $\frac{1}{2}$
Desilu	8 $\frac{1}{8}$	7 $\frac{1}{2}$		$\frac{5}{8}$
Esquire, Inc.	15 $\frac{1}{2}$	6 $\frac{3}{4}$		8 $\frac{3}{4}$
Filmways	6	5		1
Movielab	12 $\frac{3}{4}$	9 $\frac{5}{8}$		3 $\frac{1}{8}$
MPO Video	12 $\frac{3}{4}$	5 $\frac{3}{4}$		7
NTA	1 $\frac{7}{8}$	$\frac{5}{8}$		1 $\frac{1}{4}$
Reeves Soundcraft	6 $\frac{1}{4}$	3 $\frac{1}{4}$		3
Rollins	11 $\frac{1}{2}$	13 $\frac{3}{8}$	2 $\frac{7}{8}$	
Screen Gems	22 $\frac{3}{4}$	17 $\frac{1}{2}$		5 $\frac{1}{4}$
Technicolor	26 $\frac{5}{8}$	8 $\frac{3}{4}$		17 $\frac{7}{8}$
TelePromPTer	15 $\frac{1}{2}$	5 $\frac{1}{4}$		10 $\frac{1}{4}$
Trans-Lux	16 $\frac{1}{2}$	11 $\frac{7}{8}$		4 $\frac{5}{8}$
TV Industries	2 $\frac{5}{8}$	2 $\frac{1}{2}$		$\frac{1}{8}$
Total			2 $\frac{7}{8}$	53 $\frac{3}{4}$

Net change:—50 $\frac{7}{8}$

OVER-THE-COUNTER *

Company	Closing Price		Net Change for Year	
	Dec. 29 1961	Dec. 31 1962	Plus	Minus
Jerrold	7 $\frac{3}{8}$	4 $\frac{1}{2}$		2 $\frac{7}{8}$
Meredith Publishing	35 $\frac{1}{2}$	19		16 $\frac{1}{2}$
Rust Craft	15 $\frac{1}{4}$	10 $\frac{1}{4}$		5
Sterling TV	3 $\frac{1}{8}$	1		2 $\frac{1}{8}$
Transcontinent TV	9 $\frac{1}{4}$	10 $\frac{1}{4}$	1	
Wometco	26 $\frac{1}{2}$	19		7 $\frac{1}{2}$
Total			1	34

Net change:—33

* Bid quotations.



andy williams

management: alan c. bernard, ltd.

TV Receiver Sales to Retailers, 1952-1962

<i>Year</i>	<i>Table & Portable</i>	<i>Console</i>	<i>Combina- tion</i>	<i>Total</i>
1952	2,823,443	3,114,218	236,845	6,174,506
1953	3,047,453	3,439,790	212,242	6,699,485
1954	3,983,809	3,069,237	108,316	7,161,362
1955	4,243,661	3,071,206	107,111	7,421,978
1956	4,408,314	2,542,146	77,996	7,027,456
1957	3,808,278	2,379,825	97,716	6,285,819
1958	2,875,843	2,058,782	127,226	5,061,851
1959	3,340,226	2,486,230	186,523	6,012,979
1960	3,214,709	2,221,945	214,313	5,650,967
1961	3,401,716	2,146,035	226,810	5,774,561
1962				6,301,340

Television Receiver Production Portable-Console-Combination, 1947-1962

<i>Year</i>	<i>Table Portables</i>	<i>Console</i>	<i>Combina- tion</i>	<i>Total</i>	<i>\$ Value (000 Omitted)</i>
1947	116,315	37,039	25,217	178,571	50,000
1948	646,509	179,181	149,310	975,000	230,000
1949	1,792,691	989,220	218,089	3,000,000	580,000
1950	2,941,560	3,820,060	702,180	7,463,800	1,350,000
1951	2,275,901	2,774,859	334,038	5,384,798	956,986
1952	2,837,507	3,038,895	219,878	6,096,280	1,049,000
1953	3,224,724	3,755,340	235,763	7,215,827	1,230,298
1954	4,249,339	3,011,536	85,840	7,346,715	1,028,540
1955	4,439,676	3,199,796	117,049	7,756,521	1,071,020
1956	4,753,787	2,556,845	75,397	7,387,029	938,596
1957	3,845,807	2,433,449	120,089	6,399,345	832,747
1958	2,716,876	2,068,627	134,925	4,920,428	667,899
1959	3,612,638	2,566,950	169,792	6,349,380	896,405
1960	3,274,347	2,211,239	222,760	5,708,346	825,501
1961	3,812,160	2,135,361	230,276	6,177,797	835,423
1962				6,471,160	

Source: EIA.

ASHLEY-STEINER-FAMOUS ARTISTS, INC.

NEW YORK

BEVERLY HILLS

Exclusive Affiliates

LONDON

THE GRADE ORGANIZATION

LONDON ARTISTS

LONDON MANAGEMENT



ROME

KAUFMAN-LERNER

Radio Sales to Retailers, 1952-1962

(000 Omitted)

Type of Radio

Year	Home	Clock	Portable	Total
1952	4,287,410	1,816,075	1,571,038	7,674,523
1953	3,824,284	1,792,151	1,593,446	7,209,881
1954	2,932,576	1,901,721	1,353,206	6,187,503
1955	3,056,368	2,060,081	1,960,273	7,076,722
1956	3,392,324	2,281,457	2,749,042	8,422,823
1957	3,987,509	2,381,257	3,207,046	9,575,812
1958	3,329,725	2,110,740	3,297,732	8,738,197
1959	3,025,299	2,625,397	3,884,470	9,535,166
1960	3,271,667	2,669,396	4,512,636	10,543,699
1961	2,917,150	2,945,341	5,362,519	11,225,010
1962				11,757,093

Radio Set Production Figures Home-Clock-Portable-Auto, 1951-1962

(000 Omitted)

Type of Radio

Year	Home	Clock	Portable	Auto	Total	\$ Value
1951	5,275	777	1,333	4,543	11,928	\$298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	314,585
1959	3,145	2,794	4,128	5,555	15,622	330,874
1960	3,440	2,720	4,535	6,432	17,127	340,484
1961	3,042	3,017	5,747	5,568	17,374	313,531
1962				7,250	19,162	

Source: EIA.

Music!



*Program Producers and Music Directors
Will Find The Widest Choice of Music
For Featured Themes and Background Use*

In The Diversified Catalogs Of:

**ROBBINS MUSIC CORPORATION
LEO FEIST, INC.
MILLER MUSIC CORPORATION**



Write or Phone Today for
BIG 3 CHRONOLOGICAL and CLASSIFIED MUSIC INDEX
also
CATALOG OF BIG 3 LIBRARY RECORDINGS
(on Tape or Records)

THE BIG 3 MUSIC CORPORATION • **PHONE: JUdson 2-2000**
1540 BROADWAY, NEW YORK 36, N. Y.

Average Radio Station Income

—Reported by Market Size—1961—

Average Per Station Reporting

<i>Population of Community in Which Stations are Located</i>	<i>Total Stations Reporting</i>	<i>Total Broadcast Revenues¹</i>	<i>Total Broadcast Expenses</i>	<i>Total Broadcast Income²</i>
2,000,000 and over	131	\$878,611	\$674,878	\$203,733
1,000,000-2,000,000	86	519,004	420,950	98,054
500,000-1,000,000	143	306,080	256,341	49,739
250,000- 500,000	149	247,175	214,981	32,194
200,000- 250,000	63	191,008	166,369	24,639
150,000- 200,000	60	195,228	171,967	23,261
100,000- 150,000	85	164,125	146,766	17,359
50,000- 100,000	39	132,789	116,065	16,724
25,000- 50,000	223	130,878	117,333	13,545
10,000- 25,000	415	99,290	86,859	12,431
5,000- 10,000	394	72,730	64,401	8,329
2,500- 5,000	233	54,131	46,898	7,233
Less than 2,500	76	56,547	48,870	7,677
TOTAL	2,097	\$190,350	\$158,954	\$ 31,396

Averages for Radio Stations Reporting Losses

—Reported by Market Size—1961—

Average Per Station Reporting

<i>Population of Community in Which Stations are Located</i>	<i>Total Stations Reporting</i>	<i>Total Broadcast Revenues¹</i>	<i>Total Broadcast Expenses</i>	<i>Total Broadcast Losses²</i>
2,000,000 and over	72	\$308,882	\$393,888	\$85,006
1,000,000-2,000,000	60	213,159	277,673	64,514
500,000-1,000,000	128	188,617	226,121	37,504
250,000- 500,000	171	125,737	156,321	30,584
200,000- 250,000	50	116,627	136,752	20,125
150,000- 200,000	44	114,452	129,957	15,505
100,000- 150,000	58	123,782	144,275	20,493
50,000- 100,000	32	97,804	109,768	11,964
25,000- 50,000	156	89,298	102,048	12,750
10,000- 25,000	243	74,453	84,077	9,624
5,000- 10,000	169	52,666	58,662	5,996
2,500- 5,000	130	44,955	50,484	5,529
Less than 2,500	59	40,364	47,767	7,403
TOTAL	1,372	\$110,057	\$131,761	\$21,704

¹ Total revenues consist of total time sales less commissions plus talent and program sales.

² Before Federal income tax.

Note: Market size is classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

Source: FCC.

\$ Value of Manufacturers' Sales Of Components by Selected Years

(000,000 Omitted)

Year	Tubes					Total
	Resistors	Capacitors	Transformers	Semi-Cond.	Others	
1952	\$100	\$200	\$150	\$ 604	\$ 676	\$1,730
1954	130	200	103	708	867	2,008
1955	150	215	96	800	939	2,200
1956	175	224	98	853	938	2,280
1957	171	225	110	930	1,004	2,475
1958	158	218	102	1,411	933	2,412
1959	194	267	129	1,213	1,091	2,954
1960	227	295	136	1,325	1,107	3,180
1961	274	338	153	1,346	1,198	3,454

Manufacturers' Sales of Receiving Tubes

(000 Omitted)

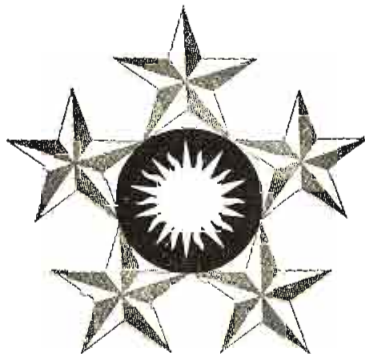
Year	Initial	Renewal	Export	Gov't*	Total	\$ Value
1950	301,483	69,325	10,768	1,385	382,961	\$250,000
1951	247,855	94,597	24,438	8,754	375,644	261,000
1952	241,406	83,843	13,935	29,335	368,519	259,116
1953	293,601	112,785	20,614	10,091	437,091	303,675
1954	246,729	115,358	15,922	7,080	385,089	275,999
1955	288,810	150,718	24,442	15,832	479,802	358,110
1956	262,989	166,558	25,397	9,333	464,186	374,186
1957	240,708	184,493	23,378	7,845	456,424	384,402
1958	191,805	167,805	24,597	13,132	397,366	341,929
1959	227,669	170,729	19,969	14,569	432,936	368,872
1960	200,362	161,092	21,375	10,226	393,055	331,742
1961	188,176	150,249	22,245	14,336	375,006	311,098

(*) Includes only direct sales after 1954.
Source: EIA.

THE DAYSTAR CORPORATION

HOLLYWOOD'S FIRST FREE INDEPENDENT

AN ENTIRELY SELF-CONTAINED FILM-MAKING
ORGANIZATION WITH NO STUDIO AFFILIATION



DAYSTAR

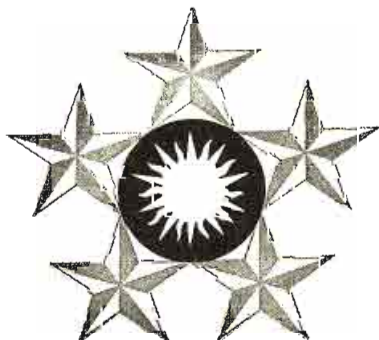
FEATURE FILMS RELEASING
THROUGH UNITED ARTISTS

DAYSTAR

TELEVISION SERIES FOR THE
AMERICAN BROADCASTING CO.

DAYSTAR

REPRESENTED BY THE
WILLIAM MORRIS AGENCY, INC.





ALAN HOWARD

Exclusive

Personal Management:

KAY KORWIN, INC.

PL 2-2230

Time Sales for AM and FM Radio Stations, 1951-1961

Year	Total (\$ Millions)	Network (\$ Millions)	Percent of Total	National Spot (\$ Millions)	Percent of Total	Local (\$ Millions)	Percent of Total
1961	\$ 617.2	\$ 35.8	6%	\$197.4	32%	\$384.0	62%
1960	622.5	35.0	6	202.1	32	385.3	62
1959	582.9	35.6	6	188.2	32	359.1	60
1958	541.6	46.5	8	171.9	32	323.2	60
1957	536.9	50.6	9	169.5	32	316.8	59
1956	491.7	48.4	10	145.5	30	297.8	60
1955	456.5	64.1	14	120.4	26	272.0	60
1954	451.3	83.7	18	120.1	27	247.5	55
1953	477.2	98.1	21	129.6	27	249.5	52
1952	473.2	109.9	23	123.7	26	239.6	51
1951	\$ 456.1	\$122.0	27	\$119.6	26	\$214.5	47

Note: Excludes independently owned FM stations.

