The 1975 Broadcasting Yearbook shares with its predecessors the ambition of being the most comprehensive directory to the business of broadcasting. It differs from earlier editions in a number of respects, both of organization and amplification. To assist veteran Yearbook readers in locating their favorite sections, and to acquaint new readers with what they can expect to find between these covers, the editors offer this general description of the Yearbook's six major sections.

Section A—Titled "Broadcasting in General," this section begins with a not-so-short history of the broadcasting media and their evolution (on page A-1). A new feature this year is the "Short Course in Broadcasting" (A-2) which provides a capsule summary of the industry. There follows a major section on the Federal Communications Commission, an extract of its principal rules and a guide to station application procedure. Readers may find especially helpful the FCC table of organization that appears on A-8, which attempts to chart a visual course through that bureaucracy. At the close of Section A are directories of Group Ownership and Newspaper/Magazine Cross-ownership.

Section B—This is the television section of the Yearbook. It begins with another new feature of the 1975 edition, The ADI Market Atlas, an 84-page section showing each of the 207 ADI's (Areas of Dominant Influence) according to Arbitron Television, complete with coverage maps, and other important market rankings. The editors have labeled this first part of Section B "The Television Marketplace," because it describes essential commercial elements of the medium. That section is followed, on A-85, by "The Facilities of Television," which carries the same information that readers have come to expect therein. Additionally, there are cross-references to the appropriate ADI's. Among the other features of this section is a complete history of TV station transfers.

Section C—This is the radio section of the Yearbook. It begins with the directory of AM and FM stations in the United States and continues with those in U.S. territories and in Canada. There are, as usual, a number of cross reference lists of radio information: AM by call letters, by frequencies, and the like, along with improved Mexican and Caribbean coverage. At the end of Section C appears an expanded directory of international broadcasting.

Section D—This section is in two principal parts. The first, titled "Broadcast Advertising," deals largely with directories of advertising agencies, station representatives, radio and TV commercial production houses and similar service organizations. The second, titled "Networks & Programming," is as it suggests: listings first of the various radio and television networks, both national and regional, and then of various program suppliers in a number of different categories. This year's edition features an even more comprehensive guide to radio station formats and specialized programming.

Section E—This is the "Equipment & Engineering" section of the Yearbook. It begins with a list of equipment manufacturers, continues with a directory of consulting engineers and includes a short guide to common carriers of three varieties: land lines, microwaves and satellites. Following that, beginning on E-33, is the 1975 Buyer's Guide, a 24-yellow-pages commercial directory to both equipment and broadcast services.

Section F—in broad terms this is the services, associations and "everything else" section, in that order. It begins with a directory of station brokers, continues with consultants in a number of broadcasting fields, includes all the principal trade associations and, under the broad heading "Miscellaneous," lists government agencies (other than the FCC), congressional committees, books of interest to broadcasters and other nonrelated but important categories.

At the top of the first page of each section is a detailed table of contents to principal elements therein. Through each of those, and in the alphabetized editorial index that begins in the columns below, the editors hope that readers will quickly find their way to the information they most need to know about broadcasting.
THE SIGN OF GOOD TELEVISION
Editorial Index

J
Jingle Producers .......................... D-18

K
Keystone Broadcasting System .......... D-32

L
Labor Groups & Unions .................. F-33
Labs, TV Processing ...................... D-54
Land Lines (AT&T) ....................... E-31
Lawyers, Communications ............... F-6
Library, Broadcast Pioneers ............. F-28
License, How to Apply for .............. A-29
Licensing, Music .......................... D-55

