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Yearbook Abbreviations

Account Executive—acct. exec.
Administrative Assistant—adm. asst.
Advertiser—adv.
Assistant—assist.
Associate—assoc.
Associate—Asso.
Avenue—Ave.
Board—bd.
Bookkeeper—bkpr.
Broadcast—Brd.
Broadcast—Broadcasting—Bcstg.
Business—bus.
Buyer—buy.
Channel—ch.
Chairman of the Board—chn. of bd.
Charge—chg.
Chief—chief.
Commercial—com.
Comptroller—comp.
Controller—cont.
Controller—controller
Coordinator—coor.
Co-Owner—co-own.
Corporation—Corp.
Director—dir.
Editor—ed.
Educational—educ.
Engineer—engr.
Equipment—equip.
Executive—exec.
Facility—fac.
General Manager—gen. mgr.
Government—Gov.
Highway—Hwy.
Kilowatt—kw.
Loc—loc.
Manager—mgr.
Managing—mgng.
Manufacturing—mfr.
Manufacturing—mfg.
Merchandising—merc.
National—Nat.
Officer—of.
Office—off.
Operations—ops.
Owner—own.
Partner—partner.
President—pres.
Producer—prodr.
Producer—producer.
Production—prod.
Program—pgm.
Promoter—prom.
Public Affairs Director—pub. aff. dir.
Public Relations Director—pub. rel. dir.
Publicity Director—publicity dir.
Publication—publ.
Publishing—pub.
Regional—reg.
Representative—rep.
Resident Manager—res. mgr.
Sales—sal.
Secretary—sec.
Service—serv.
Special Events Director—sp. events dir.
Sports Director—sports dir.
Station—sta.
Street—St.
Superintendent—supntnd.
Supervising Engineer—sup. engr.
Supervisor—supvr.
Technical—tech.
Telephone—tel.
Television—tv.
Township—Twsp.
Traffic—traff.
Transmitter Supervisor—trans. supvr.
Treasurer—treas.
Vice President—vp.
Walt—w.
Women's Director—women's dir.

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Broadcasting • TELECASTING
ON-TARGET TELEVISION

KUDNER AGENCY, INC.
NEW YORK  DETROIT  LOS ANGELES  WASHINGTON  SAN FRANCISCO
ME * LOVES YOU
M-E (McCann-Erickson) loves you, and we just don’t care who knows it! After all, you—the talent, the producers, the packagers, the people with ideas—helped make this the biggest quarter in McCann's history, so why shouldn’t we? To be specific, our little affair this year will give birth to TV and radio billing weighing in at over $90,000,000, and that’s a heap of lovin’ in anybody’s book.

Most important of all, our romance has made McCann clients the happiest mothers-in-law on TV, with big bouncy shows like Climax!, Shower of Stars, Studio One, Disneyland, and many, many, many others.

ME loves you, so, please, keep right on calling us with those big, bright ideas. (If a man answers, keep talking anyway; we’re a pretty broadminded lot.)
emˈpa·thy

(ĕmˈpä·thĭ), n. [Gr. empatheia, fr. en-in + pathos suffering.] Imaginative projection of one's own consciousness into another being.

-em·pathˈic (ĕm·pāthˈĭk), adj.*