Time Sales for All Television Stations, 1951-1961

Year	Total (\$ Millions)	Network (\$ Millions)	Percent of Total	National Spot (\$ Millions)	Percent of Total	Local (\$ Millions)	Percent of Total
1961	\$1,160.0	\$480.0	42%	\$468.5	40%	\$211.2	18%
1960	1,146.6	471.6	41	459.2	40	215.8	19
1959	1,070.6	445.8	41	424.2	40	200.6	19
1958	951.0	424.5	45	345.2	36	181.3	19
1957	868.7	394.2	45	300.5	35	174.0	20
1956	823.1	367.7	45	281.2	34	174.2	21
1955	681.1	308.9	45	222.4	33	149.8	22
1954	538.1	241.2	45	176.8	33	120.1	22
1953	384.7	171.9	45	124.3	32	88.5	23
1952	283.1	137.7	49	80.2	28	65.2	23
1951	208.6	97.6	47	59.7	29	51.3	24

Source: FCC



Art James

"SAY WHEN"

NBC-TV

Representation — HAL COHEN

CI 6-5050

Total Employment at the Radio Networks and All Radio Stations

—1961—

	<i>Employment</i>		<i>Total</i>
	<i>Full Time</i>	<i>Part Time</i>	
4 Nationwide Networks.....	1,020	21	1,041
19 Network owned and operated stations....	1,202	41	1,243
3,591 other stations.....	39,653	10,597	50,250
Total	41,875	10,659	52,534

Total Employment at the Television Networks and All Television Stations

—1961—

	<i>Employment</i>		<i>Total</i>
	<i>Full Time</i>	<i>Part Time</i>	
3 Networks	8,083	715	8,798
15 Network owned and operated stations....	2,541	203	2,744
All other TV stations:			
444 VHF stations	22,809	3,310	26,119
81 UHF stations	2,007	418	2,425
Total 3 networks and 540 TV stations...	35,440	4,646	40,086

TOTAL EMPLOYMENT 1959-1961

	<i>1961</i>	<i>1960</i>	<i>1959</i>
3 Networks	8,798	9,610	10,127
Network owned and operated stations.....	2,744	2,593	2,616
All other TV stations.....	28,544	28,409	27,527
Total	40,086	40,612	40,270

Note: 1961, 1960 and 1959 data include 540, 530, and 519 TV stations respectively.

Source: FCC.

THE
HERBERT B. LEONARD
ORGANIZATION

"Naked City"—ABC-TV

"Route 66"—CBS-TV

A Major Radio Project Will Measure Full Audience Reach



By
EDMUND C. BUNKER
President
Radio Advertising
Bureau, Inc.

HIGH on our list is a major Radio listening project which will show the full extent of our audience reach, by a methodology which will be pre-accepted by the buyers of Radio time.

In addition to this . . . (1) We will attempt to make a major contribution toward making Radio time easier to buy; (2) We will publish figures on advertiser expenditures in Radio. Other media publish such figures. So, from 1963 on, will Radio; (3) We will offer more creative stimulation for agencies; (4) We will emphasize computer-conscious research. RAB's On Target research is to my knowledge the first practical measurement of customer media exposure. Our research, which justifies the use of a computer, will continue to emphasize consumer consumption.

All of these efforts will be expended to make the selling of our medium more professional, and statesmanlike.

The credo which follows is another attempt in that direction. It is a statement of standards which we will urge Radio stations at all market levels to adopt.

Imagine the following points in big and imposing letters set up on the walls of hundreds of stations across the country.

The credo of a professional Radio salesman:

(1) I believe first in advertising and that it creates and builds businesses, and is the lifeblood of a free economy. I believe in all responsible advertising, because all advertising, when used with scope and intelligence, will produce results.

(2) I believe further that one of America's great advertising media is Radio.

(3) I believe it is a basic part of my job to help advertisers use Radio by showing them how to use the medium to the greatest advantage. I do not presume to have knowledge I do not have. But, where appropriate, I consider it my job to help advertisers who need help by providing ideas, by citing facts that guide them by contributing positively to a planned campaign.

(4) I believe my station is a great station and I will sell it on that plane.

(5) I believe that this station is a competitive station—competitive with other media as well as other radio stations. I believe that America's system of free enterprise is founded on such competition.

(6) I believe that competition is corrosive when it is founded on negative selling. So I will sell this medium and this station by presenting strengths, not seeking unfairly to undermine the competition.

(7) I do these things—not because I am under a bureaucratic rule—but because I want to, because I know Radio is a great advertising medium which can be built to new heights on the foundation expressed here.

(8) If that makes me a visionary, that is what I am. And I hope that it is possible to be a visionary all the way to the bank.

This credo will dictate the course of many of the actions we will be taking during my administration. I make the pledge to you: We will find a way—whether it is this credo or through other devices—to bring this kind of statesmanship to Radio selling.

MARC
BROWN
ASSOCIATES, inc.

8 East 48th Street
New York City

MUSIC!

MUSIC!

MUSIC!

MU. 8-2847

Television Homes Delivered by Average Network TV Programs, 1958-1962

(Comparative Figures for 1958 to 1962,
Average Audience Basis)

DAYTIME TELEVISION HOMES (Monday-Friday)

	<i>Homes Delivered (Thousands)</i>				
	<i>1962</i>	<i>1961</i>	<i>1960</i>	<i>1959</i>	<i>1958</i>
January	3,332	3,330	3,308	3,018	3,672
February	3,332	3,142	3,212	3,019	3,019
March	3,087	2,908	3,268	2,842	3,550
April	2,842	2,908	2,586	2,461	3,037
May	2,401	2,533	2,511	2,328	2,217
June	2,646	2,673	2,597	2,322	2,593
July	2,744	2,814	2,531	2,555	2,298
August	2,695	2,814	2,531	2,524	2,368
September	2,490	2,439	2,260	2,446	2,370
October	2,590	2,392	2,350	2,520	2,124
November	3,287	2,626	2,712	2,808	2,343
December	3,137	2,814	2,848	2,761	2,470

NIGHTTIME TELEVISION HOMES (Monday-Sunday)

	<i>Homes Delivered (Thousands)</i>				
	<i>1962</i>	<i>1961</i>	<i>1960</i>	<i>1959</i>	<i>1958</i>
January	9,065	9,052	8,806	9,114	8,861
February	8,967	8,911	8,571	8,993	8,993
March	8,673	8,723	8,270	8,629	8,598
April	8,085	8,583	7,690	8,322	8,043
May	6,909	7,316	7,043	7,367	7,122
June	6,468	6,519	6,454	6,405	6,615
July	5,978	5,863	5,288	6,083	6,000
August	5,978	6,191	6,102	6,130	6,199
September	7,321	7,035	6,870	7,375	7,288
October	8,086	7,223	7,684	7,781	7,914
November	8,516	8,114	7,413	7,976	8,482
December	8,566	8,114	8,272	7,787	8,503

Source: A. C. Nielsen.

New
The Blair House Restaurant

30 West 56th St.

(Around the corner from Harry Winston)

Lunch --- Dinner --- Supper

Don't Forget Our Upstairs Room for

"Private Affairs"

JU 6-1417

Joel Spector

Lud Fowler

Bill McCallum

Financial Report Covering Four Nationwide Radio Networks and 3,610 AM and AM-FM Stations

1960-61

(In thousands of dollars)

Item	4 Nationwide Networks	19 Owned and Operated Stations	3,591 Other Stations	Total 4 Nationwide Networks and 3,610 Stations	Percent Change from Previous Year
A. Revenues from the sale of time:					
1. Network time sales:					
a. Sale of major network time to advertisers.....	\$31,692	—	\$ 4,047	—	—
b. Sale of regional network time.....	—	—	2,301	—	—
c. Sale of other network time.....	—	—	1,529	—	—
Total network time sales.....	31,692	\$ 540	7,877	—	—
2. Total deductions from network's revenue from sale of time to advertiser.....	4,272	—	—	—	—
3. Total retentions from sale of network time.....	27,420	540	7,877	\$ 35,837	2.3
4. Non-network time sales:					
a. National and regional advertisers.....	—	22,549	174,808	197,352	(2.4)
b. Local advertisers.....	—	11,715	372,338*	384,053	(0.3)
Total non-network time sales.....	—	34,264	547,141	581,405	(1.0)
5. Total time sales.....	27,420	34,804	555,018	617,242	(0.8)
6. Deduct—Commissions to agencies, representatives, etc.	4,707	6,557	54,909	66,173	(1.1)
7. Net time sales.....	22,713	28,247	500,109	551,069	(0.8)
B. Revenues from incidental broadcast activities:					
a. Talent.....	6,978	2,018	10,386	19,382	(15.1)
b. Sundry broadcast revenues.....	1,113	468	11,580	13,161	(2.1)
Total incidental broadcast activities.....	8,091	2,486	21,966	32,543	(10.3)
Total broadcast revenues.....	30,804	30,733	522,075	583,612	(1.4)
C. Total broadcast expenses.....	33,814	27,517	490,230	551,561	1.5
D. Broadcast income (before Federal income tax).....	(\$3,010)	\$ 3,216	\$ 31,845	\$ 32,051	(33.7)

Note: Data for 1960 cover the operation of four nationwide networks, their 19 owned and operated stations, and 3,451 other stations. (*) Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

() Denotes loss or percentage.
Source: FCC.



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University of Mississippi desegregation.
Glenn space flight.
Red Chinese invasion of India.
Return of Cuban prisoners.
Kennedy forcing back steel price increase.
Soviet's twin astronauts.
Stock market's 20.8 million dollar break.
Thalidomide-deformed babies.
Death of Marilyn Monroe.

—CBS—

Cuban crisis.
United States off-year elections.
James Meredith's entry into the University of Mississippi.
United States and Soviet space flights.
East and West explode their biggest bombs.
The Crisis of the Common Market.
India-China War.
The Vatican Council.
Algerian Independence.
Our undeclared war in Vietnam.

—MBS—

The Cuban Crisis
Colonel Glenn's and other space flights.
The Oxford, Mississippi integration.
The Case of Thalidomide.
The Ecumenical Council in Rome.
Algerian Independence.
India-Red China Border War.
Kennedy vs. U. S. Steel.
The death of Mrs. Eleanor Roosevelt.
The death of Marilyn Monroe.

—NBC—

Cuban crisis.
India-Red China border war.
Integration events at University of Mississippi.
Space developments: American and Soviet space flights and Telstar.
President Kennedy's roll-back of steel prices.
French-Algerian conflict.
Off-year elections, especially Richard M. Nixon's defeat in California.
Deformities caused by the drug thalidomide.
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The New Promotion Man— A Key Management Exec



By
DAN BELLUS
President
Broadcasters' Promotion
Association, Inc.

THE DAY seems to be here when we can stand on the curbstone of time, hold our hat in hand and watch the funeral cortege of an era fade "slowly into the sunset."

The era of the famous—or infamous—promoter, the checker-coated, derby-hatted, cane-in-hand, razzle-dazzle, side-show-barker type is virtually gone.

From our vantage point in time, we can view the prelude to the final laying to rest of this phenomenon with mixed emotions. The passing of this image with its flamboyancy, its cockiness, the "con artist" tactics, the boisterousness must arouse nostalgia, some sympathy and a bit of regret.

But again, our special vantage point in time allows us to view this passing of an era with a great enthusiasm for the new which replaces it.

The new-era promotion man retains qualities of the old—the creativity, the absolute passion for his work, the never-give-up approach to a problem and, above all, the conviction that "if you want 'em to know . . . you've got to tell 'em."

But our new promotion man also brings to his era qualities that place his promotion efforts on a plane of solid, constructive business achievement. This new man is stable. He is dependable. He is an administrator. He is a planner. He has follow-through. And he thinks in terms of the big job to be done . . . the overall company requirements and objectives.

What's most important is that he is taking his place in top management teams in ever-increasing numbers. He

has demonstrated his value to the successful operation of any concern.

As far as broadcasting promotion men are concerned, the passing of the old era is not as significant as the ushering in of the new. After all, only early broadcasting caught the tail end of the old era; and today's broadcasting reflects the emergence of the new.

Today's promotion man has had just enough exposure to the old era to have an aggressive, determined approach to promotion and sufficient participation in the formative years of the new era to be acutely aware of the solid business base in which his operation is rooted—and the total cause it must serve. With this combination, it is only natural that the promotion man is emerging as a leader in management circles.

We in broadcasting can be proud that our industry is in the forefront of this tide. From the Broadcasters' Promotion Association's point of view, we're especially proud to see more and more promotion men moving upwards into general management posts.

There is much for broadcasting from promotion in this new era . . . a good deal of it is available right now—a lot more of it in the future.

Of the old-time promotion man we say, "rest in peace—you had your glorious days"; and of the new promotion man we say, with a fervor born of the knowledge of progress, "long live the new."

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The Essence of Our Free Society Is Self-Discipline



By
LeROY COLLINS
President
National Association
of Broadcasters

MANY centuries ago the Greeks developed a civilization supported by a system of self-government that flourished for many years. It provided a high degree of personal freedom, but little order—and in time it failed. The Romans came along later—and they, too, were highly successful. They developed a high degree of order, but with little freedom—and that system failed, also. From these two civilizations, we have derived much of the culture that has come to be known as Western Democracy. We learned the virtue of freedom from the Greeks, the necessity for order from the Romans. The manner in which we have been able thus far to blend these interdependent factors—freedom and order—accounts for the stability of our society.

In American business we are confronted with the constant struggle to keep free of government control, but at the same time voluntarily to impose upon ourselves the measure of self-discipline which is essential to the public welfare in a changing society. Only thus can we avoid the vacuum of unmet needs into which a democratic government by its very nature would surely become drawn.

To accomplish this requires an ingenious approach, for it challenges the character of American competitive enterprise. The effort is made more difficult because the forces of freedom are divided and often are warring against each other. Those who want to achieve a status of responsible freedom are frequently opposed not only by those who look to the government to remedy every ill, but also by those who are determined upon a course of freedom without responsibility. The ghosts of both the Romans

and the Greeks combine to force us to continued effort to avoid their frustration and ultimate doom.

It is the clear purpose of the National Association of Broadcasters and its leadership to encourage constantly the improvement of the service of broadcasting to the people. We can beseech the government to keep its hands off, but we deserve little sympathy if we are unwilling to maintain order and progress in our own house.

This is the reason that the Association has placed so much emphasis in recent years upon the development and practical application of self-promulgated Codes of good practice in both radio and television—Codes that are working, believe me, in upgrading programming and advertising practices.

Here is a conscientious, dedicated effort on the part of a great industry voluntarily to improve its product and control its actions in a responsible manner. Our Code programs are not yet developed as they should be. They are not yet supported by all the broadcasters who should be behind them. But, even so, they now represent the most significant force for self-regulation in American competitive enterprise. They are, indeed, the best example in the world today of free businessmen voluntarily subordinating immediate individual profit for their collective professional advancement and for the service of the public welfare in a free society.

