

SASKATCHEWAN-YUKON

CKOM—Saskatoon—1951

Frequency: 1250 Kc. Power: 10 Kw.
 Owned. Saskatoon Community Bcstg. Co., Ltd.
 Address. Empire Hotel
 Tel.: 652-1420 Independent
 Station Reps. Stovin-Byles; Weed
 Pres., Gen. Mgr. R. A. Hosie
 Sta., Comm. Mgr. W. H. Stovin
 Sales Promotion Mgr. Easton Wayman
 Program Director. G. E. Walburn
 Production Manager. Arnold E. Stilling
 Chief Engineer. Maynard Greer

CKSW—Swift Current—1956

Frequency: 1400 Kc. Power: 1 Kw. d., 250 W. n.
 Owned. Frontier City Bcstg. Co. Ltd.
 Address. 134 Central Ave.
 Tel.: 773-4605 Independent
 Reps. Air-Time Sls.; Radio Reps.; Bcst. Reps.
 Pres., Gen. Mgr. Douglas Scott
 Station Mgr., Chief Eng. Will Gilbey
 Comm., Sales Prom. Mgr. William H. Priest

CFSL—Weyburn—1957

Freq.: 1340 Kc. Power: 1 Kw. d., 250 W. n.
 Owned. Soo Line Bcstg. Co. Ltd.
 Address. P. O. Box 1330
 Tel.: Victor 2-4666 Independent
 Sta. Rep. Stovin-Byles; Potts; Cooke
 President. T. G. Laing
 General Comm. Mgr. Norman A. Hickey
 Sales Prom. Mgr., Prog. Dir. Mary E. McGregor
 Production Manager. Hart Kirch
 Chief Engineer. Robert MacDonald

CJGX—Yorkton—1927

Freq.: 940 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned-Oper. By. Yorkton Bcstg. Co., Ltd.
 Address. Tower Bldg., 2nd Ave.
 Tel.: 783-12256 Independent
 Station Reps. Messner; Scharf
 President. F. K. Tully
 Station Manager. G. G. Gallagher
 Commercial Manager. M. G. Phillips
 Sales Promotion Mgr. K. M. Dodds
 Program Director. E. A. Laurence
 Chief Engineer. H. F. McRae

Yukon

CFWH—Whitehorse—1958

Frequency: 1240 Kc. Power: 250 W.

Address. P. O. Box 730
 Tel.: WH 7-2544. CBC
 Owned By. CBC



PROGRESSIVE STATIONS PREFER
 THE PRESTIGE NEWS SERVICE

Negro Community Growth Holds New Broadcasting Challenges



By
HARRY NOVIK
General Manager
WLIB, New York

THE burgeoning economy in the national Negro community these days, with its attendant rises in living standards, has created new challenges for broadcasters in this specialized market.

For with these rises go increasingly selective and more varied merchandising practices, more definitive on-the-air services plus a more acute need for in-depth, qualitative analyses of Negro community compositions, particularly on regional as well as urban market bases.

The 1960 census proved this. Since then, various other indices continually underscore the little we actually do know, comparatively, about the Negro community, particularly since major metropolitan centers like New York, Los Angeles and Chicago have Negro communities whose numbers are growing every day.

In measuring the new Negro communities we still tend to use old yardsticks and formulae. The net results are underestimates of actual Negro impact in the national economic structure.

Evidences of the growth pattern vary greatly. We know, for example, the national Negro community is 11 percent of the population. This same figure pertains to greater New York, but is different in other metropolitan centers. We know also that New York's Negro community is a \$2.4 billion consumer purchasing area—one of the highest and most concentrated in the country—and that its present population total makes it the sixth largest city in our land. And we know, too, that there are greater numbers of Negro practicing professionals and blue-collar specialists and that there are more Negro job avail-

abilities in all skill categories today than ever before.

In our own operation we have kept pace by continually expanding our news, public interest, and public service programming while at the same time providing entertainment geared to the full gamut of tastes in the increasingly cosmopolitan Negro community within greater New York.

In only one area—personal rapport between on-the-air personality and listener—has the basic parochialism of the Negro dominated. Unlike print, which often uses "name" testimonials for advertising impact, the advertiser using Negro-oriented radio relies on listener acceptance of station and personalities for the maximum impact to his sales messages. At WLIB, we go one step farther, however. Our personalities cooperate in tie-in print campaigns, too. The result is even greater efficiency for the advertiser.