M
Magazine or Newspaper Ownership of Broadcast Stations .. A-40
Management Consultants ................. F-3
Managers, Talent ........................ F-16
Manufacturers of Equipment ............ E-1
Manufacturers Societies, Groups ...... F-26
Maps of TV Markets ....................... B-1
Market Research Services ............... F-13
Marketing Guide .......................... B-1
Markets, ADI TV .......................... B-1
Markets, TV by Size ........................ B-77
Markets, TV Demographics .............. B-80
Markets of TV (Maps) .................... B-1
Maximum Service Telecasters, Assn. of ........................................ F-27
Measuring Services, Frequency .......... E-31
Media Buying/Planning Services ........ D-7
Media Societies, Groups ................. F-26
Mexican Radio Stations .................. C-230
Microwave ................................ E-32
Middle-of-the-Road Programing ......... D-71
Motion Picture & TV Film Associations .. F-26
Multiple Station Owners .................. A-30
Music Licensing Groups .................. D-55
Mutual Black Network .................... D-29
Mutual Broadcasting System .......... D-28
National Advertisers, Assn. of .......... F-28
National Assn. of Broadcasters
Committees ............................... F-17
Officers ................................... F-17
Radio Code ................................ D-61
TV Code .................................. D-57
National Assn. of Farm Broadcasters .. F-19
National Assn. of Television Program Executives .............. F-19

N
National Black Network .................. D-29
National Broadcasting Co. .............. D-26
National Call Sign Assignments ........ C-294
National Public Affairs Center for Television ................ D-34
National Public Radio .................... D-34
Network Audience in TV Markets ....... B-81
Networks
ABC Executives & Staff ................. D-22
CBS Executives & Staff .................. D-24
MBS Executives & Staff ................. D-28
NBC Executives & Staff ................. D-26
Regional Radio ........................... D-29
Regional TV ................................ D-29
News Directors, Radio-TV Assn. ........ F-21
News Services, Radio and TV .......... F-34
Newspaper Ownership of Stations ..... A-40
Nielsen, A. C. Co. ......................... F-14

O
Overseas Radio, TV ........................ C-291
Ownership, Group Stations .............. A-30
Ownership, Newspaper ................... A-40

P
Pay TV .................................... B-158
Placement Services ....................... F-15
Press Services ............................ D-34
Processing Labs, TV ....................... D-54
Producers, TV Commercials .............. D-14

Abbreviations Commonly Used in 1975 Yearbook

ac tg .......... acting ........................ C&W
admin .... administrative ................. country & western
cvd .......... development ................ dev
dir .......... director ............................
dup ......... duplicates ........................
edit .......... editor ............................
educ .......... education ........................
educ1 .......... educational ....................
engr .......... engineer ........................
engr .......... engineering ........................
ERP .......... effective ........................
ETV .......... educational ....................
exec .......... executive ........................
gen .......... general ............................
Ger .......... German ...........................
HA ART .................................. height above average terrain
horz .......... horizontal ........................
polarization ................................
hrtrs .......... headquarters ..................
hwy .......... highway ........................
ind .......... independent ......................
info .......... information ........................
instal .......... installation ....................
instr .......... instrumental ....................
It .......... Italian ..............................
khz .......... kilohertz ........................
kw .......... kilowatts ..........................
lc .......... local ..............................
lstng .......... listing ..........................
lw .......... longwave ..........................
mdse .......... merchandising ................
med .......... media ............................
mgf .......... manufacturing ..................
mng .......... managing ........................
mgmnt .......... manager ........................
mgt .......... management ........................
mhz .......... megahertz ........................
mtk .......... marketing ........................
MOR .......... middle of the road ........................
mthly .......... monthly ......................
mus .......... music .............................
mw .......... medium wave ........................
natl .......... national ........................
net .......... network ..........................
newsp .......... newspaper ........................
off .......... officer ............................
ops .......... operations ........................
own .......... own ..............................
pckgd .......... packaged ........................
per .......... personnel ........................
Pol .......... Polish ............................
prl .......... pres ..............................
prod .......... production ........................
producer .......... program ........................
progmg .......... programming ........................
progressive .......... programming ........................
prom .......... promotion ........................
prtn .......... partner ..........................
pub afs .......... public affairs ........................
pub ser .......... public service ........................
publ .......... publicity ........................
quad .......... quadruple ........................
rel relations .......... relational ........................
relg .......... religious ........................
rep .......... representative ........................
rpnt .......... regional ........................
rsch .......... research ........................
sec .......... secretary ........................
sep .......... separate ........................
sis .......... sales .............................
Sp .......... Spanish ..........................
spec .......... special ..........................
stat .......... station ..........................
sub .......... subscriber ........................
supt .......... superintendent ........................
supvr .......... supervisor ........................
svcs .......... services ........................
sw .......... short wave ........................
tech .......... technical ........................
traf .......... traffic ..........................
tres .......... treasurer ........................
TWX .......... Teletypewriter ........................
U .......... university ........................
univ .......... university ........................
under construction .......... vertical ........................
vert .......... vertical ........................
vis .......... visual ..........................
VP .......... vice president ........................
w .......... watts ..............................
wkly .......... weekly ........................