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Rex G. Howell KREX, Grand Junction, Colo.	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Hugh Turner KTIM, San Rafael, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Lloyd C. Sigmon KMPC, Hollywood, Calif.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
Ray Johnson KMED, Medford, Ore.	17	Alaska, Oregon and Washington.

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WJR, Detroit, Mich.

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John F. Box, Jr.
WIL, St. Louis, Mo.

Robert R. Pauley
ABC Radio, New York, N. Y.
Arthur Hull Hayes
CBS-Radio, New York

Small Stations

Ben B. Sanders
KICD, Spencer, Iowa
Robert T. Mason
WMRN, Marion, O.

FM Stations

**Ben Strouse
WWDC-FM, Washington, D. C.
Fred Rabell
KITT, San Diego, Calif.

Network

Robert F. Hurleigh
MBS, New York, N. Y.
Peter Kenney
NBC Radio, Washington, D. C.

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Payson Hall
Meredith Bestg. Co.
Des Moines, Iowa
***Clair R. McCollough
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WFAA-TV, Dallas, Tex.

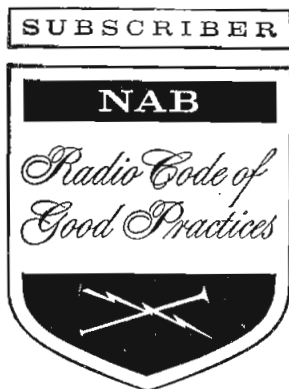
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Robert F. Wright
WTOK-TV, Meridian, Miss.

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William B. Lodge
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**Vice Chairman, Radio Board
***Chairman, TV Board
****Vice Chairman, TV Board
*****Chairman, Joint Board

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The following stations are subscribers to the NAB Radio Code of Good Practices. All owned and operated stations of the ABC, CBS, MBS and NBC radio networks are code subscribers. Stations are listed alphabetically according to call letters.

- | | | | | | | |
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| <p>KAAA—Kingman, Ariz.
KABC—Los Angeles, Calif.
KABQ—Albuquerque, N. M.
KACI—The Dalles, Ore.
KACY—Port Hueneme, Cal.
KADO—Marshall, Tex.
KAGE—Winona, Minn.
KAGH—Cressett, Ark.
KAGI—Grants Pass, Ore.
KAGR—Yuba City, Calif.
KAIH—Tucson, Ariz.
KAKC—Tulsa, Okla.
KAKE—Wichita, Kans.
KALE—Richland, Wash.
KALF—Mesa, Ariz.
KALG—Alamogordo, N. M.
KALL—Salt Lake City, Utah
KAMO—Rogers, Ark.
KANA—Anaconda, Mont.
KANQ—Corsicana, Tex.
KARE—Atchison, Kans.
KARI—Blaine, Wash.
KARS—Belton, N. M.
KARY—Prosser, Wash.
KASE—Austin, Tex.
KASL—Newcastle, Wyo.
KAST—Astoria, Ore.
KATL—Miles City, Mont.
KAUS—Austin, Minn.
KAVI—Rocky Ford, Colo.
KAVL—Lanester, Colo.
KAWA—Marlin, Tex.
KAYC—Beaumont, Tex.
KAYS—Hays, Kans.
KAYT—Rupert, Ida.</p> | <p>KBIZ—Ottumwa, Ia.
KBKR—Baker, Ore.
KBLA—Burbank, Calif.
KBLU—Yuma, Ariz.
KBMN—Bozeman, Mont.
KBMO—Benson, Minn.
KBMX—Coalinga, Calif.
KBMY—Billings, Mont.
KBOE—Oskaloosa, Iowa
KBOI—Boise, Idaho
KBOK—Malvern, Ark.
KBOL—Boulder, Colo.
KBOM—Bismarck, N. D.
KBOW—Butte, Mont.
KBUX—Dallas, Tex.
KBRI—Brinkley, Ark.
KBRK—Brookings, S. D.
KBRK—McCook, Neb.
KBRN—Brighton, Colo.
KBRV—Soda Spgs., Ida.
KBRX—O'Neill, Neb.
KBTA—Batesville, Ark.
KBTC—Houston, Mo.
KBTR—El Dorado, Kan.
KBTR—Denver, Colo.
KBUH—Brigham City, Utah
KBUN—Bemidji, Minn.
KBUR—Burlington, Iowa
KBYP—Shamrock, Tex.
KBZY—Salem, Ore.</p> | <p>KCNI—Broken Bow, Neb.
KCOB—Newton, Iowa
KCOK—Tulare, Calif.
KCOL—Fort Collins, Colo.
KCOW—Allamore, Neb.
KCPX—Salt Lake City, Utah
KCRB—Sacramento, Calif.
KCRG—Enid, Okla.
KCRG—Cedar Rapids, Ia.
KCRS—Midland, Tex.
KCRT—Trinidad, Colo.
KCSJ—Pueblo, Colo.
KCSR—Chadron, Neb.</p> | <p>KDAA—Carrington, N. D.
KDAL—Duluth, Minn.
KDB—Santa Barbara, Calif.
KDBM—Oillon, La.
KDBS—Alexandria, La.
KDEF—Albuquerque, N. M.
KDOI—29 Palms, Calif.
KDIK—Dickinson, N. D.
KDKA—Pittsburgh, Pa.
KDLA—De Ridder, La.
KDLM—Detroit Lakes, Minn.
KDLR—Devi's Lake, S. D.
KDMO—Carthage, Mo.
KDMT—El Dorado, Ark.
KDNT—Denton, Tex.
KDOI—Tyler, Tex.
KDON—Salinas, Calif.
KDRS—Paragould, Ark.
KDSX—Denison—Sherman, Tex.
KDIH—Dubuque, Iowa
KQWB—Minneapolis—St. Paul, Minn.</p> | <p>KENN—Farmington, N. M.
KENT—Prescott, Ariz.
KEPR—Kennewick, Wash.
KERG—Eugene, Ore.
KERN—Bakersfield, Calif.
KETO—Seattle, Wash.
KEUN—Eunice, La.
KEWB—Oakland, Calif.
KEX—Portland, Ore.
KEXQ—Grand Junction, Colo.
KEYE—Perrytown, Tex.
KEYZ—Williston, N. D.
KEZU—Rapid City, S. D.
KEYZ—Anaheim, Calif.</p> | <p>KFAB—Omaha, Neb.
KFAC—Los Angeles, Calif.
KFAK—San Francisco, Calif.
KFBC—Cheyenne, Wyo.
KFBB—Sacramento, Calif.
KFDA—Amarillo, Tex.
KFDI—Wichita, Kan.
KFDM—Beaumont, Tex.
KFJ—Los Angeles, Calif.
KFFA—Helena, Ark.
KFFA—Tacoma, Wash.
KFIV—Modesto, Calif.
KFIZ—Fond du Lac, Wis.
KFJB—Marshalltown, Ia.
KFJZ—Ft. Worth, Tex.
KFKA—Floyddale, Tex.
KFLD—Floyddale, Tex.
KFLW—Klamath Falls, Ore.
KFMB—San Diego, Calif.
KFML—Denver, Colo.
KFOR—Lincoln, Neb.
KFRA—Franklin, La.
KFRO—Rosenberg, Tex.
KFRE—Fresno, Calif.
KFRU—Columbia, Mo.
KFSA—Fort Smith, Ark.
KFSC—Denver, Colo.
KFTR—Fort Morgan, Colo.
KFUN—Las Vegas, N. M.</p> | <p>KFWB—Los Angeles, Calif.
KFXD—Nampa, Idaho
KFYN—Bonham, Tex.
KFYO—Lubbock, Tex.
KFYR—Bismarck, N. D.</p> <p>KGAF—Gainesville, Tex.
KGAH—Gallup, N. M.
KGAL—Lebanon, Ore.
KGAY—Salem, Ore.
KGB—San Diego, Calif.
KGBG—Galveston, Tex.
KGBS—Los Angeles, Cal.
KGBT—Hartlingen, Tex.
KGBX—Springfield, Mo.
KGCC—Sidney, Mont.
KGEK—Sterling, Colo.
KGEN—Boise, Idaho
KGER—Long Beach, Calif.
KGEX—Kallispell, Mont.
KGF—Shawnee, Okla.
KGFY—Pawnee, S. D.
KGGF—Coffeyville, Kans.
KGFY—Pueblo, Colo.
KGGH—Billings, Mont.
KGLC—Miami, Okla.
KGLN—Glenwood Spgs., Colo.
KGM—Cape Girardeau, Mo.
KGMT—Fairbury, Neb.
KGN—Amarillo, Tex.
KGNQ—Dodge City, Kans.
KGO—San Francisco, Calif.
KGNQ—Oregon City, Ore.
KGOB—Torrington, Wyo.
KGV—Greenville, Tex.
KGVQ—Missoula, Mont.
KGW—Portland, Ore.
KGY—Enid, Okla.
KGY—Olympia, Wash.</p> <p>KHAS—Hastings, Neb.
KHAT—Phoenix, Ariz.
KHPE—Phoenix, Ariz.
KHEY—El Paso, Tex.
KHHH—Pampa, Tex.</p> |
| <p>(Continued on Next Page)</p> | | | | | | |

NAB RADIO CODE SUBSCRIBERS

KHOB—Hobbs, N.M.
KHOU—Denver, Colo.
KHQZ—Harrison, Ark.
KHUX—Spokane, Wash.
KHSI—Chico, Calif.
KHUB—Fremont, Neb.
KHVH—Honolulu, Hawaii

KICO—Spencer, Iowa
KICY—Nome, Alas.
KID—Idaho Falls, Idaho
KIUO—Boise, Idaho
KIFC—Ida. Falls, Ia.
KIFI—Ida. Falls, Ida.
KIFN—Phoenix, Ariz.
KIH—Hood River, Ore.
KIJV—Huron, S.D.
KILU—Grand Forks, N.D.

KIMA—Yakima, Wash.
KIML—Gillette, Wyo.
KIMM—Rapid City, S.D.
KIMP—Mt. Pleasant, Tex.
KING—Seattle, Wash.
KINS—Eureka, Calif.
KIOA—Des Moines, Iowa
KIOB—Barstow, Calif.
KIRO—Seattle, Wash.
KIRT—Mission, Tex.
KISD—Sioux Falls, S.D.
KITE—San Antonio, Tex.
KITI—Centralia-Chehalis, Wash.

KITH—Olympia, Wash.
KIUL—Garden City, Kans.
KIWA—Sheldon, Ia.
KIXI—Renton, Wash.
KIXZ—Amarillo, Tex.

KJAM—Madison, S.D.
KJAN—Atlantic, Iowa
KJCK—Junction City, Kans.
KJEB—Midland, Tex.
KJEM—Okla. City, Okla.
KJOY—Stockton, Calif.
KJPW—Waynesville, Mo.
KJRC—Newton, Kans.
KJSK—Columbia, Neb.

KKAN—Phillipsburg, Kans.
KKAS—Silsbee, Tex.
KKIN—Aitken, Minn.
KKIT—Taos, N.M.

KLAD—Klamath Falls, Ore.
KLAN—Lemoore, Calif.
KLBM—La Grande, Ore.
LBS—Los Banos, Cal.
KLCO—Poteau, Okla.
KLEO—Wichita, Kans.
KLCN—Logan, Utah
KLIF—Dallas, Tex.
KLIN—Denver, Colo.
KLIR—Denver, Colo.
KLIY—San Jose, Cal.
KLIX—Twin Falls, Ida.
KLIZ—Brainerd, Minn.
KLMR—Lamar, Colo.
KLMX—Clayton, N.M.
KLO—Ogden, Utah
KLOE—Goddard, Kans.
KLOU—Lake Charles, La.
KLWP—Union, Mo.
KLZY—Glasgow, Mont.
KLFT—Little Falls, Minn.

KLUB—Salt Lake City, Utah
KLJE—Longview, Tex.
KLWN—Lawrence, Kans.
KLWW—Cedar Rapids, Ia.
KLYD—Bakersfield, Calif.
KLYQ—Hamilton, Mont.
KLYR—Clarksville, Ark.
KLZ—Denver, Colo.

KMA—Shenandoah, Iowa
KMAA—Butler, Mo.
KMAQ—Manhattan, Kan.
KMAQ—Maquoketa, Iowa
KMED—Medford, Ore.
KMV—Fresno, Calif.

KMMJ—Grand Island, Neb.
KMMO—Marshall, Mo.
KMSB—Sioux City, Iowa
KMOM—Great Falls, Mont.
KMOS—St. Louis, Mo.
KMPC—Los Angeles, Calif.

KMRC—Morgan City, La.
KMS—Sturris, Minn.
KMUL—Muleshoe, Tex.
KMUR—Murray, Utah
KMVI—Waialuku, Hawaii

KNBC—San Francisco, Calif.
KNM—Moberly, Mo.
KNCO—Garden City, Kan.
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KNED—McAlester, Okla.
KNEM—Neveda, Mo.
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KNIN—Wichita Falls, Tex.

KNIT—Abilene, Tex.
KNNE—Monroe, La.
KNOW—Austin, Tex.
KNOX—Grand Forks, N.D.
KNUZ—Houston, Tex.
KNX—Los Angeles, Calif.

KOAM—Denver, Colo.
KOAM—Pittsburg, Kans.
KOBH—Hot Springs, S.D.
KOCY—Oklahoma City, Okla.