This entire burgeoning process in the Negro community not only has prompted larger advertising agencies to include specialized stations as integral parts of their major market schedules for national and regional clients but has also caused some agencies to create departments of specialists to supervise and coordinate such activities. They realize that complete market coverage depends on efficient integration of mass and specialized media within the marketing area—with the specialized outlets getting air-copy particularly attuned to the group on which they have impact.

AM Stations with Negro Programming

ALABAMA

(100% Programming)

WENN—Birmingham
WJLD—Birmingham
WJLD—Homewood
WEUP—Huntsville
WGOK—Mobile
WRMA—Montgomery
WTUG—Tuscaloosa
(8 or more hours per week)
WAUD—Auburn
WPRN—Butler
WEOF—Dothan
WULA—Eufaula
WOWL—Florence
WZOB—Fr. Payne
WJAM—Marion
WHBB—Selma
WJHB—Talladega
WJDB—Thomasville
WABT—Tuskegee

ARKANSAS

(100% Programming)

KOKY—Little Rock
(8 or more hours per week)
KXJK—Forrest City
KBLO—Hot Springs
KOTN—Pine Bluff
KPBA—Pine Bluff

CALIFORNIA

(100% Programming)

KDAY—Los Angeles
KGFJ—Los Angeles
KSAN—San Francisco
(8 or more hours per week)
KDia—Oakland

DISTRICT OF COLUMBIA

(100% Programming)

WOOK—Washington
WUST—Washington

FLORIDA

(100% Programming)

WELE—Daytona
WOBS—Jacksonville
WKOS—Ocala
WOKB—Orlando
WBOP—Pensacola
WTMP—Tampa
WYOU—Tampa
WOKB—Winter Garden
(8 or more hours per week)
WRHC—Jacksonville
WMOP—Ocala
WWPF—Palatka
WCNH—Quincy
WTRR—Sanford
WIRK—West Palm Beach

GEORGIA

(100% Programming)

WAOK—Atlanta
WTHB—Augusta
WCLS—Columbus
WOKS—Columbus
WIBB—Macon
(8 or more hours per week)

WDEC—Americus
WDOL—Athens
WERD—Atlanta
WAUG—Augusta
WHAB—Baxley
WBBK—Blakely
WMOG—Brunswick
WDMF—Buford
WGRA—Cairo
WHIE—Griffin
WSOK—Savannah
WWNS—Statesboro
WJAT—Swainsboro
WGOV—Valdosta
WACL—Waycross

AM STATIONS WITH NEGRO PROGRAMMING

ILLINOIS

(100% Programming)

WBEE—Chicago
WNYR—Chicago

(8 or more hours per week)

WAAF—Chicago
WTAQ—La Grange
WOPA—Oak Park

INDIANA

(8 or more hours per week)

WWCA—Gary
WGEE—Indianapolis

KENTUCKY

(100% Programming)

WLOU—Louisville

(8 or more hours per week)

WYGO—Corbin
WKYB—Paducah

LOUISIANA

(100% Programming)

WXOK—Baton Rouge
WBOK—New Orleans
WYLD—New Orleans
KANB—Shreveport
KOKA—Shreveport

(8 or more hours per week)

KVOL—Lafayette
KAOK—Lake Charles
KMAR—Winnsboro

MARYLAND

(100% Programming)

WANN—Annapolis
WEBB—Baltimore
WSID—Baltimore

(8 or more hours per week)

WITH—Baltimore
WWIN—Baltimore

MASSACHUSETTS

(8 or more hours per week)

WILD—Boston

MICHIGAN

(100% Programming)

WCHB—Inkster

(8 or more hours per week)

WJLB—Detroit
WAMM—Flint
WTRX—Flint

MISSISSIPPI

(100% Programming)

WESY—Greenville
WOKJ—Jackson
WQIC—Meridian

(8 or more hours per week)

WELZ—Belzoni
WGLC—Centreville
WROX—Clarksdale
WCLD—Cleveland
WCBI—Columbus
WGVM—Greenville
WCPC—Houston
WMBC—Macon
WAPF—McComb
WSSO—Starkville
WROB—West Point
WAZF—Yazoo City

