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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Nothing can create greater impulse spot-buying faster than to tell exactly what your market and your station means . . . via IN-DEPTH MARKETSHEETS® . . . proven profit-makers now in use by 1,350 broadcasters across the USA.

You can put these different sales aids to work for your station . . . and, at a fair price, too:

WHY NOT INVESTIGATE? Write today for our comprehensive “Keys That Open Doors” presentation. No obligation to buy.

Just write . . .

ALLIED CREATIVE SERVICES
Postal Drawer 1991-BY
Prescott, Arizona 86301

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Broadcasting is published weekly except the last week in December. Each issue offers a comprehensive directory of the broadcasting industry, including information on radio and television stations, affiliate relations, programming, sales and marketing, and other related fields. The publication also features articles, features, and news stories about the industry, its trends, and developments. The publication is a valuable resource for anyone involved in the broadcasting industry, providing a wealth of information about the latest news, trends, and opportunities in the field.
Extent of Broadcast Editorializing

Over 50% of AM stations, 50% of TV's, and over 55% of FM's are now editorializing, at least occasionally, according to results of a nationwide survey for the BROADCASTING YEARBOOK.

The editorializing survey was obtained from the YEARBOOK questionnaire sent to all radio and TV stations. Here are the results:

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<th>Station Type</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations editorializing</td>
<td>2,232</td>
<td>416</td>
<td>426</td>
</tr>
<tr>
<td>Stations answering editorializing question</td>
<td>51.5%</td>
<td>59.1%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Percent editorializing daily</td>
<td>10.2%</td>
<td>5.5%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Percent editorializing weekly</td>
<td>7.3%</td>
<td>9.1%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Percent editorializing occasionally</td>
<td>34.0%</td>
<td>44.2%</td>
<td>30.1%</td>
</tr>
</tbody>
</table>

Only FM stations that are independently programmed are considered in this survey.

www.americanradiohistory.com
THE DIMENSIONS OF BROADCASTING

Key facts about radio and television

Broadcasting stations on air

<table>
<thead>
<tr>
<th>Stations on air</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF commercial TV stations</td>
<td>506</td>
</tr>
<tr>
<td>UHF commercial TV stations</td>
<td>165</td>
</tr>
<tr>
<td>Total commercial TV stations</td>
<td>671</td>
</tr>
<tr>
<td>VHF noncommercial TV stations</td>
<td>75</td>
</tr>
<tr>
<td>UHF noncommercial TV stations</td>
<td>94</td>
</tr>
<tr>
<td>Total noncommercial TV stations</td>
<td>169</td>
</tr>
<tr>
<td>Total TV stations</td>
<td>840</td>
</tr>
<tr>
<td>AM radio stations</td>
<td>4,235</td>
</tr>
<tr>
<td>Commercial FM stations</td>
<td>1,917</td>
</tr>
<tr>
<td>Noncommercial FM stations</td>
<td>359</td>
</tr>
<tr>
<td>Total broadcasting stations</td>
<td>7,351</td>
</tr>
</tbody>
</table>

Compilation by FCC through Dec. 4, 1968

Total times sales, 1967

- $1,840,900,000 for all TV stations and networks (from FCC report)
- $937,075,000 for all radio stations and networks (BROADCASTING estimate)
- $2,777,975,000 total radio-TV time sales

The radio-TV audiences

- 57,522,300 U. S. TV homes
- 17,450,000 color TV homes
- 3,500,000 CATV homes
- 58,500,000 radio homes

- 6 hours, 38 minutes total TV viewing per home per day

Some other facts about facilities

- 381 AM stations owned by newspapers and/or magazines
- 191 FM stations owned by newspapers and/or magazines
- 183 TV stations owned by newspapers and/or magazines
- 48 regional radio networks/groups
- 11 regional television networks
- 1,900 community antenna TV systems (estimated)

Facts about related businesses

- 55 talent agents and managers
- 356 radio program producers, distributors
- 588 TV program producers, distributors
- 383 TV commercial producers
- 253 radio commercial and jingle producers
- 307 producers, distributors, business, promotion films
- 39 TV processing labs
- 128 associations and professional societies
- 62 companies providing research services
- 49 unions representing workers and performers
- 269 consulting engineers serving broadcasting
- 72 consultants on management, personnel, etc.
- 33 news services
- 67 public relations, publicity, promotion services
- 37 station and CATV brokers
- 169 station representatives
- 16 station finance companies

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