KODA—Houston, Tex.
KODY—No. Platte, Neb.
KODL—Des Moines, Iowa
KOFB—Pullman, Wash.
KOFI—Kalspell, Mont.
KOFD—Ottawa, Kans.
KOGA—Opallala, Neb.
KOGO—San Diego, Calif.
KOH—Reno, Nev.
KOHU—Hormston, Ore.
KOIN—Portland, Ore.
KOJM—Havre, Mont.
KOKX—Keokuk, Iowa
KOLD—Tucson, Ariz.
KOLE—Port Arthur, Tex.
KOLT—Scottsbluff, Neb.
KOMA—Oklahoma City, Okla.
KOMO—Seattle, Wash.
KOMW—Oinak, Wash.
KONO—San Antonio, Tex.
KQDL—Phoenix, Ariz.
KQDR—Butte, Mont.
KQDA—Bryan, Tex.
KQDD—Pasco, Wash.
KQSA—Odessa, Tex.
KQSI—Aurora, Colo.
KQTA—Rapid City, S.D.
KQTN—Pine Bluff, Ark.
KQVE—Lander, Wyo.
KQVO—Provo, Utah
KQWB—Aramo, Wyo.
KQY—Phoenix, Ariz.
KQYL—Odessa, Tex.
KQZY—Grand Rapids, Minn.

KPAN—Hereford, Tex.
KPAY—Chico, Calif.
KPBW—Carlsbad, N.M.
KPCA—Marked Tree, Ark.
KPDN—Pampa, Tex.
KPET—Lamesa, Tex.
KPHO—Phoenix, Ariz.
KPIR—Eugene, Ore.
KPNB—Port Neches, Tex.
KPCD—Pecanahans, Ariz.
KPOJ—Portland, Ore.
KPOL—Los Angeles, Calif.
KPOW—Powell, Wyo.
KPRC—Houston, Tex.
KPRK—Livingston, Mont.
KPTL—Carson City, Nev.

KQOI—Bismarck, N.D.
KQEO—Albuquerque, N.M.
KQV—Pittsburgh, Pa.

KRAL—Rawlins, Wyo.
KRBA—Lufkin, Tex.
KRBC—Billene, Tex.
KRBI—St. Peter, Minn.
KRDO—Colorado Springs, Colo.
KRFO—Owatonna, Minn.
KREH—Oakdale, La.
KREM—Spokane, Wash.
KREX—Grand Junction, Colo.

KRFS—Superior, Neb.
KRGJ—Grand Island, Neb.
KRGV—Weslaco, Tex.
KRHD—Duncan, Okla.
KRHH—Rayville, La.
KRIZ—Phoenix, Ariz.
KRLD—Dallas, Tex.

KRLN—Canon City, Colo.
KRLW—Walnut Ridge, Ark.
KRMD—Shreveport, La.
KRMO—Tulsa, Okla.
KRMI—Carmel, Calif.
KRMS—Osage Beach, Mo.
KRNT—Des Moines, Iowa
KRQC—Roeheter, Minn.
KRQD—El Paso, Tex.
KRQE—Sheridan, Wyo.

KRQF—Auberville, La.
KRQD—Crocket, Minn.
KRQY—Sacramento, Cal.
KRRB—Ruidoso, N.M.
KRRV—Sherman, Tex.
KRSL—Minneapolis-St. Paul, Minn.
KRSL—Russell, Kans.
KRSL—Los Alamos, N.M.
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KSIO—Sidney, Neb.
KSJ—Seattle, Mo.
KSJB—Jamestown, N.D.
KSL—Salt Lake City, Utah
KSLM—Salem, Ore.
KSLO—Opelousas, La.
KSLY—San Luis Obispo, Cal.
KSM—Santa Maria, Calif.
KSMN—Mason City, Ia.
KSNY—Suyder, Tex.
KSO—Des Moines, Ia.
KSK—Arkansas City, Kans.
KSON—San Diego, Cal.
KSOU—Sioux Falls, S.D.
KSPI—Stillwater, Okla.
KSPL—Diboll, Tex.
KSR—Salmon, Idaho
KSRG—Socorro, N.M.
KSRM—Saratoga, Ore.
KSSS—Colorado Springs, Colo.
KSTR—Grand Junction, Colo.

KSTV—Stephenville, Tex.
KSW—Lawton, Okla.
KSXX—Salt Lake City, Utah
KSYQ—Yreka, Cal.
KSYL—Alexandria, La.

KTAC—Tacoma, Wash.
KTAE—Taylor, Tex.
KTBB—Tyler, Tex.
KTBC—Austin, Tex.
KTGB—Malden, Mo.
KTEE—Ida. Falls, Ida.
KTEM—Temple, Tex.
KTER—Terrell, Tex.
KTHS—Berryville, Ark.

KTHT—Houston, Tex.
KTIN—San Rahall, Cal.
KTLN—Denver, Colo.
KTM—Mountain Home, Ark.
KTMG—McAlester, Okla.
KTNT—Tacoma, Wash.
KTOD—Sinton, Tex.
KTOK—Oklahoma City, Okla.

KTOM—Belton, Tex.
KTOP—Toneka, Kans.
KTOW—Casper, Wyo.
KTRH—Lufkin, Tex.
KTRH—Houston, Tex.
KTRM—Beaumont, Tex.
KTS—San Antonio, Tex.
KTSN—El Paso, Tex.
KTSF—Springfield, Mo.
KTUE—Tulia, Tex.

KUBA—Yuba City, Calif.
KUEQ—Phoenix, Ariz.
KUGN—Eugene, Ore.
KUIH—Hillstoria, Ore.
KUKA—San Antonio, Tex.
KUMA—Pendleton, Ore.
KUOA—Siloam Springs, Ark.

KUPD—Phoenix, Ariz.
KURL—Billings, Mont.
KURV—Edinburg, Tex.

KVCL—Winnfield, La.
KVCV—Redding, Calif.
KVEC—San Luis Obispo, N.M.
KVLE—Vernal, Utah
KVET—Austin, Tex.
KVEC—Cortez, Colo.
KVG—Great Bend, Kans.

KVI—Seattle, Wash.
KVIL—Dallas, Tex.
KVKM—Monahans, Tex.
KVLV—Alpine, Tex.
KVLV—Fallon, Nev.
KVMA—Magnolia, Ark.
KVNU—Logan, Utah
KVDE—Emporia, Kans.
KVLI—Lafayette, La.
KVOM—Morrilton, Ark.
KVOD—Tulsa, Okla.
KVOP—Plainville, Tex.
KVOR—Colorado Springs, Colo.
KVOU—Uvalde, Tex.
KVOW—Riverton, Wyo.
KVO—Seattle, Mo.
KVPI—Vile Platte, La.
KVRH—Salida, Colo.
KVR5—Rock Springs, Wyo.
KVSH—Valentine, Neb.
KVWO—Cheyenne, Wyo.

KWAK—Stuttgart, Ark.
KWAT—Watertown, S.D.
KWBB—Wichita, Kans.
KWBE—Beatrice, Neb.
KWBG—Boone, Iowa
KWBB—Hutchinson, Kans.
KWCB—Searcy, Ark.
KWCO—Chickasha, Okla.
KWEO—Sequin, Tex.
KWEI—Weiser, Ida.
KWHK—Hutchinson, Kans.
KWHO—Salt Lake City, Utah
KWIC—Salt Lake City, Utah
KWIL—Albany, Ore.
KWJ—Merced, Calif.
KWJZ—Santa Ana, Calif.
KWKC—Abilene, Tex.
KWKH—Shreveport, La.
KWLW—Nampa, Ida.
KWMT—Fort Dodge, Ia.
KWNA—Winneameca, Nev.

KWNO—Winona, Minn.
KWPC—Muscatine, Iowa
KWRF—Warren, Ark.
KWSD—Mt. Shasta, Cal.
KWSK—Pratt, Kan.
KWTC—Barstow, Calif.
KWY—Enterprise, Ore.
KWYO—Sheridan, Wyo.

KXEO—Mexico, Mo.
KXGN—Glendive, Mont.
KXGO—Fargo, N.D.
KXIC—Iowa City, Iowa
KXIT—Dallhart, Tex.
KXIV—Phoenix, Ariz.
KXJK—Forest City, Ark.
KXL—Portland, Ore.
KXOK—St. Louis, Mo.
KXRA—Fort Worth, Tex.
KXRA—Alexandria, Minn.

KXXV—Colby, Kans.
KXXR—Russellville, Ark.
KXYZ—Houston, Tex.

KYA—San Francisco, Calif.
KYJO—Medford, Ore.
KYNO—Phoenix, Ariz.
KYNO—Fresno, Calif.
KYOU—Greely, Colo.
KYSM—Mankato, Minn.
KYSN—Colorado Springs, Colo.

KYLM—Yuma, Ariz.
KYVA—Gallup, N.M.
KYW—Cleveland, O.
KZAM—Seattle, Wash.
KZIP—Amarillo, Tex.
KZIX—Fort Collins, Colo.
KZZN—Littlefield, Tex.

WAAP—Peoria, Ill.
WABA—Aquadilla, P.R.
WABC—New York, N.Y.
WABI—Bangor, Me.
WABJ—Adrian, Mich.
WACO—Waco, Tex.
WAEW—Crossville, Tenn.
WAGB—Wagoner, W.C.
WADO—New York, N.Y.
WADP—Kane, Pa.
WADS—Ansonia, Conn.
WAGF—Dothan, Ala.
WAGM—Presque Isle, Me.

WAGY—Forest City, N.C.
WALK—Galesburg, Ill.
WALK—Patchogue, N.Y.
WALL—Middletown, N.Y.
WAMI—Opp, Ala.
WANF—Fort Wayne, Ind.
WANF—Annapolis, Md.
WAVV—Vincennes, Ind.
WAPA—San Juan, P.R.
WAPL—Aguilera, Wisc.
WAQE—Towson, Md.
WARA—Attleboro, Mass.
WARO—Johnstown, Pa.
WARF—Jasper, Ala.
WARK—Hagerstown, Md.
WARM—Saratoga, Pa.
WARU—Peru, Ind.
WASA—Havre de Grace, Md.
WASK—Lafayette, Ind.
WATC—Gaylord, Mich.
WATE—Knoxville, Tenn.
WATT—Cadillac, Mich.
WATZ—Alpena, Mich.
WAUC—Wauchula, Fla.
WAUX—Waukusha, Wisc.
WAVE—Louisville, Ky.
WAVT—Davton, O.
WAVS—Stillwater, Minn.
WAVY—Woodstock, Va.
WAVZ—New Haven, Conn.
WAWA—Kendallville, Ind.
WAWK—Kendallville, Ind.

WAWB—Waynesboro, Va.
WAYZ—Waynesboro, Pa.
WAZE—Clearwater, Fla.
WAZL—Hazleton, Pa.
WAZY—Lafayette, Ind.

WBAG—Burlington, N.C.
WBAP—Fort Worth, Tex.
WBAY—Marion, Ind.
WBAY—Barnwell, S.C.
WBAY—Green Bay, Wisc.
WBBI—Abingdon, Va.
WBRR—Chicago, Ill.
WBBO—Forest City, N.C.
WBQQ—Augusta, Ga.
WBWY—Youngstown, O.
WBZZ—Ponca City, Okla.