MISSOURI

(100% Programming)

KPRS—Kansas City
KATZ—St. Louis
KXLW—St. Louis

NEW JERSEY

(100% Programming)

WNJR—Newark

(8 or more hours per week)

WCAM—Camden

NEW MEXICO

(8 or more hours per week)

KWEW—Hobbs

NEW YORK

(100% Programming)

WUFO—Buffalo

(8 or more hours per week)

WADO—New York
WBNX—New York
WLIB—New York
WWRL—New York

AM STATIONS WITH NEGRO PROGRAMMING

NORTH CAROLINA

(100% Programming)

WSRC—Durham
WAAA—Winston-Salem
(8 or more hours per week)

WBBB—Burlington
WGIV—Charlotte
WCNC—Elizabeth City
WBLA—Elizabethtown
WAGY—Forest City
WGBG—Greensboro
WHVH—Henderson
WELS—Kinston
WRAL—Raleigh
WREV—Reidsville
WCEC—Rocky Mount
WYAL—Scotland Neck
WADA—Shelby
WGTM—Wilson
WVOT—Wilson

OHIO

(100% Programming)

WCIN—Cincinnati
WABQ—Cleveland
(8 or more hours per week)
WJMO—Cleveland
WVKO—Columbus

OKLAHOMA

(8 or more hours per week)

KOKO—Okmulgee
KTOW—Tulsa

PENNSYLVANIA

(100% Programming)

WDAS—Philadelphia
WHAT—Philadelphia
WAMO—Pittsburgh

SOUTH CAROLINA

(100% Programming)

WPAL—Charleston
(8 or more hours per week)
WANS—Anderson
WBEU—Beaufort
WFIS—Fountain Inn

WESC—Greenville
WDKD—Kingstree
WJAY—Mullins
WZOO—Spartanburg
WSSC—Sumter

TENNESSEE

(100% Programming)

WNOO—Chattanooga
WJAK—Jackson
WDIA—Memphis
WVOL—Nashville
(8 or more hours per week)
WJZM—Clarksville
WLAC—Nashville

TEXAS

(100% Programming)

KJET—Beaumont
KNOK—Fort Worth
KCOH—Houston
KZEY—Tyler
(8 or more hours per week)
KCAR—Clarksville
KULP—El Campo
KGBC—Galveston
KLVL—Houston
KYOK—Houston
KLUE—Longview
KHMT—Marshall
KTAE—Taylor

VIRGINIA

(100% Programming)

WILA—Danville
WRAP—Norfolk
WANT—Richmond
(8 or more hours per week)
WMEK—Chase City
WYSR—Franklin
WDDY—Gloucester
WBRG—Lynchburg
WHEE—Martinsville
WSSV—Petersburg

WISCONSIN

(8 or more hours per week)

WMIL—Milwaukee

Revenue & Income of 91 FM Stations Operated By Non-AM Licensees in Metropolitan Markets

— 1961 —

<i>Metropolitan Areas</i>	<i>Total Stations Reporting</i>	<i>Total Time Sales²</i>	<i>Incidental Broadcast Revenues³</i>	<i>Total Broadcast Revenues⁴</i>	<i>Total Broadcast Expenses</i>	<i>Total Broadcast Income¹</i>
Boston	3	\$ 39,975	\$ 19,480	\$ 79,806	\$ 172,557	\$ (92,751)
Chicago	15	753,805	391,708	1,168,055	1,180,276	(12,221)
Detroit	9	308,127	33,250	381,210	528,481	(147,271)
Houston	4	105,631	6,738	107,941	214,181	(106,240)
Los Angeles-Long Beach	20	690,506	265,877	952,357	1,192,328	(239,971)
Milwaukee	4	79,719	7,729	99,749	118,579	(18,830)
New York	4	172,334	44,274	207,620	317,567	(109,947)
Philadelphia, Pa.-N. J.	4	141,767	1,564	141,486	206,673	(65,187)
Providence-Pawtucket, R. I.-Mass.	3	55,423	3,266	53,371	108,902	(55,531)
Sacramento, Calif.	4	72,349	288	98,774	143,547	(44,773)
San Diego, Calif.	5	57,498	24,438	117,911	183,651	(65,740)
San Francisco-Oakland	10	249,284	11,590	300,244	456,267	(156,023)
Seattle, Wash.	6	111,035	43,049	190,064	326,003	(135,939)
Total	91	\$2,837,453	\$853,251	\$3,898,588	\$5,149,012	(\$1,250,424)

¹ Before federal income tax.

