

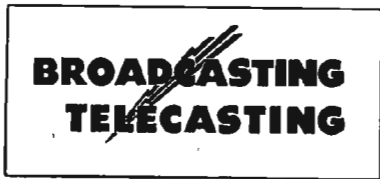
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1953 Yearbook Number

Executive, Editorial, Advertising and Circulation Offices
 National Press Bldg. • Washington 4, D. C.
 Telephone METropolitan 8-1022
SOL TAISHOFF
 Editor and Publisher

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Contents Copyrighted 1953 by Broadcasting Publications, Inc.

Published every Monday, 53rd issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Annual subscription for 52 weekly issues \$7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue) \$9.00, or TELECASTING Yearbook (54th issue) \$9.00.
Annual subscription to BROADCASTING • TELECASTING including 54 issues \$11.00.
Add \$1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues \$5.00 per copy.

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ABBREVIATIONS IN 1953 YEARBOOK

EXECUTIVE PERSONNEL

Administrative Assistant	adm. asst.
Assistant Chief Engineer	asst. ce
Assistant Commercial Manager	
asst. cm	
Assistant General Manager	asst. gm
Assistant Program Director	asst. pd
Assistant to President	asst. to p
Business Manager	bus. m
Chairman of the Board	chmn. of bd.
Chief Bookkeeper	chief bkpr.
Chief Engineer	cc
Co-Engineer	co-engr.
Co-Owner	co-o
Commercial Manager	cm
Commercial Production Manager	coml. pdm
Director	d
Director of Engineering	d. of engrg.
Director of Operations	d. of opers.
Executive Officer	exec. officer
Executive Owner	exec. o
Executive Producer	exec. prod.
Executive Vice President	evp
Facility Director	facility d
Farm Director	fd
Film Director	film d
General Manager	gm
General Sales Manager	gen. sim
Local Sales Manager	loc. sim
Manager	m
Manager of TV Operations	m of TV opers.
Managing Director	mgng d
National Commercial Manager	
natl. cm	
News Director	nd
Office Manager	office m
Owner	o
Partner	ptrnr
President	p
Production Coordinator	prod. coordinator
Production Director	prod. d
Production Manager	pdm
Program Director	pd
Program Manager	prog m
Program Supervisor	prog. sup.

Promotion Director	prom. d
Promotion Manager	prmm
Public Affairs Director	pub. affairs d
Public Relations Director	pub. rel. d
Publicity Director	publ. d
Regional Manager	reg. m
Resident Manager	res. m
Sales Director	sls. d
Sales Manager	slm
Secretary-Treasurer	secy.-treas.
Special Events Director	sp. events d
Sports Director	sd
Station Director	sta. d
Station Engineer	sta. engr.
Station Manager	sm
Station Supervisor	sta. sup.
Studio Supervisor	studio sup.
Supervising Engineer	sup. engr.
Technical Director	tech. d
Traffic Manager	traffic m
Transmitter Supervisor	trans. sup.
Vice President	vp
Women's Director	w d

TRANSCRIPTION LIBRARIES

Associated	Assoc.
Capitol	Cap.
Cole	Cole
Lang-Worth	L-W
MacGregor	Mac.
SESAC	SES.
Standard	St.
Thesaurus	Thes.
World	Wld.

TRANSMITTER MAKES

Collins	Col.
Crosley	Cros.
DuMont	D.M.
Federal	Fed.
Gates	G
General Electric	GE
Marconi	Marc.
Northern Electric	NE
PCA	PCA
REL	REL
Raytheon	Ray.
Temco	Tem.
Western Electric	WF
Westinghouse	WH

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