Easy guide to Yearbook

The information in this book is massive—more than half a million words—but it is organized for speedy reference. There are six main sections, broken down topically. Below are the titles and pages on which these sections appear, and brief descriptions of what they contain. The sections are arranged in alphabetical sequence A through F.

Alphabetical index	
Advertisers' index	A
Market growth in a new era	A
Dimensions of radio and television	
-The Facilities of Broadcasting (A-21 through B-96) U.S. tv stations, including station profiles	Δ
U.S. radio stations, including am/fm station profiles	A
Station representatives and their personnel	Е
National radio and tv networks, rates and personnel Regional televison and radio networks	E
International radio stations operating in the U.S.	E
Uhf television translator stations	<u></u>
Experimental television stations	E
Tv station ownership, a record of station sales Stations identified with newspaper or magazine ownership	11 P
Group ownership of broadcast stations in the U.S.	F
Television station call letters	E
Television station by channels Am station call letters	
Fm educational station call letters	B
Am stations by frequency	B
Fm commercial station call letters	
Canadian Board of Broadcast Governors Canadian tv station call letters	
Canadian tv stations, including station profiles	E
Canadian am station call letters	B
Canadian am stations, including station profiles	B
Mexican and Caribbean radio stations	P
College Campus-limited radio stations Bell System tv network map	В
Bell System tv network map	F
-Regulation, Imposed and Voluntary (C-1 through C-34) flow to apply for a broadcasting station	ſ
Tv code of the National Association of Broadcasters	······································
Radio code of the National Association of Broadcasters	C
FCC rules regulating radio tv (selected sections)	Č
FCC executives and staff personnel	C
-Suppliers and Services (D-1 through D-69) Manufacturers and distributors of broadcast equipment	T
Firms renting broadcast equipment	D
Attorneys in communications practice	D
Consulting radio and television engineers Brokers of radio and television stations	D
Frequency measuring services	D
Frequency measuring services	D
Talent agents and managers	
News Services Public relations, publicity, promotion, services	D
Public relations, publicity, promotion services Communications carriers	D
Research services	
Closed circuit television operations	D
Community antenna television systems	D
Subscription television interests	D
Unions and labor groups	<u>D</u>
U.S. Government agencies concerned with radio-tv	תת
Schools enecializing in radio and talavision	ת
Leading television and radio advertisers, 1959 Leading advertising agencies billings, 1952-59	<u>D</u>
Leading advertising agencies billings, 1952-59Agencies handling broadcast advertising accounts	ם ת
Trade Associations and Professional Groups (E-1 through E-7)	
Associations and professional societies	Е
National Association of Broadcasters	E
Radio Advertising Bureau	
Radio-Television Correspondents Association	E
State associations of broadcasters	E
Related associations and professional societies	E
-Facts, Figures, History of Broadcasting (F-1 through F-82) Market facts for all U.S. counties	T
Broadcast ABCs, a primer of radio-tv	
Books and reference works	F
News highlights by the subject, 1959-60	F
Broadcast time sales, 1935-59 Programming: film/live/tape ratio	F
Size and nature of broadcast audience	
Extent of broadcast editorializing	F
Broadcast station employment	
Foreign language programming	