² Before commissions to agencies, representatives and others.

³ Includes revenues from providing functional music or other special services.

⁴ Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.

() Source: FCC.



presents

FM STATIONS



NATIONAL ASSOCIATION OF
FM BROADCASTERS
NAFMB MEMBERS
FM STATIONS LISTED BY
STATE AND CITY
STEREO FM STATIONS

1963



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

THE SKY IS FULL OF
FABULOUS STEREO MUSIC



THE
INTERNATIONAL
FM/STEREO
STATION

Serving the 22 County
N. Y. Metropolitan Area

103.5^{FM}
of course

AT THE LONG ISLAND EXPRESSWAY FRESH MEADOWS, N. Y. LE 9-5600

National Association of FM Broadcasters

1023 Munsey Building, Washington 4, D. C.

Edward F. Kenehan, Executive Secretary

OFFICERS

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The Concert Network

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James A. Schulke

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Arthur K. Crawford
KCBH, Beverly Hills, Calif.

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WFMB, Nashville, Tenn.

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WQAL, Philadelphia, Pa.

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WFMS, Indianapolis, Ind.

David H. Polinger (Region 1 Dir.)
WTFM, New York, N. Y.

Ted Leitzell (Region 6 Dir.)
WEFM, Chicago, Ill.

Stan Hamilton (Region 2 Dir.)
WMAL-FM, Washington, D. C.

Lynn Christian (Region 7 Dir.)
KODA, Houston, Tex.

Hugh E. Trotter (Region 3 Dir.)
WSEV-FM, Sevierville, Tenn.

Gary Gielow (Region 8 Dir.)
KPEN, San Francisco, Calif.

Frank Knorr, Jr. (Region 4 Dir.)
WKPM, Tampa, Fla.

Harold Engel (Ed. Dir.)
Wisconsin State Broadcasting Service

MEMBERS

City	Call Letters	Station Representative and Address
ALABAMA (Region 1)		
Birmingham	WCRT-FM	William Chapman, 2008 - 8th Avenue, South
Huntsville	WAHR	William R. Lane, Jr., Times Building
Jasper	WWWB-FM	William Edgemon, 20th Street & Bankhead Highway
ALASKA (Region 8)		
Anchorage	KNIK-FM	A. G. Hiebert, P. O. Box 2200
ARIZONA (Region 7)		
Phoenix	KNIX	John P. Karshner, P. O. Box 7100
Tucson	KFMM	Lee Little, 199 North Stone Avenue
ARKANSAS (Region 4)		
Siloam Springs	KUOA-FM	Cecil E. Smith, John Brown University
CALIFORNIA (Region 8)		
Beverly Hills	KCBH	Arthur K. Crawford, P. O. Box 23
Hollywood	KGLA	Dave Williams, 6909 Melrose Avenue
Los Angeles	KBBI	Thomas E. Steele, 558 South Hope Street
Los Angeles	KHOF	V. Dale Smith, P. O. Box 41108
Los Angeles	KMLA	William Tomberlin, 2917 Temple Street
Riverside	KDCO	3639 East 8th Street
Sacramento	KCRA-FM	John S. Kelly, 310 - 10th Street
Sacramento	KHIQ	James C. Hedges, P. O. Box 9311
Sacramento	KSFM	555 La Sierra Drive
San Diego	KEBS	Kenneth K. Jones, Jr., San Diego State College
San Diego	KGB-FM	Marion R. Harris, P. O. Box 2088
San Diego	KITT	Fred Rabell, U. S. Grant Hotel
San Diego	KOGO	Wilson Edwards, P. O. Box 628
San Francisco	KMPX-FM	W. Sam Samulski, 1212 Columbus Avenue
San Francisco	KPEN	Gary M. Gielow, 1231 Market Street
Santa Barbara	KDB-FM	Len Menard, 1050 Arilla del Mar
Santa Barbara	KMUZ	William H. Buckley, 4050 State Street
Santa Barbara	KRCW	Cameron A. Warren, 818 State Street
Santa Cruz	KSCO	Charles V. Berlin, P. O. Box 1080
Santa Maria	KEYM	Marion Smith, 114 West Church Street
Turlock	KHOM	Charles R. Palmquist, Jr., 208 Landers Avenue

