

Quick guide to Yearbook sections

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

Hold the YEARBOOK in your left hand. With your right hand bend the book back so that the black markings on the right edges of the pages appear. If you wish to find a page in the A section, for example, place your right thumb over the black bar to the right of the letter A at upper right on this page and riffle through all pages containing a similar black bar in the same position; at the end of that sequence of marking will appear the first page of the A section. The same procedure can be used to find the beginning of any other section, starting with your thumb on the black bar on this page to the right of the letter of the section you wish to locate.

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THE DIMENSIONS OF BROADCASTING

Key facts about radio and television

Broadcasting stations on air

617	total commercial TV stations
175	TV station applications pending
156	total noncommercial, educational stations
773	total television stations
4,093	AM radio stations
1,564	FM radio stations
6,430	total broadcasting stations

Compilation by BROADCASTING through Nov. 10, 1966

Total time sales, 1965

\$1,673,700,000	for all TV stations and networks
\$827,782,000	for all radio stations and networks
\$2,501,402,000	total radio-TV time sales

The radio-TV audiences

54,838,500	U. S. TV homes
51,300,000	U. S. radio homes
8,590,000	color TV homes
6 hours, 25 minutes	total TV viewing per home per day

More detailed breakdown on page 18

Some other facts about facilities

387	AM stations owned by newspapers and/or magazines
177	FM stations owned by newspapers and/or magazines
172	TV stations owned by newspapers and/or magazines
53	regional radio networks/groups
10	regional television networks
1,600	community antenna TV systems (estimated)

Facts about related businesses

55	talent agents and managers
746	program services
58	companies providing research services
50	unions representing workers and performers
226	consulting engineers serving broadcasting
69	consultants on management, personnel, etc.
38	news services
69	public relations, publicity, promotion services
31	station brokers
169	station representatives
18	station finance companies

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