Index

A	
ABC's of Radio & Television	F-59
Advertisers Index	
Advertisers, Top 100	
Advertising Agencies Billings	
Advertising Agency Directory	
Advertising Assns., Media Societies Affiliation, Network, FCC Rules	
	. 0-24
Alabama	
Am, Fm Stations	
Tv Stations Market Facts by Counties	
Broadcasters Association	
Alaska	
Am, Fm Stations Tv Stations	
Market Facts by Counties	
Alberta	D 04
Am, Fm Stations	
Tv Stations	
Allocations, FCC Rules	C-12
Am Stations	
By Call Letters, Canada	
By Call Letters, U. S.	
By Frequencies, Canada	
By Frequencies, Mexico-Caribbean	B-89
By Frequencies, U. S., By Provinces, Canada	
By States, U. S.	
Am Time Sales, 1935-1959	
American Broadcasting Co.	D 10
Executives & Staff	
Owned & Operated Stations Radio Network Rates	
Tv Network Rates	
American Broadcasting-Paramount	
Theatres Inc.	B-12
Antenna Site, FCC Rules	
Antenna Tv Systems, Community	D ·51
Arizona	
Am, Fm Stations	.A-111
Tv Stations	
Market Facts by Counties	
Broadcasters Association	E-4
Arkansas	
Am, Fm Stations	
Tv Stations	
Market Facts by Counties	
Broadcasters Association	
Artists Representatives	
Associations, State Broadcast	C-31
Assn. of Federal Comm. Consulting	
Engineers	D-22
AT&T Tv Network Routes Map	TA 00
(Bell System)Attorneys, Communications	
Audience Analysis	F-76
Audience Measurement Services	
Authorized Broadcast Stations, 1922-60	
·	
В	
Bahamas Radio Stations	B-80
Bell System, Tv Network Route Map	
Billings, Top Agencies—1952-59	
Books, Relating to Radio-Tv	

Studio Origination, FCC Rules		Tv Program Producers & Distributors		Tv Stations	
Subscription Tv Interests	D-55	Tv-Radio Consultants	D-61	Market Facts by Counties	F-54
Suppliers & Services	D-1	Tv Set Production-1946-59	F -63	Assn. of Broadcasters	E-4
Surveys & Market Research	D-29	Tv Station		Voice of America	D-57
T		Authorizations-1946-60	F -62	w	
Talent Agents	D.95	Directory, Canadian	B-76	Washington	
Tape/film/live Programming		Directory, U. S.		· ·	1.043
Television Bureau of Advertising		Sales, History		Am, Fm Stations	
Television Production Services		by Channels	B·51	Tv Stations	A-100
Television Station Employment		Tv Time Sales1948-58	F-73	Market Facts by Counties	
Tennessee				Assn. of Broadcasters	E-4
		${f v}$		Washington, D. C.	
Am, Fm Stations		Uhf Translator Tv Stations	B-29	Am, Fm Stations	A-127
Tv Stations		Unions & Labor Groups	D·55	Tv Stations	A-30
Market Facts by Counties		U. S. Govt. Agencies	D-56	Market Facts	F.7
Association of Broadcasters	15-4	U. S. Stations Beaming Overseas	B-28	West Virginia	
Texas		TT. 1		Am, Fm Stations	A .950
Am, Fm Stations	A -229	Utah		Tv Stations	
Tv Stations		Am, Fm Stations		Market Facts by Counties	
Market Facts by Counties		Tv Stations		Broadcasters Association	
Association of Broadcasters		Market Facts by Counties			
Time Sales, Radio		Broadcasters Association	E-4	Wisconsin	
Time Sales, Television				Am, Fm Stations	
Top 50 Agencies		V		Tv Stations	
Trade Assns. & Professional Groups		Vermont		Market Facts by Counties	
Transcription Services		Am, Fm Stations	A-241	Broadcasters Association	E-4
Transcription, FCC Rules		Tv Stations		World Radio Sets	B-93
Transfers, FCC Rules Governing		Market Facts by Counties		Wyoming	
Transfers of Tv Ownership	B-32	Association of Broadcasters	E-4	• •	4 25.
Translator Tv Stations	B-29	Viewing Habits	F-76	Am, Fm Stations	_
Transmitter & Equipment Mfrs.		Virgin Islands		Tv Stations	
Tv Bureau of Advertising	E-3	Am, Fm Stations	_A-255	Market Facts by Counties	
Tv Code of NAB	C-2	Tv Stations		Assn, of Broadcasters	E-4
Tv Equipment Manufacturers	D·1			77	
Tv Money, Where Goes		Virginia		Y	
Tv Networks, Regional	B-26	Am, Fm Stations	. A-241	Yukon Am Stations	B-87
<u></u>					

towers

engineered for safety, efficiency and economy

In fifteen years of assembling and erecting towers, antennas, micro-wave equipment and coax lines, Petroleum Engineering Service has built an unparalleled organization. From engineers to steel workers, the Petroleum Engineering Service team knows its business.