NATIONAL ASSN. OF FM BROADCASTERS

City	Call Letters	Station Representative and Address
COLORADO (Region 7)		
Colorado Springs	KVOR-FM	Harrison Fuerst, 512 S. Tejon Street
Denver	KLIR	George B. Anderson, 6535 W. Jewell Avenue
Denver	KTGM	William C. Kirk, 7580 W. 16th Avenue
Denver	KDGM-FM	Ed Koepke, 1601 W. Jewell Avenue
Denver	KFML-FM	Timothy D. O'Connor, 299 Fillmore
Manitou Springs	KCMS-FM	C. M. Edmonds, P. O. Box 592
CONNECTICUT (Region 1)		
Hartford	WHCN	Karl Kritz, P. O. Box 1062
Meriden	WBMI	Raymond G. Hard, 99 Colony Street
DELAWARE (Region 2)		
Wilmington	WJBR	J. B. Reynolds, Sr., 2617 Ebright Road
DISTRICT OF COLUMBIA (Region 2)		
Washington	WMAL-FM	Stan Hamilton, 4461 Connecticut Avenue, N. W.
FLORIDA (Region 4)		
Cocoa Beach	WXBR	Nicholas Farinella, P. O. Box 116
Coral Gables	WVCG-FM	George W. Thorpe, P. O. Box 1516
Daytona Beach	WNDB-FM	R. Y. Huffman, P. O. Box 431
Fort Lauderdale	WWIL-FM	William A. Roberts, Fort Lauderdale
Gainesville	WRUF	Kenneth Small, University of Florida
Jacksonville	WJAX-FM	J. W. Douglass, P. O. Box 1740
Miami Beach	WAEZ	Arthur Zucker, 6701 Collins Avenue
Naples	WNFM	William J. Ryan, South Tamiami Trail
Palm Beach	WQXT-FM	Art Rivera, 3000 S. Ocean Boulevard
Tallahassee	WBGM-FM	J. Kenneth Ballinger, P. O. Box 1027
Tampa	WPKM	Frank Knorr, Jr., Bayshore Royal Hotel
GEORGIA (Region 4)		
Atlanta	WSB-FM	Frank Gaither, 1601 W. Peachtree Street, N.E.
Atlanta	WKLS	Donald C. Kennedy, P. O. Box 13242
Columbus	WRBL-FM	J. W. Woodruff, Jr., P. O. Box 270
Marietta	WBIE-FM	James M. Wilder, P. O. Box 91
Savannah	WTOC-FM	John W. Vance, Jr., P. O. Box 858
ILLINOIS (Region 6)		
Carbondale	WSIU	Buren C. Robbins, Southern Illinois University
Champaign	WDWS-FM	Larry Stewart, 48 Main Street
Chicago	WEHH	Buddy Black, 5349 N. Sheridan Road
Chicago	WCLM	William Drenthe, 333 N. Michigan Avenue
Chicago	WEFM	Ted Letzell, 6001 W. Dickens Street
Chicago	WFMP	Maurice Rosenfield, 230 N. Michigan Avenue
Chicago	WFMQ	Lester Vihon, 79 W. Monroe Street
Deatur	WSOY-FM	Robert B. King, P. O. Box 789
Mt. Carmel	WSAB	Leonard M. Koger, Jr., P. O. Box 210
Oak Park	WOPA-FM	Al Michel, 408 S. Oak Park Avenue
Rock Island	WHBF-FM	Ted Arnold, Telco Building
INDIANA (Region 5)		
Anderson	WAFM	Civic Broadcasting Corporation
Evansville	WIKY-FM	J. A. Engelbrecht, P. O. Box 148
Ft. Wayne	WPTH-FM	Richard D. Morgan, Butler Road
Greenfield	WSMJ	John S. Byrne, 640 W. 9th Street
Indianapolis	WFBM-FM	S. K. Evans, Jr., 1330 N. Meridian Street
Indianapolis	WFMS	Martin R. Williams, 2255 N. Hawthorne Lane
Richmond	WGLM	Richard N. Williams, First Federal Building
Terre Haute	WTHH	Sheldon Z. Fisher, 918 Ohio Street
IOWA (Region 6)		
Des Moines	KNDR	Richard Hopkins, Brown Hotel
Des Moines	KDMI-FM	Donald A. Richards, 2948 Easton Boulevard
KANSAS (Region 7)		
Garden City	KNCO-FM	O. D. Carmichael, P. O. Box 247
Topeka	WIBW-FM	Thad M. Sandstrom, P. O. Box 119
Wichita	KCMB-FM	James F. Kramer, 6100 N. Hillside
KENTUCKY (Region 3)		
Louisville	WLVL	S. A. Cisler, P. O. Box 1644
LOUISIANA (Region 4)		
Baton Rouge	WJBO-FM	Roger S. Davison, P. O. Box 496
New Orleans	WWMT-FM	Macy O. Teeter, Jr., 328 Chartres Street
New Orleans	WDSU-FM	Harold M. Wheelahan, 520 Royal Street
Shreveport	KTAL-FM	Joseph H. Keith, P. O. Box 7428
MAINE (Region 1)		
Bangor	WABI-FM	John McRae, 35 Hildreth Avenue
Portland	WMTW-FM	John M. McGorrill, 615 Congress Street
MARYLAND (Region 2)		
Bethesda	WIFS	William A. Tynan, 8218 Wisconsin Avenue
Waldorf	WSMD	John Dorsey, P. O. Box 401
Westminster	WTTR-FM	Russell H. Morgan, P. O. Box 28
MASSACHUSETTS (Region 1)		
Boston	WBCN	T. M. Hastings, Jr., 171 Newbury Street
Boston	WBOS-FM	Ralph Weinman, 160 Washington Street North
Framingham	WKON-FM	Richard E. Adams, Mt. Wayte Avenue
Waltham	WCRB-FM	Richard L. Kaye, 750 South Street

