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(For Facts on Television See 1955-56 TELECASTING Yearbook & Marketbook)

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ABBREVIATIONS IN 1956 YEARBOOK

(See legend in state directory for executive abbreviations used in am and fm stations)

Account Executive	acct. exec.	National	natl.
Administrative Assistant	admin. asst.	National Commercial Manager	natl. com. mgr.
Advertising Promotion Director	adv. prom. dir.	News Director	news dir.
Assistant	asst.	Office Manager	off. mgr.
Association	assn.	Owner	own.
Associates	assoc.	Partner	ptrn.
Board	bd.	President	pres.
Broadcast	bcst.	Production Coordinator	prod. coor.
Broadcasting	bcstg.	Production Director	prod. dir.
Business Manager	bus. mgr.	Production Manager	prod. mgr.
Chairman of the Board	chmn. of bd.	Program Coordinator	prog. coor.
Channel	ch.	Program Supervisor	prog. sup.
Chief Bookkeeper	ch. bkpr.	Promotion Director	prom. dir.
Chief Engineer	ch. eng.	Promotion Manager	prom. mgr.
Co-Engineer	co-eng.	Public Affairs Director	pub. aff. dir.
Co-Owner	co-own.	Public Relations Director	pub. rel. dir.
Commercial Manager	com. mgr.	Publication	publ.
Commercial Production Manager	com. prod. mgr.	Publicity Director	publicity dir.
Comptroller	comp. controller	Publishing	pub.
Controller	controller	Regional Manager	reg. mgr.
Director	dir.	Representative	rep.
Director of Engineering	eng. dir.	Resident Manager	res. mgr.
Director of Operation	opr. dir.	Sales Director	sls. dir.
Educational	educ.	Sales Manager	sls. mgr.
Executive Officer	exec. off.	Secretary-Treasurer	sec.-treas.
Executive Owner	exec. own.	Service	service
Executive Producer	exec. prod.	Special Events Director	sp. events dir.
Executive Vice President	exec. vp.	Sports Director	sports dir.
Facility Director	fac. dir.	Station Director	sta. dir.
General Manager	gen. mgr.	Station Engineer	sta. eng.
General Sales Manager	gen. sls. mgr.	Station Manager	sta. mgr.
Highway	hwy.	Station Supervisor	sta. sup.
Kilowatt	kw	Supervising Engineer	sup. eng.
Local Sales Manager	loc. sls. mgr.	Technical Director	tech. dir.
Manager	mgr.	Township	twsp.
Manager of Operations	opr. mgr.	Traffic Manager	traffic mgr.
Managing Director	mngng. dir.	Transmitter Supervisor	trans. sup.
Manufacturer	mfr.	Treasurer	treas.
Manufacturing	mfg.	Vice President	vp.
Merchandising Director	merc. dir.	Watt	w
		Women's Director	women's dir.