Included in the organization's Tower Division, are superintendents, foremen, and key men who are specialists in concrete and building construction. Most Petroleum Engineering Service contracts call for jobs that include: Designing, engineering, furnishing fabricating, grading, pouring concrete, installing tower equipment, building fences, access roads, power lines, any structures at the tower level.

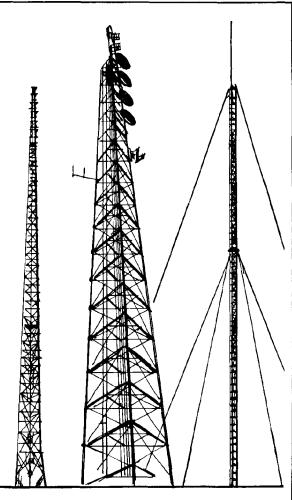
Its centralization of supply and responsibility makes for utmost speed, economy, and quality. It enables Petroleum Engineering Service to guarantee unconditionally your tower against defects in design and erection.

Complete service on estimating, installing and maintenance of tower systems; including micro-wave, radio (am-fm) and Television.

WILLIAM K. WILSON, President

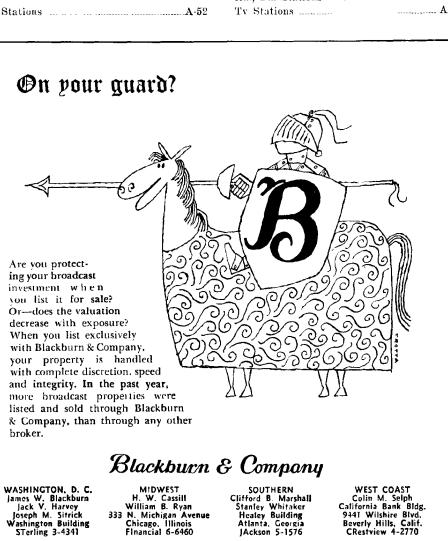
PETROLEUM ENGINEERING SERVICE, TOWER DIVISION