NATIONAL ASSN. OF FM BROADCASTERS

City	Call Letters	Station Representative and Address
MICHIGAN (Region 5)		
Ann Arbor	WOIA-FM	Herbert W. Lester, P. O. Box 5
Bay City	WBCM-FM	Leo A. Jylha, 100 Center Avenue
Detroit	WBFG-FM	Donald Garrett, P. O. Box 855
Detroit	WLDM	Harold I. Tanner, 15401 W. Ten Mile Road
East Lansing	WSWM	John McGoff, P. O. Box 289
Grand Rapids	WJEF-FM	John F. Fetzer, Pantling Hotel
Lansing	WJIM-FM	Bryan S. Halter, Jr., P. O. Box 1226
Saginaw	WNEM	James Herrington, 5700 Becker Road
MINNESOTA (Region 6)		
Brainerd	KLIZ-FM	Tom O'Brien, 2700 E. Oak Street
Minneapolis	WAYL	Jack I. Moore, 3223 East 38th Street
Minneapolis	WLWL-FM	Thomas H. Ruben, 1021 LaSalle Avenue
MISSISSIPPI (Region 4)		
Jackson	WJDN-FM	Fred L. Beard, P. O. Box 2171
MISSOURI (Region 6)		
Kansas City	KBEX-FM	Thomas Howard, P. O. Box 424
Kansas City	KXTR	Robert B. Sayers, 5715 McGee Street
Kansas City	KCMO-FM	E. K. Harteabower, 125 East 31st Street
St. Louis	KCFM	Gertrude Bunchev, 532 De Baliviere Street
St. Louis	KADI	William R. Cady, P. O. Box 6155
NEBRASKA (Region 7)		
Omaha	KOAL-FM	Jay Spurgeon, 836 Kilpatrick Building
Omaha	WOW-FM	W. O. Wiseman, Meredith WOW, Inc.
NEVADA (Region 7)		
Las Vegas	KRGN-FM	Robert A. Shehtanian, 310 Fremont Street
NEW JERSEY (Region 2)		
Dover	WDHA-FM	Ridgely Bolgiano, Route 10
Long Branch	WRLB	Joseph P. Tomaino, 156 Broadway
Trenton	WTOA-FM	James K. Kuser, 558 Ingham Avenue
NEW MEXICO (Region 7)		
Albuquerque	KDEF-FM	Frank Quinn, 506 2nd Street, N.W.
Albuquerque	KHEM	William L. Weinrod, 5900 Domingo Road, N.E.
Clovis	KTQM	Norman Petty, P. O. Box 926
Roswell	KBLM-FM	W. C. Taylor, P. O. Box 910
NEW YORK (Region 1)		
Albany	WJIV	Ted Hodge, Cherry Valley
Babylon	WQMF	D. H. Polinger, Madison Avenue
Buffalo	WBUF	Lawrence Gordon, 1227 Main Street
Buffalo	WBIV	Ted Hodge, Buffalo
Ithaca	WEIV	Ellis E. Erdman, P. O. Box 10
Lake Success	WTFM	David Polinger, Lake Success
New York	WNCN	Sidney Frucht, 11 East 47th Street
Peekskill	WLNA-FM	Irving Cottrell, P. O. Box 188