NAB RADIO CODE SUBSCRIBERS

- WBCA**—Bay Minette, Ala.
WBCU—Union, S.C.
WBEC—Pittsfield, Mass.
WBET—Brookton, Mass.
WBEO—Beaufort, S.C.
WBFB—Cherwell, Va.
WBHB—Fitzgerald, Ga.
WBIE—Marietta, Ga.
WBIG—Greensboro, N.C.
WBIR—Knoxville, Tenn.
WBIV—Bedford, Ind.
WBLJ—Dalton, Ga.
WBLT—Bedford, Va.
WBLV—Springfield, O.
WBMC—McMinnville, Tenn.
WBNI—Boonville, Ind.
WBNS—Columbus, O.
WBOS—Salisbury, Md.
WBRL—Berlin, N.H.
WBTV—Berwick, Pa.
WBT—Charlotte, N.C.
WBTH—Williamson, W. Va.
WBTM—Danville, Va.
WBTV—Bennington, Vt.
WBTV—Beaver Falls, Pa.
WBTV—Canton, Ill.
WBZ—Boston, Mass.
- WCAM**—Camden, N.J.
WCAP—Lowell, Mass.
WCAR—Detroit, Mich.
WCAU—Philadelphia, Pa.
WCBT—Benton, Ky.
WCBM—Baltimore, Md.
WCBS—New York, N.Y.
WCCE—Hartford, Conn.
WCCN—Neillsville, Wis.
WCDD—Winchester, Tenn.
WCEN—Cambridge, Md.
WCET—Charlotte, Mich.
WCFR—Springfield, Vt.
WCGO—Chicago Heights, Ill.
WCHA—Chambersburg, Pa.
WCHL—Chapel Hill, N.C.
WCHN—Norwich, N.Y.
WCKB—Dunn, N.C.
WCKR—Miami, Fla.
WCKY—Cincinnati, O.
WCLO—Jonesville, Wis.
WCNE—Newark, O.
WCNC—Wildwood, N.J.
WCMP—Pine City, Minn.
WCNH—Quincy, Fla.
WCNU—Crestview, Fla.
WCQJ—Coatesville, Pa.
WCDC—Columbus, O.
WCDF—Montgomery, Ala.
WCDF—Waltham, Mass.
WCRK—Morristown Tenn.
WCRL—Oneonta, Ala.
WCRW—Chicago, Ill.
WCSC—Charleston, S.C.
WCSH—Portland, Me.
WCST—Columbus, Ind.
WCTA—Andalusia, Ala.
WCUB—Manitowoc, Wis.
WCVI—Connellsville, Pa.
WCWC—Ripon, Wis.
WCYB—Bristol, Va.
WGCN—Cynthiana, Ky.
- WDAF**—Kansas City, Mo.
WDAS—Philadelphia, Pa.
WDAY—Fargo, N.D.
WDBJ—Roanoke, Va.
WDBL—Springfield, Tenn.
WDBO—Orlando, Fla.
WDBT—Dubuque, Iowa
WDEC—Americus, Ga.
WDEF—Chattanooga, Tenn.
WDEL—Wilmington, Del.
WDGY—Minneapolis, Minn.
WDK—Orangeburg, S.C.
WDKN—Dickson, Tenn.
WDLA—Walton, N.Y.
WDLB—Marshfield, Wis.
WDNC—Durham, N.C.
WDNG—Anniston, Ala.
WDSO—Oneonta, N.Y.
WDSM—Superior, Wis.
WDSP—DeFuniak Spgs., Fla.
- WDSU**—New Orleans, La.
WDUN—Gainesville, Ga.
WDVA—Danville, Va.
WDWS—Champaign, Ill.
WOZ—Decatur, Ill.
- WEAN**—Providence, R.I.
WEAV—Plattsburgh, N.Y.
WEBS—Baltimore, Md.
WEBC—Duluth, Minn.
WEBJ—Brewton, Ala.
WELO—Harrisburg, N.Y.
WEOL—Eau Claire, Wis.
WEEB—Southern Pines, N.C.
WEED—Rocky Mount, N.C.
WEEI—Boston, Mass.
WEEN—Lafayette, Tenn.
WEER—Warrenton, Va.
WEEZ—Chester, Pa.
WEJL—Scranton, Pa.
WEKR—Fayetteville, Tenn.
WEKZ—Monroe, Wis.
WELC—Welch, W. Va.
WELD—Fisher, W. Va.
WELK—Charlottesville, Va.
WELM—Elmira, N.Y.
WELP—Easley, S.C.
WEMB—Erwin, Tenn.
WENE—Endicott, N.Y.
WENY—Elmira, N.Y.
WEPM—Mansfield, W. Va.
WERT—Van Wert, O.
WESB—Bradford, Pa.
WESC—Greenville, S.C.
WESO—Southbridge, W. Mass.
WEST—Tasley, Va.
WEST—Easton, Pa.
WETU—Wetumpka, Ala.
WEZE—Boston, Mass.
WEZN—Elizabethtown, Pa.
- WFAA**—Dallas, Tex.
WFAI—Fayetteville, N.C.
WFAS—White Plains, N.Y.
WFBC—Greenville, S.C.
WFBG—Altoona, Pa.
WFBY—Syracuse, N.Y.
WFBM—Indianapolis, Ind.
WFBZ—Baltimore, Md.
WFEB—Sylacauga, Ala.
WFHG—Pell City, Ala.
WFHR—Wisconsin Rapids, Wis.
WFIS—Sumter, S.C.
WFIL—Philadelphia, Pa.
WFIN—Findlay, O.
WFJW—Terre Haute, Ind.
WFKY—Frankfort, Ky.
WFLA—Tampa, Fla.
WFLD—Farmville, Va.
WFLW—Monticello, Ky.
WFMJ—Youngstown, O.
WFMW—Madisonville, Ky.
WFR—Franklin, Pa.
WFRD—Reidsville, N.C.
WFRO—Fronton, O.
WFRK—Franklin, N.C.
WFST—Caribou, Me.
WFTL—Ft. Lauderdale, Fla.
WFRF—Front Royal, Va.
WFVA—Fredericksburg, Va.
- WGAA**—Cedartown, Ga.
WGAC—Augusta, Ga.
WGAL—Lancaster, Pa.
WGAP—Maryville, Tenn.
WGB—Cleveland, O.
WGAU—Athens, Ga.
WGBB—Freeport, N. Y.
WGBF—Evansville, Ind.
WGBI—Scranton, Pa.
WGBS—Miami, Fla.
WGCD—Chester, S.C.
WGM—Quincy, Ill.
WGA—Gainesville, Ga.
WGGG—Gainesville, Fla.
WGH—Newport News, Va.
WGL—Fort Wayne, Ind.
WGLM—Richmond, Ind.
- WGN**—Chicago, Ill.
WGNV—Newburgh, N.Y.
WGPC—Albany, Ga.
WGR—Buffalo, N.Y.
WGRD—Lake City, Fla.
WGRP—Greenville, Pa.
WGRV—Greenville, Tenn.
WGRY—Gary, Ind.
WGSA—Ephrata, Pa.
WGSB—Geneva, Ill.
WGSN—Huntington, N.Y.
WGTN—Georgetown, S.C.
WGW—Asheboro, N.C.
WGY—Schenectady, N.Y.
- WHAB**—Baxley, Ga.
WHAY—New Britain, Conn.
WHB—Kansas City, Mo.
WHBB—Selma, Ala.
WHBC—Selma, Ala.
WHBF—Rock Island, Ill.
WHBL—Sheboygan, Wis.
WHBU—Anderson, Ind.
WHCU—Ithaca, N.Y.
WHDB—Houghton, Mich.
WHDH—Boston, Mass.
WHDM—McKenzie, Tenn.
WHEC—Rochester, N.Y.
WHEN—Syracuse, N.Y.
WHFP—Foley, Ala.
WHFB—Benton Harbor, Mich.
WHG—Warren, O.
WHIN—Gallatin, Tenn.
WHIO—Dayton, O.
WHIS—Bluefield, W. Va.
WHIZ—Zanesville, O.
WHKP—Hendersonville, N.C.
WHY—Hickory, N.C.
WHLS—So. Boston, Va.
WHLM—Bloomsburg, Pa.
WHLO—Akron, O.
WHLS—Port Huron, Mich.
WHN—New York, N.Y.
WHN—Des Moines, Iowa
WHOP—Hopkinsville, Ky.
WHOT—Campbell, O.
WHP—Harrisburg, Pa.
WHSC—Hartsville, S.C.
WHUM—Reading, Pa.
WHYL—Carlisle, Pa.
- WIBA**—Madison, Wis.
WIBC—Indianapolis, Ind.
WIBG—Philadelphia, Pa.
WIBR—Baton Rouge, La.
WIBS—Belleville, Ill.
WIBT—Baltimore, Md.
WIBX—Utica, N.Y.
WICE—Providence, R.I.
WICO—Salisbury, Md.
WIK—Newport, Vt.
WIKY—Evansville, Ind.
WIL—St. Louis, Mo.
WIL—Wilmar, Conn.
WILK—Wilkes-Barre, Pa.
WIMA—Lima, O.
WIMS—Michigan City, Ind.
WINA—Charlottesville, Va.
WINC—Winchester, Va.
WIND—Chicago, Ill.
WINF—Manchester, Conn.
WING—Dayton, O.
WINK—Fort Myers, Fla.
WINS—New York, N.Y.
WIR—New Buffalo, Pa.
WIRA—Fort Pierce, Fla.
WIRC—Hickory, N.C.
WIRO—Ironton, O.
WIS—Columbia, S.C.
WISB—Indianapolis, Ind.
WISM—Madison, Wis.
WITB—New Buffalo, Pa.
WITB—Baltimore, Md.
WIZE—Springfield, O.
- WJAC**—Johnstown, Pa.
WJAG—Norfolk, Neb.
WJAR—Providence, R.I.
WJAS—Wainsboro, Ga.
WJAX—Jacksonville, Fla.
WJBB—Haleyville, Ala.
WJBC—Bloomington, Ill.
WJBK—Detroit, Mich.
- WJBL**—Holland, Mich.
WJBO—Baton Rouge, La.
WJEF—Grand Rapids, Mich.
WJEH—Gallipolis, O.
WJEJ—Hagerstown, Md.
WJFK—Joplin, Mo.
WJIL—Jacksonville, Ill.
WJMA—Orange, Va.
WJMB—Brookhaven, Miss.
WJMJ—Philadelphia, Pa.
WJMS—Ironwood, Mich.
WJNC—Jacksonville, N.C.
WJOL—Joliet, Ill.
WJOR—So. Haven, Mich.
WJOY—Burlington, Vt.
WJPF—Herrin, Ill.
WJPR—Greenville, Miss.
WJPS—Evansville, Ind.
WJR—Detroit, Mich.
WJSB—Crestview, Fla.
WJSO—Jonesboro, Tenn.
WJTN—Jameson, N.Y.
WJW—Cleveland, O.
WJZM—Clarksville, Tenn.
- WKAI**—Macomb, Ill.
WKAM—Goshen, Ind.
WKAP—Allentown, Pa.
WKAY—Glasgow, Ky.
WKAZ—Charleston, W. Va.
WKBB—LaCrosse, Wis.
WKBB—Keosau, N.H.
WKBN—Youngstown, O.
WKBB—Harrisburg, Pa.
WKBR—Manchester, N.H.
WKBY—Richmond, Ind.
WKBY—Buffalo, N.Y.
WKBY—Muskegon, Mich.
WKCT—Bowling Green, Ky.
WKDA—Nashville, Tenn.
WKDK—Newberry, S.C.
WKDL—Clarksdale, Miss.
WKDY—Covington, Va.
WKDL—Libana, Ill.
WKIP—Poughkeepsie, N.Y.
WKJG—Fort Wayne, Ind.
WKLA—Ludington, Mich.
WKLO—Louisville, Ky.
WKOA—Hopkinsville, Tenn.
WKCP—Binghamton, N.Y.
WKOX—Framington, Mass.
WKPT—Kingsport, Tenn.
WKRG—Mobile, Ala.
WKRM—Columbia, Tenn.
WKRS—Washington, Tenn.
WKTX—Atlantic Beach, Fla.
WKUL—Cullman, Ala.
WKXL—Concord, N.H.
WKY—Oklahoma City, Okla.
WKYB—Paducah, Ky.
WKYO—Caro, Mich.
WKYR—Keyser, W. Va.
WKZO—Kalamazoo, Mich.
- WLAC**—Nashville, Tenn.
WLAF—La Follette, Tenn.
WLAG—La Grange, Ga.
WLAM—Lewiston, Me.
WLAR—Athens, Tenn.
WLAT—Conway, S.C.
WLBY—Muscle Shoals, Ala.
WLBB—Carrilton, Ga.
WLBC—Muncie, Ind.
WLBG—Laurens, S.C.
WLBH—Mattoon, Ill.
WLBK—DeKalb, Ill.
WLBD—Lebanon, Mo.
WLBB—Bangor, Me.
WLCS—Baton Rouge, La.
WLCSY—St. Petersburg, Fla.
WLDS—Jacksonville, Ill.
WLEE—Richmond, Va.
WLEF—Tocoa, Ga.
WLEW—Bacon, Mich.
WLIG—New York, N.Y.
WLJQ—Mobile, Ala.
WLKW—Providence, R.I.
WLLH—Lowell, Mass.
- WLNA**—Peekskill, N.Y.
WLNH—Laconia, N.H.
WLOE—Leaksville, N.C.
WLUL—Minneapolis-St. Paul, Minn.
WLOS—Asheville, N.C.
WLOK—Gibson, Miss.
WLPO—LaSalle, Ill.
WLS—Chicago, Ill.
WLSI—Pikesville, Ky.
WLSV—Wellsville, N.Y.
WLTC—Gastonia, N.C.
WLVA—Lynchburg, Va.
WLW—Lynchburg, Va.
WLYC—Williamsport, Pa.
WLYN—Lynn, Mass.
- WMAL**—Washington, D.C.
WMAQ—Chicago, Ill.
WMAS—Springfield, Mass.
WMAV—Springfield, Ill.
WMAZ—Macon, Ga.
WMBD—Peoria, Ill.
WMBS—Bismarck, N.D.
WMBN—Bismarck, Mich.
WMBD—Auburn, N.Y.
WMC—Memphis, Tenn.
WMD—Fajardo, P.R.
WMDN—Midland, Mich.
WMEK—Chase City, Va.
WMEH—Marion, Va.
WMT—Wilmington, N.C.
- WMTU**—Hibbing, Minn.
WMGR—Bainbridge, Ga.
WMIL—Milwaukee, Wis.
WMIX—Mt. Vernon, Ill.
WMIS—Dublin, Ga.
WMNN—Fairmont, W. Va.
WMNB—No. Adams, Mass.
WMOH—Hamilton, O.
WMOK—Metropolis, Ill.
WMOR—Morehead, Ky.
WMOR—Muskegon, Mich.
WMPS—Smithfield, N.C.
WMPS—Memphis, Tenn.
WMRB—Greenville, S.C.
WMRI—Marion, Ind.
WMRN—Marion, O.
WMSS—Massena, N.Y.
WMT—Mt. Sterling, Ky.
WMT—Cedar Rapids, Ia.
WMTL—Leitchfield, Ky.
WMTN—Morristown, Tenn.
- WMTR**—Morristown, N.J.
WMSS—Marreesboro, Tenn.
WMVG—Milledgeville, Ga.
WMVO—Mt. Vernon, O.
- WNAD**—Norman, Okla.
WNAE—Warren, Pa.
WNAM—Neenah, Wis.
WNAR—Norristown, Pa.
WNAX—Yankton, S.D.
WNBC—New York, N.Y.
WNBF—Binghamton, N.Y.
WNBH—New Bedford, Mass.
WNBZ—Saranac Lake, N.Y.
WNBU—South Bend, Ind.
WNEB—Worcester, Mass.
WNG—Tocoa, Ga.
WNES—Central City, Ky.
WNHC—New Haven, Conn.
WNIL—Niles, Mich.
WNLK—Norwalk, Conn.
WNOC—Naples, Fla.
WNOW—York, Pa.
WNXX—Knoxville, Tenn.
WNSL—Laurel, Miss.
WNVA—Norton, Va.
UNLV—Nicholasville, Ky.
- WOAI**—San Antonio, Tex.
WOBT—Rhinelander, Wis.
WOC—Davenport, Iowa
WOHO—Toledo, O.
- (Continued on Next Page)

NAB RADIO CODE SUBSCRIBERS

- WOIA**—Saline, Mich.
WOKC—Charleston, S.C.
WOKK—Meridian, Miss.
WOKY—Milwaukee, Wis.
WOMI—Owensboro, Ky.
WOMT—Manitowoc, Wis.
WOND—Pleasantville, N.J.
WONE—Dayton, D.
WONN—Lakeland, Fla.
WOOD—Grand Rapids, Mich.
WOPI—Bristol, Tenn.
WOPK—York, Pa.
WORX—Madison, Ind.
WOSH—Oshkosh, Wis.
WOTT—Watertown, N.Y.
WOW—Omaha, Neb.
WOWL—Florence, Ala.
WOWO—Fort Wayne, Ind.

WPAB—Ponce, P.R.
WPAG—Ann Arbor, Mich.
WPAB—Parkersburg, W.Va.
WPDR—Portage, Wis.
WPQQ—Jacksonville, Fla.
WPEP—Taunton, Mass.
WPLR—Greenville, Mich.
WPRE—Prarie Du Chien, Wis.
WPRN—Butler, Ala.
WPRO—Providence, R.I.
WPTF—Raleigh, N.C.
WPTW—Piqua, O.
WPVL—Painesville, O.