4700 Hickory Grove Road, Charlotte 5, North Carolina EDison 3-1419



British Columbia		Market Facts by CountiesF-7	Market Facts by CountriesF-9
Am, Fm Stations	B-81	D.CMaryland Broadcasters Assn E-4	Assn. of BroadcastersE-4
Tv Stations		Dominican Republic Radio StationsB-90	Government Agencies
Broadcast Advertisers' Billings			Group Ownership of StationsB-43
Broadcast Billings, Agency		E	Guam
Broadcast Stations, U. S. Broadcasters' State Assns.		Editorializing, Radio-Tv StationsF-79	Am Stations
Brokers, Radio-Tv Stations		Educational Broadcasting Assns. E-5	Tv Stations
and the state of t	10 10	Educational Fm Call Letters B-60	
c		Employment Services D-58 Engineering Societics, Groups E-6	н
California	•	Engineers, Consulting D-21	Haiti Radio StationsB-90
Am, Fm Stations		Equipment	Hawaii
Tv Stations		- ·	
Market Facts by Counties Broadcasters Association		Distributors D-1 Manufacturers D-1	Am, Fm Stations
Call Letters	E4	Rentals	Market Facts F-12
Am Stations (U.S.)	TR-53	AssociationsE-6	Broadcasters AssociationE-4
Fm Stations (U. S.)	D•00	Events & Trends F-68	How to Apply for StationC-1
Commercial	B-73	Experimental Tv Stations B-31	
Educational	B-60		I
Tv Stations (U. S.	B-49	F	Idaho
Canada		Facsimile, FCC Rules Governing	Am, Fm Stations
Am Stations by Call Letters	B-80	Federal Communications Bar Assn	Tv Stations
Am Stations by Frequencies	B-88	Federal Communications Commission	Market Facts by CountiesF-12
Am Station Directory		Executives & StaffC-31	Broadcasters AssociationE-4
Tv Call Letters		Past Members	Identification, Stations, FCC Rules
Tv Station Directory		Rules Regulating Radio-Tv	Illinois
Station Representatives		Allocations	Am, Fm Stations
Campus-Limited Radio Stations Canadian Broad of Broadcast Governor		Censorship C-31	Tv Stations
Canadian Broadcasting Corp.		Common antenna site	Market Facts by Counties F-13
Caribbean-Mexican Radio Stations	B-89	FacsimileC-24	Broadcasters AssociationE-4
Censorship, FCC Rules		Indecent language	Income of Television StationsA-20
Closed-Circuit Tv	D-30	License renewals	Indecent Language, FCC Rules
Code, Radio	C-10	Lotteries	Index to AdvertisersA-15
Code, Tv	C-2	Network affiliation	Indiana
Colorado		Operating schedules C-20	Am, Fm Stations
	A-123	Operator requirements C-24	Tv StationsA-40
Tv Stations		Political broadcasts C-28	Market Facts by CountiesF-14
Market Facts by Counties		Rebroadcasts	Broadcasters Association E-4
Broadcasters Association	E-4	Recordings C-28 Reports	Industry Highlights, 1959-60F-68
Columbia Broadcasting System Inc.		Revocations C-30	International Radio Stations in U. S B-28
CBS News Division		Sponsored programsC-28	Iowa
CBS Radio Division CBS Television Network		Station identificationC-28	Am, Fm Stations
CBS Tv Stations Division	B-16	Studio origination	Tv StationsA-42 Market Facts by CountiesF-15
Communications Attorneys		Transfers	Broadcasters Association E-4
Communications Carriers		Federal Radio Commission, Former	Dioaccasters Association
Community Antenna Tv Systems		Members	_
Congress, Radio-Tv Galleries	E-3	Film/live/tape ratio of programming F-74	J
Connecticut		Florida	Jamaica Radio StationsB-90
Am, Fm Stations	A-125	Am, Fm Stations	
Tv Stations	A-30	Tv Stations	к
Market Facts by Counties		Market Facts by CountiesF-7	Kansas
Broadcasters Association		Association of Broadcasters E-4	Am, Fm Stations
Construction Services	D-1	Fm Stations	Tv Stations
Consultants Consulting Engineers		Authorized in U. S. F-62	Broadcasters Association E-4
Correspondents Galleries, Radio-Tv	E-8	Commercial Call lettersB-73	
Cuba Radio Stations	B-89	Directory of A-107 Educational Call letters B-60	Kentucky
		Foreign Language Station Programming F-79	Am, Fm Stations
D			Market Facts by CountiesF-19
Delaware		Frequencies Canadian Am	Broadcasters Association E-4
Am, Fm Stations		Mexican-Caribbean Am B-89	Keystone Broadcasting System
Tv Stations Market Facts by Counties		United States Am	Executives & Staff B-20
Assn. of Broadcasters		Frequency Measuring Services D-25	Breadcast Rates
Dimensions of Radio and Television		7	
Distributors, Equipment		G	L
_	D-31	Galleries, Radio-Tv in Congress E-3	
District of Columbia		· -	Labor Groups & Unions D-55
Am, Fm Stations	Δ.197	Am, Fm Stations	Labrador Am StationsB-82
Tv Stations		Tv Stations A-34	Am Stations B-82 Tv Stations B-76
PAGE A-4 • 1960 BROADCASTING YEARBOOK		L'UX	_ · · · · · · · · · · · · · · · · · · ·
THE THE PERSON OF THE PERSON O	•		