Rochester	WBWF-FM	Robert S. Kieve, 51 Clinton Avenue, South
Rochester	WRCC-FM	Irvin F. Lyke, 201 Humboldt Street
Rochester	WCMF	Robert Wille, 183 Main Street, East
Rochester	WMIV	Ted Hodge, Rochester
Syracuse	WONO	Stephen F. Jacobs, 237 E. Genesee Street
Syracuse	WOIV	Ted Hodge, P. O. Box 10, Ithaca, New York
Utica	WUFM	Timothy P. Ahlstrom, Suite 301, Hotel Utica
Woodside	WRFM	Edith Dick, 41-30 - 58th Street
NORTH CAROLINA (Region 3)		
Asheboro	WGWR-FM	J. R. Marlowe, P. O. Box 309
Barberton	WDBN-FM	Robert D. West, Barberton
Burlington	WBBB-FM	E. Z. Jones, 321 S. Main Street
Burlington	WBAG-FM	Jack Starnes, Maple Avenue & Broad Street
Greensboro	WMDE	Herman C. Hall, 903 Howard Street
Greensboro	WQMG	Hurry J. Hill, 721 Jefferson Building
North Wilkesboro	WKBC-FM	Roland B. Potter, P. O. Box 950
Raleigh	WRAL-FM	Ired Fletcher, P. O. Box 9583
Raleigh	WPTF-FM	Richard H. Mason, Insurance Building
Statesville	WDBN-FM	Clay Cline, P. O. Box 1027
Tarboro	WCPS	Robert L. Harper, P. O. Box 1112
Winston-Salem	WYFS	Allan C. Godwin, 400 - 27th Street, N.W.
OHIO (Region 5)		
Canton	WCNO	Sal Butera, 106 High Avenue, N.W.
Cincinnati	WKRC-FM	J. T. Lawrence, Jr., 1906 Highland Avenue
Cincinnati	WAEF-FM	North Cincinnati Broadcasting Co., Inc.
Cleveland	WDGO-FM	Richard Janssen, 1305 S.O.M. Center Road
Cleveland	WERE-FM	Edwin J. Stevens, 1500 Chester Avenue
Cleveland	WDOK-FM	Frederick C. Wolf, 1515 Euclid Avenue
Columbus	WBNS-FM	Don W. White, 33 N. High Street
Dayton	WAVI-FM	H. K. Crowl, 1428 Cincinnati Street
Dayton	WHIO-FM	Wade H. Alley, 1414 Wilmington Avenue
Eaton	WCTM	Ron Wickersham, 505 N. Barron Street
Greenville	WDRK	John D. Kennedy, 1625 Dayton Road
Hamilton	WFOL	Walter L. Follmer, Jr., 102 Riverside Drive
Kettering	WKET-FM	George Pleasants, 1564 W. Dorothy Lane
Mansfield	WYNO	Gunther Meisse, 590 Park Avenue West
Middletown	WFFR-FM	Paul F. Braden, 4503 Central
Piqua	WPTW	C. Oscar Baker, Piqua
Toledo	WMIE	William A. Hillebraud, 4665 W. Baneroff
Toledo	WTOL-FM	Doug Tabner, Bell Building, Madison Avenue