Several directories of the 1975 Yearbook—including the ADI Market Atlas that begins on B-1—employ the standard, two-letter state abbreviations of the U.S. Postal Service. They are shown below:

Alabama ........................ AL
Alaska ........................ AK
Arizona ........................... AZ
Arkansas ........................ AR
California ......................... CA
Canal Zone ......................... CZ
Colorado ........................ CO
Connecticut ....................... CT
Delaware ........................ DE
District of Columbia ............... DC
Florida ........................ FL
Georgia ........................ GA
Guam ............................ GU
Hawaii ............................ HI
Illinois ........................... IL
Indiana ........................... IN
Iowa ............................. IA
Kansas ........................ KS
Kentucky ........................ KY
Louisiana ........................ LA
Maine ............................ ME
Maryland ........................ MD
Massachusetts ..................... MA
Michigan ........................ MI
Minnesota ......................... MN
Mississippi ....................... MS
Missouri ........................ MO
Montana ........................... MT
Nebraska ........................ KS
New Jersey ........................ NJ
New Mexico ........................ NM
New York ........................ NY
North Carolina ..................... NC
North Dakota ....................... ND
Ohio .............................. OH
Oklahoma ........................ OK
Oregon ............................ OR
Pennsylvania ...................... PA
Puerto Rico ........................ PR
Rhode Island ........................ RI
South Carolina ..................... SC
South Dakota ....................... SD
Tennessee ......................... TN
Texas .............................. TX
Utah ............................... UT
Virginia .......................... VA
Virgin Islands ...................... VI
Washington ......................... WA
West Virginia ....................... WV
Wisconsin ......................... WI
Wyoming ......................... WY

Broadcasting Yearbook 1975

IV

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The 10:10 knockout on the 11 o’clock news: Channel 7.
The 10:10 knockout on the 11 o’clock news: Channel 4.

"...we expect to have a filmed report for you later on."

The Akai VTS-150. It can make the difference between news you can only talk about and news you can show.

Ray Karpowicz, General Manager KSD-TV “One afternoon the Fairmont Racetrack in Illinois burned to the ground and KSD sent a crew out in a helicopter. Over the site, we moved slowly as possible and held the Akai VTS-150 to our chest to reduce vibration. The system worked to perfection and we had the story on at 6 o’clock.”

Steve Currie, Director of Broadcasting WCBD-TV “When Gen. Alexander Haig visited “The Citadel” in South Carolina, his press conference began at 4:30 P.M. We took an Akai VTS-150 with us and returned in plenty of time with the story edited and ready to be televised on our 6:00 P.M. News.”

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THAT WAS IN THE CAMERA
THAT REVOLUTIONIZED TV BROADCASTING
TEN YEARS AGO...

THIS IS THE 2/3 INCH VERSION
OF THAT PLUMBICON TUBE...
IT WILL CHANGE THE ENTIRE COURSE OF
AND ADD IMPORTANT NEW DIMENSIONS
TO ELECTRONIC JOURNALISM.
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The new 2/3-inch Plumbicon camera tube is now available for a new generation of portable, hand-held color cameras which will provide the same startlingly realistic color and dynamic resolution that revolutionized color telecasting ten years ago when its big brother was originally introduced.

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The Ampex 2/3-inch Plumbicon TV camera tube offers:

- Better dynamic resolution than any other TV camera tube in the 2/3-inch category.
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- Essentially zero lag over a wide range of lighting conditions.
- Low (and stable) dark current, combined with high signal-to-noise ratio for sharp, clean, noise-free images.
- Stable operation over a wide temperature range.

For additional information, contact Ampex Electronic Corporation, Electro-Optical Devices Division, Slatersville, Rhode Island 02876. Telephone: 401-762-3800

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