	•		
Lawyers, Communications	D-17 Market Facts by Counties	F-22	Market Facts by Counties
License, How To Apply for Broadcast	•	E-4	Broadcasters Association
License Renewals, FCC Rules	Magachugatte		Motion Picture & Tv Film Ass
Licensing Groups, Music	D-29		Multiple Ownership, FCC Ru
Live/film/tape programming	en out of		Multiple Station Owners
Lotteries, FCC Rules Governing			Music Licensing Groups
Louisiana	Market Facts by Counties		Mutual Broadcasting System
Am, Fm StationsA	Broadcasters Association		- -
Tv Stations	1 40		Executives & Staff
Market Facts by Parishes	mon		Broadcast Rates
Assn. of Broadcasters	Mexical Carinical Hadio Stations	В-69	
	Michigan		N
	Am, Fm Stations	A-168	National Assn. of Broadcast
M	Tv Stations	A-56	Officers & Committees
Magazine or Newspaper Ownership	Market Facts by Counties	F-24	Past Presidents
of Broadcast Stations	B-37 Assn. of Broadcasters	E-4	Radio Code
Maine	Minnesota		Tv Code
Am, Fm Stations		. 155	National Broadcasting Co.
Tv Stations			Executives & Staff
Market Facts by Counties			California Nat'l Production
Broadcasters Association	Taking a door of countries		Figaro Inc.
	Dioaceascois iisoveitoit	E · · ±	NBC Radio Network
Major Trends of Events	Micciccinni		NBC Tv Network
Management Consultants	A THE COLLECT	A-177	
Managers of Talent	Tv Stations		Nebraska
Manitoba	Market Facts by Counties		Am, Fin Stations
Am, Fm Stations	B-82 Broadcasters Association		Tv Stations
Tv Stations			Market Facts by Counties
Manufacturers of Equipment	D-1 Missouri		Broadcasters Association
Manufacturers Societies, Groups		A-179	Negro Programming
Map, Tv Network Routes	F-82 Tv Stations		Networks
Market Research Services		F-29	ABC Executives & Staff
Market Facts for U.S. Counties		E-4	CBC Executives & Staff
Maryland	Montana		CBS Executives & Staff
Am, Fm Stations		A 180	KBS Executives & Staff
· ,	itin, i in clacions		MBS Executives & Staff
Tv Stations	A-52 Tv Stations	A-04	NBC Executives & Staff
			U. S. Radio Regional
			U. S. Tv Regional
]	Network Affiliation, FCC Ru
On your guard?			Nevada
on your guard:]	Am, Fm Stations
		J	Tv Stations
		1	Market Facts by Counties
í	((((()))))	ľ	Broadcasters Association



Market Facts by Counties	
Motion Picture & Tv Film Associations	E-5
Multiple Ownership, FCC Rules	C-16
Multiple Station Owners	B-43
Music Licensing Groups	D-25
Mutual Broadcasting System	
Executives & Staff	B.90
Broadcast Rates	
Dioaccast Matos	20
N	
- ,	
National Assn. of Broadcasters	
Officers & Committees	
Past Presidents	
Radio Code	
Tv Code	
National Broadcasting Co.	
Executives & Staff	
California Nat'l Productions	
Figaro Inc.	B-23
NBC Radio Network	B-22
NBC Tv Network	\mathbf{B} -23
Nebraska	
Am. Fin Stations	. A-183
Tv Stations	
Market Facts by Counties	
Broadcasters Association	E-4
Negro Programming	F-81
Networks	
ABC Executives & Staff	В-12
CBC Executives & Staff	
	B-16
KBS Executives & Staff	B-20
MBS Executives & Staff	B-20
NBC Executives & Staff	B-22
U. S. Radio Regional	
U. S. Tv Regional	$\mathbf{B}\text{-}26$
Network Affiliation, FCC Rules	C-24
Nevada	
Am, Fm Stations	Λ-184
Tv Stations	
Market Facts by Counties	
Broadcasters Association	
New Brunswick	
Am, Fm Stations	B-82
Tv Stations	
New Hampshire	
_	A-185
Am, Fm Stations	
Market Facts by Counties	
Association of Broadcasters	
Newfoundland	
	B-83
Tv Stations	B-78
Note Towns	
New Jersey	
Am, Fm Stations	
Tv Stations	
Market Facts by Counties	
Broadcasters Association	E-4
New Mexico	
Am, Fm Stations	A-187
Tv Stations	
Market Facts by Counties	F-34
Broadcasters Association	E-4
News Highlights—1959-60	F-68
News Services	
Newspaper Ownership of Stations	\mathbf{B} -37
New York	
	A 700
Am, Fm Stations	
Tv Stations	A-08

Stations, Experimental _____B-31

Stations, uhf Translator B-29

North Carolina

North Dakota

Nova Scotia

Ohio

Oklahoma

Oregon

Pennsylvania

Puerto Rico

Am, Fm Stations _____A-255

Assn. of Broadcasters E-4

.....A-105