WQAM—Miami, Fla.
WQTY—Jacksonville, Fla.
WQUA—Moline, Ill.

WRAJ—Anna, Ill.
WRAC—Williamsport, Pa.
WRAL—Raleigh, N.C.
WRAW—Reading, Pa.
WRBL—Columbus, Ga.
WRC—Washington, O.C.
WRCO—Richland Center, Wis.
WRCV—Philadelphia, Pa.
WRDO—Augusta, Me.
WREB—Holyoke, Mass.
WREC—Memphis, Tenn.
WREL—Lexington, Va.
WREN—Topeka, Kans.
WRFC—Athens, Ga.
WRFO—Worthington, O.
WRFS—Alexander City, Ala.
WRGA—Rome, Ga.
WRGM—Richmond, Va.
WRIT—Milwaukee, Wis.
WRIV—Riverhead, N.Y.
WRJN—Racine, Wis.
WRJW—Ridgely, Miss.
WRKD—Rockland, Me.
WRKH—Rockwood, Tenn.
WRKT—Cocoa Beach, Fla.
WRMS—Beardstown, Ill.
WROC—Rochester, N.Y.
WROM—Rome, Ga.
WRON—Romeoville, W.Va.
WROW—Alhany, N.Y.
WROY—Carmi, Ill.
WRR—Dallas, Tex.
WRRR—Beckford, Ill.
WRUF—Gainesville, Fla.
WRUN—Utica, N.Y.
WRUS—Russellville, Ky.
WRVA—Richmond, Va.
WRVK—Renfro Valley, Ky.
WRWL—Selma, Ala.
WRYT—Pittsburgh, Pa.

WSAB—Fall River, Mass.
WSAL—Logansport Ind.
WSAU—Wausaw, Wis.
WSAZ—Huntington, W.Va.
WSB—Atlanta, Ga.
WSPA—York, Pa.
WSBT—South Bend, Ind.
WSEV—Sevierville, Tenn.
WSEF—Somerset, Ky.
WSIG—Mount Jackson, Va.
WSIP—Paintsville, Ky.
WSIX—Nashville, Tenn.
WSJS—Winster-Salem, N.C.
WSLM—Salem, Ind.
WSLS—Roanoke, Va.
WSM—Nashville, Tenn.
WSMB—New Orleans, La.
WSME—Sanford, Me.
WSMI—Litchfield, Ill.
WSNJ—Bridgeton, N.J.
WSNT—Sandersville, Ga.
WSNW—Seneca, S.C.
WSNY—Schenectady, N.Y.
WSOC—Charlotte, N.C.
WSON—Henderson, Ky.
WSOY—Decatur, Ill.
WSPA—Spartanburg, S.C.
WSPD—Toledo, O.
WSTC—Stamford, Conn.
WSTC—Suffield, N.C.
WSTS—Massena, N.Y.
WSTU—Stuart, Fla.
WSUN—St. Petersburg, Fla.
WSVL—Shelbyville, Ind.
WSYD—Mt. Airy, N.C.

WTAD—Quincy, Ill.
WTAG—Worcester, Mass.
WTAQ—La Grange, Ill.
WTAR—Norfolk, Va.
WTAW—Bryan, Tex.

WTAY—Robinson, Ill.
WTAX—Springfield, Ill.
WTBC—Tuscaloosa, Ala.
WTBF—Troy, Ala.
WTCL—Traverse City, Mich.
WTCN—Minneapolis-St. Paul, Minn.
WTCW—Whitesburg, Ky.
WTHI—Terre Haute, Ind.
WTIC—Hartford, Conn.
WTIL—Mayaguez, P.R.
WTIP—Charleston, W.Va.
WTIV—Titusville, Pa.
WTIX—New Orleans, La.
WTJS—Jackson, Tenn.
WTLO—Somerset, Ky.
WTMJ—Milwaukee, Wis.
WTNS—Cohasset, O.
WTOB—Winston-Salem, N.C.
WTOL—Toledo, O.
WTON—Staunton, Va.
WTOP—Warhinton, D.C.
WTOT—Marianna, Fla.
WTRC—Elkhart, Ind.
WTRP—Randolph, Fla.
WTRW—Two Rivers, Wis.
WTRY—Troy, N.Y.
WTSR—Lumberton, N.C.
WTSN—Dover, N.H.
WTTB—Vero Beach, Fla.
WTTG—Towanda, Pa.
WTTM—Trenton, N.J.
WTTN—Watertown, Wis.
WTRR—Wheatminister, Md.
WTVI—Waterville, Me.
WTWN—St. Johnsburg, Va.
WTYC—Rock Hill, S.C.
WTYN—Tryon, N.C.

WUNS—Lewisburg, Pa.
WUSJ—Lockport, N.Y.

WVCG—Coral Gables, Fla.
WVLN—Olny, Ill.
WVMC—Mt. Carmel, Ill.
WVOS—Liberty, N.Y.
WVPO—Stroudsburg, Pa.
WVSC—Somerset, Pa.
WVTS—Terre Haute, Ind.

WWCC—Brennan, Ga.
WWCH—Clarion, Pa.
WWDC—Washington, D.C.
WWGP—Sanford, N.C.
WWFL—Ft. Lauderdale, Fla.
WWIN—Baltimore, Md.
WWJZ—Lorain, O.
WWL—Detroit, Mich.
WWNR—New Orleans, La.
WVNY—Beckley, W.Va.
WVNY—Watertown, N.Y.
WVPA—Williamsport, Pa.
WVRI—West Warwick, R.I.
WVSW—Pittsburgh, Pa.
WVVA—Wheeling, W.Va.

WXLW—Indianapolis, Ind.
WXYZ—Detroit, Mich.

WYCL—York, S.C.
WYRE—Pittsburgh, Pa.
WYSH—Clinton, Tenn.
WYVE—Wytteville, Va.

WZYX—Cowan, Tenn.

U.S. Exports of Television And Radio Receivers, 1951-1961

Year	Television Receivers	Home Radios	Auto Radios	Total Radios
1951	56,075	325,175	152,922	478,097
1952	54,164	214,064	55,467	269,531
1953	102,440	264,687	58,519	323,206
1954	140,970	301,569	45,692	347,261
1955	110,089	289,360	88,082	377,452
1956	173,847	270,153	57,962	328,115
1957	140,418	205,797	66,730	272,527
1958	205,756	256,559	52,467	309,026
1959	188,719	214,000	54,213	268,213
1960	166,007	209,156	73,606	282,762
1961	251,884	196,341	37,226	233,567

Source: EIA

Top 100 Spot Television Advertisers

— 4th QUARTER 1962 —

<i>Advertiser</i>	<i>Expenditure</i>	<i>Advertiser</i>	<i>Expenditure</i>
1. Procter & Gamble Co.....	\$14,065,400	51. Gillette Co.	727,800
2. General Foods Corp.....	6,499,500	52. Remeo Industries	727,400
3. Colgate Palmolive Co.....	5,473,800	53. American Motors Corp., Dealers	726,100
4. Bristol-Myers Co.....	5,260,100	54. Pet Milk Co.....	724,300
5. Lever Brothers Co.....	4,645,500	55. Sperry Rand Corp.....	721,600
6. William Wrigley Jr. Co.....	3,528,800	56. Helene Curtis Industries.....	717,700
7. Alberto-Culver Co.....	3,082,500	57. Phillips-Van Heusen Corp.....	714,800
8. Coca-Cola Co./Bottlers.....	2,968,800	58. Peter Paul, Inc.....	700,400
9. American Home Products Corp.	2,900,800	59. Lanvin Parfums, Inc.....	689,100
10. General Mills, Inc.....	2,530,900	60. U. S. Borax & Chemical Corp...	683,400
11. Miles Laboratories, Inc.....	2,401,700	61. R. J. Reynolds Tobacco Co.....	659,000
12. Standard Brands, Inc.....	2,247,800	62. Eastman Kodak Co.....	652,000
13. International Latex Corp.....	2,240,500	63. Falstaff Brewing Corp.....	648,300
14. Campbell Soup Co.....	2,046,600	64. North American Phillips Co., Inc.	633,000
15. P. Lorillard Co.....	2,037,100	65. Chrysler Corp.	632,700
16. Deluxe Reading Corp.....	2,023,700	66. Chrysler Corp. Dealers.....	601,100
17. Continental Baking Co., Inc....	1,904,000	67. National Biscuit Co.....	597,000
18. Richardson-Merrell, Inc.	1,860,200	68. Humble Oil & Refining Co.....	595,400
19. Kellogg Company.....	1,815,000	69. National Dairy Products Corp.	587,900
20. Corn Products Co.....	1,696,300	70. Louis Marx & Co., Inc.....	581,600
21. Philip Morris, Inc.....	1,662,600	71. Kimberly-Clark Corp.	579,900
22. Pepsi Cola Co./Bottlers.....	1,603,600	72. Plough, Inc.	578,000
23. Menley & James Laboratories..	1,524,700	73. Shulton, Inc.	574,700
24. Ralston-Purina Co.....	1,488,600	74. Phillips Petroleum Co.....	570,900
25. J. A. Folger & Co.....	1,445,800	75. Green Giant Co.....	569,500
26. Chesebrough-Pond's, Inc.	1,418,100	76. Chanel, Inc.	561,800
27. Food Manufacturers, Inc.....	1,411,600	77. American Oil Co.....	552,600
28. Warner-Lambert Pharma. Co...	1,378,200	78. Welch Grape Juice Co.....	532,300
29. Anheuser-Busch, Inc.	1,335,300	79. Ward Baking Co.....	530,300
30. Ford Motor Co., Dealers.....	1,293,500	80. Haues Hosiery, Inc.....	524,900
31. Armour and Co.....	1,282,000	81. Simoniz Co.	523,100
32. Avon Products, Inc.....	1,247,900	82. Maybelline Co.	512,600
33. United Vintners, Inc.....	1,241,500	83. Brillo Manufacturing Co.....	508,100
34. Jos. Schlitz Brewing Co.....	1,236,800	84. American Bakeries Co.....	502,400
35. Pabst Brewing Co.....	1,137,100	85. Greyhound Corp.	482,000
36. Mattel, Inc.	1,128,800	86. Kayser-Roth Hosiery Co., Inc..	472,000
37. General Motors Corp., Dealers	1,083,300	87. Pacific Tel. & Tel. Co.....	466,800
38. American Chicle Co.....	1,078,100	88. Fels & Co.....	463,600
39. Liggett & Myers Tobacco.....	1,077,900	89. Sinclair Refining Co.....	457,100
40. American Tobacco Co.....	1,036,600	90. Kenner Products, Inc.....	455,200
41. E. & J. Gallo Winery.....	992,300	91. The R. T. French Co.....	454,700
42. Canadian Breweries Ltd.....	949,400	92. Ideal Toy Corp.....	452,000
43. Helena Rubinstein, Inc.....	934,200	93. Stroh Brewery Co.....	451,300
44. Hills Bros. Coffee, Inc.....	858,400	94. E. I. duPont de Nemours & Co.	439,500
45. Pillsbury Co.....	828,100	95. Charles Guldeu & Co., Inc....	434,500
46. Frito-Lay, Inc.	801,000	96. M. J. B. Co.....	427,100
47. Quaker Oats Co.....	770,700	97. Volkswagen of America, Inc., Dealers	423,500
48. General Electric Co.....	760,500	98. Gerber Products Co.....	414,700
49. Merck & Co., Inc.....	753,600	99. Interstate Bakeries	413,000
50. Carter Products, Inc.....	735,000	100. Eastman Chemical Products, Inc.	406,400

Source: TvB-Rorabaugh.

Space Communication Advent Highlight of '62 FCC Activities



By
NEWTON N. MINOW
Chairman
Federal Communications
Commission

THE event of 1962 which may have more impact on the FCC than any other occurrence in its 28 years of existence is the advent of space communication. In recognizing FCC jurisdiction over international communication carriers to include satellite relay, Congress has charged us with duties unprecedented in Federal telecommunications regulation.

With the advice of the NASA, we must pass judgment on the system to be used—the number of satellites required, and whether it will be high, middle or low altitude, or some combination of the three. It must also insure competition in procurement of equipment for the system.

The year's most pronounced Commission activity affecting broadcasting was our stiffening enforcement actions on stations that failed to carry out their promises and obligations. We were aided in this effort by legislation of 1960 that enables us to fine willful offenders and to give short-term licenses to others requiring closer supervision. An unprecedented number of stations were disciplined for technical and other violations.

The advantage to both the public and the Commission of a medium for securing local expression was demonstrated by the inquiry at Chicago into whether TV stations there had ascertained and were meeting the needs of their audiences in the matter of local live programming. Results of this inquiry—the first of its kind—prompted the Commission to schedule a like one at Omaha.

We have begun an inquiry into objectionably loud commercials, the subject of growing complaints. During the year stations were warned about such advertising practices as "teaser"

spots and "double billing," about broadcast of horseracing information useful for illegal gambling, and of their responsibilities with respect to proper sponsorship identification. At the same time the right of broadcasters to air controversial matters, subject to the "fairness doctrine," was upheld.

Another major development was adoption of technical standards under which TV receiver manufacturers must convert to all-channel sets by April 30, 1964.

The Commission's network study staff submitted a report on the FCC inquiry into TV network program procurement. It makes various recommendations to the Commission designed to give the individual broadcaster more say in the selection of programs.

The congestion of AM stations and their worsening interference caused the Commission to put a partial "freeze" on new AM applications while we re-examine our present rules to determine what remedial steps should be taken.

While 1962 has been a successful year for communications, we are aware that many problems are unresolved. The Commission is approaching the four million mark in radio authorizations while the nation is entering the exciting era of space communications. To keep up with the technological advances, we must search for better and faster ways to carry out our heavy responsibilities so that the public may continue to enjoy the most effective, efficient and economical communications system possible.

Federal Communications Commission

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.
Phone: EXecutive 3-3620

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(Continued on Page 93)

Broadcast Revenues, Expenses & Income For TV Networks & Stations 1960-61

(In Millions of Dollars)

	1961	1960	Percent Change 1960-1961
<i>Broadcast Revenues</i>			
3 Networks (including 15 owned and operated stations)	\$ 675.3	\$ 640.7	+5.4%
525 Other Stations:			
444 vhf	611.6	597.1	+2.4
81 uhf	31.4	30.8	+1.9
Subtotal	643.0	627.9	+2.4
Industry total	\$1,318.3	\$1,268.6	+3.9%
<i>Broadcast Expenses</i>			
3 Networks (including 15 owned and operated stations)	\$ 588.3	\$ 545.5	+7.8%
525 Other Stations:			
444 vhf	461.0	448.5	+2.8
81 uhf	32.0	30.5	+4.9
Subtotal	493.0	479.0	+2.9
Industry total	\$1,081.3	\$1,024.5	+5.5%
<i>Broadcast Income (Before Federal Income Tax)</i>			
3 Networks (including 15 owned and operated stations)	\$ 87.0	\$ 95.2	-8.6%
525 Other Stations:			
444 vhf	150.6	148.6	+1.3
81 uhf	(.6)	.3	-300.0
Subtotal	150.0	148.9	+0.7
Industry total	\$ 237.0	\$ 244.1	-2.9%

() Denotes loss

Note: Data are for 3 networks and 530 stations in 1960, and 3 networks and 540 stations in 1961.
Source: FCC.

(Continued from Page 91)

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MUtual 2-3306
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KEystone 4-4151
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SAn Juan 2-4562
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Anchorage, Alaska
3-6464
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718 Jackson Place, N. W.
Washington 25, D. C.
EXecutive 3-3620, ext. 229, 230

Financial Report Covering 3 Nationwide Television Networks & 540 TV Stations

— 1961 —

Networks	15 Network Owned and Operated TV Stations	525 Other TV Stations	Totals: 3 Networks and 540 TV Stations
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(In Millions of Dollars)

A.	Revenues from the sale of time:				
	1. Network time sales:				
	Total network time sales.....	\$476.8	—	—	—
	2. Deductions from network's revenue from sale of time to advertisers:				
	Total participation by others (excluding commissions) in revenue from sale of network time	180.9	—	—	—
	3. Total retentions from sale of network time	\$295.9	\$ 32.8	\$151.6 ¹	\$ 480.3
	4. Non-network time sales:				
	a. National and regional advertisers....	—	102.8	365.7	468.5
	b. Local advertisers	—	30.6	180.6	211.2
	Total non-network time sales.....	—	133.4	546.3	679.7
	5. Total time sales.....	295.9	166.2	697.9	1,160.0
	6. Deduct—Commissions to agencies, representatives, etc.	71.5	25.4	101.1	198.0
	7. Net time sales.....	\$224.4	\$140.8	\$596.8	\$ 962.0
	B. Revenues from incidental broadcast activities:				
	a. Talent	273.0	3.4	10.3	286.7
	b. Sundry broadcast revenues.....	29.1	4.6	35.9	69.6
	Total incidental broadcast activities....	302.1	8.0	46.2	356.3
	Total broadcast revenues.....	526.5	148.8	643.0	1,318.3
	C. Total broadcast expenses.....	\$501.8	\$ 86.5	\$493.0	\$1,081.3
	D. Broadcast income (before Federal income tax)	\$ 24.7	\$ 62.3	\$150.0	\$ 237.0

¹ Total retentions from sale of network time of \$151.6 million by 525 other TV stations includes revenues from miscellaneous TV networks in addition to receipts from the 3 national TV networks.
Source: FCC.

National Association of Educational Broadcasters Officers & Directors

1346 Connecticut Ave., N.W.
Washington, D.C.
Phone: 667-6000

119 Gregory Hall
Urbana, Ill.
Phone: 333-0580

William G. Harley
1346 Connecticut Ave.
Washington, D.C.

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Birmingham	WBIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
Montgomery	WAIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
Munford	WCIQ (TV)	Alabama ETV Comm.	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director
ALASKA			
College	KUAC (FM)	U. of Alaska	Donald E. Wheeler, Director
ARIZONA			
Tempe	KAET (TV)	Arizona State University	Robert H. Ellis, Chairman
Tucson	KUAT (TV)	Univ. of Arizona	Ben C. Markland, Director
CALIFORNIA			
Arcata	KHSC (FM)	Humboldt State College	George D. Goodrich, Station Dir.
Berkeley	KPFA-KPFB (FM)	Pacific Foundation	Trevor Thomas, Acting President
Los Altos Hills	KFJC (FM)	Foothill College	George Willey, Manager
Los Angeles	KPFK (FM)	Pacific Foundation.	Trevor Thomas, Acting President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Chairman
Pasadena	KPCS (FM)	Pasadena City College	John Twomey, Station Manager
Sacramento	KVIE (TV)	Central Calif. ETV, Inc.	John C. Crabbe, Gen. Mgr.
San Bernardino	KVCR (FM)	San Bernardino Valley College	Robert F. Fuzy, General Mgr.
San Diego	KEBS (FM)	San Diego State College	Frank Norwood, Associate Professor of Speech Arts
San Diego	KSDS (FM)	San Diego City College	Charles H. Parker, Station Manager
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
Stockton	KCVN (FM)	Univ. of the Pacific	John L. Dennis, Director
COLORADO			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Director
Colo. Springs	KSHS (FM)	C. S. Public Schools	Robert L. Card, Station Mgr.
Denver	KBMA (TV)	Denver Public Schools	Howard L. Johnson, Exec. Dir.
CONNECTICUT			
Hartford	WSCH (FM)	So. Church Besig. Foundation	John R. Elmore, Exec. Vice Pres.
Storrs	WHUS (FM)	C. of Conn.	Donald E. Nelson, Radio-TV Editor
DISTRICT OF COLUMBIA			
Washington	WGTB (FM)	Georgetown University	Father Francis J. Heyden, S. J., Director
Washington	WAMU (FM)	American University	Donald M. Williams, Director
Washington	WETA (TV)	Greater Washington ETV Association	Mrs. Elizabeth Campbell, Pres.
FLORIDA			
Gainesville	WLFT (TV)	University of Florida	Kenneth A. Christiansen, Dir.
Jacksonville	WJCT (TV)	Community Television, Inc.	Fred Rebman, Gen. Mgr.
Miami	WTHS (FM)	Dade County Bd. of Public Instr.	Clif Mitchell, Director
Tallahassee	WFSU (FM)	Florida State University	Edward L. Herp, Director
Tampa	WTUN (FM)	University of Tampa	Charles M. Young, Director
Tampa	WEDU (TV)	Fla. West Coast ETV	R. Leroy Eastinger, Gen. Mgr.
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director
GEORGIA			
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir.
Athens	WGTV (TV)	University of Georgia Center for Continuing Education	Garard L. Appy, Associate Director
IDAHO			
Pocatello	KBGL-FM	Idaho State College	Frank F. Hash, Dept. of Journalism
ILLINOIS			
Carbondale	WSIU (FM)	Southern Ill. Univ.	B. C. Robbins, Director
Carbondale	WSIC-TV	Southern Illinois Univ.	Buren C. Robbins, Director
Chicago	WBEZ (FM)	Board of Education	Elizabeth Marshall, Acting Director
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois Univ.	Robert H. Moore, Dir.
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoek, Dir.
Evanston	WNUR (FM)	Northwestern Univ.	Charles F. Hunter, Station Mgr.
Galesburg	WVKC (FM)	Knox College	Dave S. Sutton, Program Dir.
Macomb	WWKS (FM)	Western Ill. University	Jennette Terrill, Dir.
Park Ridge	WMTH (FM)	Maine Township H. S.	Jack D. Coombe, Station Mgr.
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir.
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley, Dir.
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley, Dir.
Winnetka	WNTH (FM)	New Trier Township High School	Donald W. Ickes, A-V Dir.

NAEB ACTIVE MEMBERS

City	Call Letters	Licenses	Executive
INDIANA			
Bloomington	WFTU (FM)	Indiana University	Elmer Sulzer, Dir.
Evansville	WFSR (FM)	School City of	C. B. Smith, Dir.
Franklin	WFCT (FM)	Franklin College of Indiana	Raymond Cowan, Chairman of Science Division
Gary	WGVE (FM)	School City of Gary	Edwin Carmony, Supervisor
Goshen	WGCS (FM)	Goshen College	J. F. Swartzendruber, Sect.-Treas.
Greencastle	WGRE (FM)	De Pauw University	Elizabeth Turnell, Director
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Nancy Hendricks, Radio-TV Consult.
Lafayette	WBAA (AM)	Purdue Univ.	John DeCamp, Manager
Muncie	WBST (FM)	Ball State Teachers College	William H. Tomlinson, Dir.
Muncie	WWHI (FM)	Wilson Jr. H.S.	Rollin Duggert, Principal
New Albany	WNAS (FM)	New Albany City Sch.	Vernon McKown, Director
South Bend	WETL (FM)	No. Bend Community School Corp.	Galon R. Miller, A-V Dir.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Director
IOWA			
Ames	WOI (AM)	Iowa State Univ.	Don Forsling, Program Dir.
Ames	WOI (FM)	Iowa State Univ.	Don Forsling, Program Dir.
Cedar Falls	KTCE (FM)	State College of Iowa	Herbert V. Haake, Director
Decorah	KWLC (AM)	Luther College	Harold C. Svane, Dir.
Des Moines	KDPS (FM)	Des Moines Public Schools	James A. Sheldon, Director
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Station Director
Iowa City	KSUU (FM)	State Univ. of Iowa	Carl H. Menzer, Station Director
Pella	KCUU (FM)	Central College	A. Glenn Meerdink, Vice Pres.
Waverly	KWAR (FM)	Wartburg College	Dennis Q. Thurow, Sta. Mgr.
KANSAS			
Emporia	KSTE (FM)	Kansas State Teachers College	Delmar Hilyard, Director
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director
Lawrence	KANU (FM)	Univ. of Kansas	R. Edwin Browne, Director
Manhattan	KSAC (AM-TV)	Kansas State U. of Agr.	Jack M. Burke, Acting Dir.
Manhattan	KSDB (FM)	Kansas State U. of Agr.	Jack M. Burke, Acting Dir.
Ottawa	KTJO (FM)	Ottawa University	W. D. Benmels, Dean
Wichita	KMUW (FM)	Univ. of Wichita	Kenneth Hadwiger, Station Dir.
KENTUCKY			
Lexington	WBKY (FM)	Univ. of Kentucky	Leonard Press, Director
Louisville	WFKF (FM-TV)	Louisville Free Public Library	Dorothy L. Day, Manager
Louisville	WFPL (FM)	Louisville Free Public Library	Dorothy L. Day, Manager
LOUISIANA			
New Orleans	WYES (TV)	Greater New Orleans ETV Foundation	Arthur D. Cloud Jr., Gen. Mgr.
New Orleans	WNPS (AM)	Orleans Parish Sch. Bd.	Jeanne Minge, Station Mgr.
MAINE			
Orono	WMEB-FM	University of Maine	Robert K. Maclaughlin, Instructor
MARYLAND			
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, General Mgr.
MASSACHUSETTS			
Amherst	WAMF (FM)	Amherst College	Jonathan Reiskind, Director
Amherst	WFCR (FM)	Lowell Institute Cooperative Broadcasting Council	Hartford N. Gunn, Jr., General Manager
Amherst	WMUA (FM)	Univ. of Mass.	Lloyd J. Tesan, Station Mgr.
Boston	WERS (FM)	Emerson College	Gerald Kroeger, Station Mgr.
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Hartford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Instit. Co-op	Hartford N. Gunn, Jr., Gen. Mgr.
MICHIGAN			
Ann Arbor	WUOM (FM)	Univ. of Michigan	E. G. Burrows, Manager
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardle, Mgr.
Detroit	WDET (FM)	Wayne St. Univ.	Daniel Logan, Station Mgr.
Detroit	WTVS (TV)	Detroit Ed. TV Found.	Paul B. Rickard, Executive Secretary
East Lansing	WKAU (AM)	Michigan State Univ.	Richard Estell, Act. Station Mgr.
East Lansing	WKAU (FM)	Michigan State Univ.	Richard Estell, Act. Station Mgr.
East Lansing	WMSB (FM)	Mich. State Univ.	Lee C. Frischknecht, Sta. Mgr.
Flint	WFBE (TV)	Board of Education	Stephen A. All, Station Mgr.
Grand Rapids	WVGR (FM)	University of Michigan	E. G. Burrows, Station Manager
Highland Park	WHPR (FM)	School District of H. P.	Robert A. Stevens, Station Mgr.
Interlocken	WIAA (FM)	National Music Camp	Joseph E. Maddy, President
Kalamazoo	WMCR (FM)	Western Michigan Univ.	Robert Dye, Dir. of Broadcasting
Royal Oak	WOAK (FM)	School Dist. City of Royal Oak	James L. Mead, Station Mgr.
MINNESOTA			
Duluth	KUMD (FM)	Univ. of Minn.	Robert F. Pierce, Head
Mankato	KMSU-FM	Mankato State College	John Hodowanie, Director
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, Director
Northfield	WCAL (AM)	St. Olaf College	Millford C. Jensen, General Manager
St. Paul	KTCA (TV)	Twin City Area ETV Corp.	J. C. Schwartzwalder, Gen. Mgr.

NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
MISSOURI			
Kansas City	KCUR (FM)	Univ. of Kansas City	Sam Scott, Mgr. Dir.
Kansas City	KCSD (TV)	School District of Kansas City	Zuel J. Parenteau, TV Prod.-Dir.
Point Lookout	KSOZ (FM)	School of the Ozarks	Joe F. Embser, Program Director
St. Louis	KETC (TV)	St. Louis Ed. TV Commission	Leo W. Fellows, General Manager
St. Louis	KSLH (FM)	Board of Education	Miss Marguerite Fleming, Manager
Warrensburg	KCMW-FM	Central Mo. State Col.	Abe J. Bassett, Dir. of Radio
NEBRASKA			
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Director
NEW HAMPSHIRE			
Durham	WENU (TV)	Univ. of N. Hamp.	Keith J. Hightbert, Manager
NEW JERSEY			
East Orange	WPMU (FM)	Upsala College	Chas. G. Lundgren, Director
Newark	WBGO (FM)	Board of Education	Marie Scunlon, Supervisor
South Orange	WSOU (FM)	Seton Hall University	A. Paul Klose, Station Manager
NEW MEXICO			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
Albuquerque	KNME (TV)	U. of New Mexico & Albuquerque Bd. of Educ.	F. Claude Hemen, Station Manager
NEW YORK			
Albany	WAMC (FM)	Albany Med. College	Albert P. Fredette, Station Mgr.
Bronx	WFUV (FM)	Fordham Univ.	Rev. William K. Trivett, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	James F. Macandrew, Dir.
Buffalo	WNED-TV	Western N. Y. ETV Assoc., Inc.	Leslie Martin, General Manager
Elmira	WEGW (FM)	Elmira College	Donald A. Nolder, Director
Floral Park	WSBS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Hempstead	WVHC (FM)	Hofstra College	Frank Iezzi, Exec. Dir.
Ithaca	WICB (FM)	Ithaca College	Royal D. Colle, Chrmn., Radio-TV
New York	WBAI (FM)	Pacific Foundation	Mel Most, Manager
New York	WKCR (FM)	Columbia College	John B. Peggam, Gen. Mgr.
New York	WNYC (AM)	Municipal Best. Sys.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Best. Sys.	Seymour N. Siegel, Director
New York	WNYC-TV	Municipal Bestg. Sys.	Seymour N. Siegel, Director
New York	WRVC (FM)	The Riverside Church	Jack D. Summerfield, General Manager
Schenectady	WRMB (TV)	Mohawk-Hudson Council of ETV	Donald E. Schein, Director
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAEK (FM)	Syracuse University	Ruane Hill, Sta. Mgr.
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Charles J. Moravec, Manager
	WRPI (FM)		Charles J. Moravec, Manager
NORTH CAROLINA			
Chapel Hill	WCNC (TV)	Consol. Univ. of North Carolina	John E. Young, Chairman
Chapel Hill	WCNC (FM)	Univ. of North Carolina	Robert L. Hilliard, Director
Greensboro	WGFS (FM)	Greensboro Public Sch.	A. O. Medlin, Director
Greensville	WWWS (FM)	E. Carolina College	C. Rickert, Coordinator
High Point	WRPS (FM)	High Point H.S.	Nancy Poston, Program Dir.
Winston-Salem	WFDD (FM)	Wake Forest College	Julian C. Burroughs, Jr., Mgr.
NORTH DAKOTA			
Grand Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
OHIO			
Akron	WAPS (FM)	Akron Public Schools	Carl Fallb, Jr., Coordinator
Akron	WAUP-FM	University of Akron	William Mavrides, Univ. TV Coord.
Athens	WOUB (AM-FM)	Ohio University	Archie Greer, Station Mgr.
Bowling Green	WBGT (FM)	Bowling Green State U.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cinc. TV Ed. Foundation	Uberto Neely, General Mgr.
Cincinnati	WGUC (FM)	University of Cincinnati	Joseph Sigmaster, Director of Broadcasting
Cleveland	WBOE (FM)	Board of Education	Leo Battin, Director
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	Richard B. Hull
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Roderick Deihl, Director
Kent	WKSN (FM)	Kent State Univ.	Walter D. Clarke, Dir. of Radio
Marietta	WCMO (FM)	Marietta College	Bernard Russi, Jr., Director of Broadcasting
Oxford	WMUB (FM-TV)	Miami Univ.	Stephen C. Hathaway, Dir. of Bestg.
Toledo	WGTE (TV)	Greater Toledo ETV Foundation	Harry D. Lamb, General Manager
Willerforce	WJSC (FM)	Central State College	William L. Smith, Station Manager
Yellow Springs	WYSO (FM)	Antioch College	Helen S. Emery, Spvsr., Radio
OKLAHOMA			
Norman	KETA (TV) & KOED (TV)	Oklahoma ETV Authority	John W. Dunn, Director
Norman	WNAD (FM)	Univ. of Oklahoma	Glen Pool, Acting Director
Oklahoma City	KOKH (FM-TV)	Board of Education	Bill Lillard, Director
Stillwater	KOSU (FM)	Okla. State Univ.	Robert C. ... , Station Mgr.
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Station Dir.

NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
OREGON			
Corvallis	KOAC (AM-TV)	Oregon State System of Higher Education	James M. Morris, Director
Eugene	KRYM (FM)	Eugene Pub. Schools	Roger J. Houglum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Coordinator
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
Portland	KOAP-FM	Ore. State System of Higher Ed.	James M. Morris, Director
Portland	KOAP-TV	Ore. State System of Higher Ed.	James M. Morris, Director
PENNSYLVANIA			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Havertown	WHHS (FM)	School Dist. of Havertown	Charles F. Shaffert, Director
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing, Director
Philadelphia	WHYY (FM-TV)	Metro. Phila. Edu. Radio & TV Corp.	Richard S. Burdick, Exec. V. P.
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir.
Philadelphia	WXPN (FM)	Univ. of Pennsylvania	Donald K. Angell, Jr. Director
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Pittsburgh	WQED (TV) & WQEX (TV)	Metropolitan Pittsburgh Educational Television Station	Donald V. Tavernor, Gen. Mgr.
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Daniel E. Cavanaugh, S.J., Manager
Univ. Park	WDFM (FM)	Penn St. Univ.	Harold E. Nelson, Gen. Mgr.
SOUTH CAROLINA			
Columbia	WUSC (FM)	Univ. of S. Carolina	Alice Wyman, Coordinator
SOUTH DAKOTA			
Vermillion	KUSD (AM-TV)	Univ. of S. Dakota	Martin Busch, Mgr.
TENNESSEE			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir.
Memphis	WKNO (TV)	Memphis Comm. TV	Ernest C. Ball, Dir.
Nashville	WPLN (FM)	Nashville Public Library	Alvin L. Bolt, Dir., Music & Film Div.
TEXAS			
Austin	KUT (FM)	Univ. of Texas	Robert Schenkan, Dir.
Dallas	KERA (TV)	Area ETV Foundation	Ray Huffer, Station Mgr.
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	Roy E. Barthold, Manager
Houston	KUHT (TV)	Univ. of Houston	Roy E. Barthold, Manager
UTAH			
Logan	KVSC (FM)	Utah State University	Burrel F. Hansen, Chairman
Ogden	KWCS (TV)	Weber County School District	John A. Larsen, Station Director
Provo	KBXU (FM)	Brigham Young University	T. M. Williams, Director
Salt Lake City	KUED (TV)	University of Utah	Dr. Keith Engar, Mgr.
Salt Lake City	KUER (FM)	University of Utah	Dr. Keith Engar, Manager
VIRGINIA			
Norfolk	WHRO-TV	Hampton Rds. ETV Ass.	Blair L. MacKenzie, General Mgr.
Norfolk	WMTI (FM)	College of William & Mary	Conrad S. Wilson, Program Dir.
Richmond	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
Williamsburg	WCWM (FM)	College of William & Mary	Carl G. Balson, Director
WASHINGTON			
Ellensburg	KCWS-FM	Central Wash. State Col.	John Hoglin
Pullman	KWSC (AM & TV)	Wash. St. Univ.	Burt Harrison, Manager
Seattle	KCTS (TV)	Univ. of Wash.	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager Opera, Manager
Tacoma	KTQV (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
Tacoma	KTPS-TV	Tacoma Public Schools	Richard H. McDonald, Program Mgr.
WISCONSIN			
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Auburndale	WLBL (AM)	Wisconsin State Radio Council	H. B. McCarty, Director
Brule	WWSA (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Chilton	WHKW (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Colfax	WHWC (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Delafield	WHAD (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Highland	WHHI (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, General Mgr.
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty, General Manager
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty, General Manager
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	Otto F. Schlaak, Station Mgr.
Rib Mountain	WHRM (FM)	Wisconsin State Radio Council	H. B. McCarty, Director
Ripon	WRPN (FM)	Ripon College	William B. Drake, Station Manager
West Salem	WHLA (FM)	Wisc. St. Coune.	H. B. McCarty

Radio & Television Telephone Numbers New York City

AM Radio Stations

WABC	SUsquehanna	7-5000
WADO	MUrray Hill	8-1280
WBNX	Circle	5-1441
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	OWens	3-2400
WFIY	Planceer	2-1520
WGGB	MAyfair	3-1240
WHLI	IVanhoc	1-8000
WHN	MUrray Hill	8-1000
WHOM	Circle	6-3900
WINS	JUdson	2-7000
WJRZ	CI	5-7490
WLIB	TEmpleton	1-1000
WMCA	MUrray Hill	8-5700
WNBC	Circle	7-8300
WNEW	YUkon	6-7000
WNYC	WHitchhall	3-3600
WOR	LOngacre	4-8000
WPOW	MUrray Hill	6-6488
WQXR	LACKawanna	4-1100
WVOX	NEw Rachelle	6-0800
WWRL	DEfender	5-1600

FM Radio Stations

WABC-FM	SUsquehanna	7-5000
WBAI-FM	OXford	7-2288
WBFM	OREgon	4-7640
WCBS-FM	PLaza	1-2345
WHOM-FM	CI	6-3900
WLIB-FM	TEmpleton	1-1000
WNBC-FM	Circle	7-8300
WNCN-FM	PLaza	2-0870
WNEW-FM	YU	6-7000
WNYC-FM	WHitchhall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LACKawanna	4-1100
WRFM	DEfender	5-1600
WRVR-FM	LI	9-5400
WTFM	RE	9-5600

Television Stations

WABC-TV	SUsquehanna	7-5000
WCBS-TV	PLaza	1-2345
WNBC-TV	Circle	7-8300
WNBT	LT	1-6000
WNEW-TV	LEhigh	5-1000
WNYC-TV	WHitchhall	3-3600
WOR-TV	LOngacre	4-8000
WPIX	MUrray Hill	2-6500

National Networks

American Broadcasting Co.	SUsquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	ELdorado	5-3720
Mutual Broadcasting System	BRyant	9-7600
National Broadcasting Co.	Circle	7-8300

Station Representatives

ABC Television Spot Sales	SU	7-5000
Advertising Time Sales	MU	7-5040
AM Radio Sales	PLaza	7-4567
Avery-Knodel, Inc.	PLaza	7-1800
Charles Bernard	CI	6-7242
John Blair & Co.	PLaza	2-0400
Blair TV	PLaza	2-0400
Bogner & Martin	MUrray Hill	9-2586
Guy Bolam	MUrray Hill	2-4500
The Balling Co., Inc.	YUkon	6-4545
Broadcast Time Sales	MU	8-1910
BTA	PLaza	2-0400

Burn-Smith Co., Inc.	MUrray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Stations Nat'l Sales	PLaza	1-2345
Henry I. Christal	MUrray Hill	8-4414
Thomas F. Clark Co., Inc.	OREgon	9-5866
Continental Radio Sales	MUrray Hill	7-6865
Donald Cooke, Inc.	MU	8-2190
Devney Organization, Inc., The	MU	3-5830
Robert Eastman	LT	1-0800
Forje & Co., Inc.	OREgon	9-6820
Gil Perna Inc.	TEmpleton	8-4740
H-R Representatives, Inc.	PLaza	9-6800
George P. Haltingberg Co.	OXford	5-5560
Bernard Howard & Co., Inc.	OXford	7-3750
The Katz Agency, Inc.	JUdson	2-9200
McGovern-Guild Co., Inc.	PLaza	1-4650
The Meeker Co., Inc.	MUrray Hill	2-2170
Metra Broadcast Sales	PLaza	2-8228
Nat'l Sales Div., RKO Gen.	LO	4-8000
NBC Spot Sales	Circle	7-8300
Pearson National Reps., Inc.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MUrray Hill	8-0200
Prestige Rep. Organization (PRO)	MU	7-3380
Radio-TV Representatives	MUrray Hill	8-4340
Paul H. Raymer Co., Inc.	PLaza	9-5570
Select Sta. Reps.	PLaza	8-1850
Store Television Sales Inc.	PLaza	2-7600
E. S. Sumner Corp.	LT	1-8330
Tele-Radio & TV Sales, Inc.	JU	6-9717
Television Advertising Reps., Inc.	JUdson	2-3456
Venard, Torbet & McConnell	MUrray Hill	8-1088
Walker-Rowatt Co., Inc.	MUrray Hill	3-5830
Weed Radio & TV Corp.	TN	7-2600
Adam Young, Inc.	PLaza	1-4848

Advertising Agencies

N. W. Averb & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUdson	6-0600
Botten, Barton, Darstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6200
Leo Burnett Co., Inc.	PLaza	9-5959
Campbell-Ewald Co., Inc.	MUrray Hill	8-3400
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MUrray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield	YUkon	6-6500
Donahue & Coe, Inc.	Circle	5-1000
Doremus & Co.	WORTH	4-0700
Doyle Dane Bernbach, Inc.	LOngacre	4-1234
Erwin Wasey, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	YUkon	6-8000
Albert Frank-Guenther Law	CORTlandt	7-5060
Frederick-Clinton Co., Inc.	MU	2-7433
Fuller & Smith & Ross, Inc.	JU	2-9000
Fletcher Richards, Colkins & Holden	JUdson	6-5400
Gardner Adv.	MU	9-2424
Geyer, Morey, Ballard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Interpublic, Inc.	TN	7-1122
Kastor, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
Kcnyon & Eckhardt, Inc.	YUkon	6-9000
Ketchum, McLeod & Grove	MU	7-5640
Kudner Agency, Inc.	MUrray Hill	8-6700
Al Paul Lefton Co., Inc.	MUrray Hill	9-7470
Lennen & Newell, Inc.	MUrray Hill	2-5400
MacManus, John & Adams	PLaza	9-5600
J. M. Mathes, Inc.	LEXington	2-7450
Maxxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
McCann-Marschalk Co.	OXford	7-4250
Metliss & Lcbow Corp.	JU	2-3474
Mogul, Williams & Saylor	TEmpleton	8-7100