NATIONAL ASSN. OF FM BROADCASTERS

City	Call Letters	Station Representative and Address
Bartlesville	KVCW-FM	OKLAHOMA (Region 7) Peter B. Wolcott, Price Tower Studios
Oklahoma City	K-JEM	C. Hewel Jones, 515 N. Robinson
Tulsa	KRAY-FM	George R. Kravis, First National Bank Building
Tulsa	KIHI-FM	William L. Weinrod, 5900 Domingo Road, N.E.
Portland	KGMG	OREGON (Region 8) James L. Hamstreet, 4636 S.W. Council Crest
Seattle	KLSN	Cortlandt T. Clark, 4529 University Court
Seattle	KGMJ	James L. Hamstreet, 603 Lloyd Building
Seattle	KIRO-FM	W. F. Tucker, 1530 Queen Anne Avenue
Erie	WVYN	PENNSYLVANIA (Region 2) Art Arkelian, 1003 State Street
Harrisburg	WHP-FM	Cecil M. Sansbury, Telegraph Building
Jenkintown	WIBF	William L. Fox, The Benson-East
Lancaster	WDAC-FM	Donald B. Crawford, Lancaster
New Kensington	WYDD	Nelson L. Goldberg, 810 - 5th Avenue
Palmyra	WJWR	Frank A. Evans, 920 S. Grand Street
Philadelphia	WPEN-FM	William B. Caskey, 2212 Walnut Street
Philadelphia	WIBG	Joseph T. Conway, Suburban Station Building
Philadelphia	WQAL	Abe Voron, 1230 E. Mermaid Lane
Pittsburgh	WAMO-FM	Leonard Walk, P. O. Box 106
Reading	WRPY-FM	Anthony B. Batta, 2325 Perkiomen Avenue
Wilkes-Barre	WYZZ	Richard G. Evans, 156 Prospect Street
Providence	WPFM	RHODE ISLAND (Region 1) John E. Donofrio, 108 State Street
Providence	WPRO-FM	John Lee, 24 Mason Street
Providence	WXCN	Karl Kritiz, P. O. Box 1015
Dillon	WDSC-FM	SOUTH CAROLINA (Region 4) Joseph Martin, P. O. Box 231
Greenville	WMUU-FM	Jim Ryerson, Bob Jones University
Chattanooga	WDOO-FM	TENNESSEE (Region 3) Gus Lombardo, Chattanooga
Chattanooga	WLOM	Charles W. Gwyn, Chattanooga
Kingsport	WKPT-FM	Robert I. Rateliff, 222 Commerce Street
Lebanon	WCOR-FM	Walter Dillard, P. O. Box 300
Knoxville	WBIR-FM	John P. Hart, 1513 Hutchison Avenue
Manchester	WMSR-FM	Murray Chumley, Oakdale Street
Memphis	WMC-FM	Henry W. Slavick, 1960 Union Avenue
Nashville	WFMB	Will C. Baird, Jr., 537 Third National Bank Building
Nashville	WLWM	Webber Parrish, 1108 - 17th Avenue South
Nashville	WNFO-FM	Paul Oliphant, 1808 West End Building
Nashville	WSIX-FM	Louis R. Draughon, 441 Murfreesboro Road
Sevierville	WSEV-FM	Hugh E. Trotter, P. O. Box 192
Abilene	KFMN	TEXAS (Region 7) Lowell G. Perry, 2025 Lincoln Drive
Dallas	WRR-FM	Durward J. Tucker, Fair Park
El Paso	KSET-FM	Sam Pendleton, P. O. Box 20,000
Fort Worth	KNOL-FM	Jerry Hahn, 3001 W. Lancaster Street
Fort Worth	WBAP-FM	Frank M. Mills, P. O. Box 1780
Gainesville	KGAF-FM	Joe M. Leonard, Jr., P. O. Box 368
Houston	KODA-FM	Lynn Christian, 4808 San Felipe Road
Houston	KFMK	James R. Corry, Medical Towers Building
Houston	KTRH-FM	William C. Bryan, Rice Hotel Annex
Port Arthur	KFMP	Henry Diehl, P. O. Box 150
San Antonio	KEEZ-FM	Charles W. Balthrop, 244 Tower Life Building
San Antonio	KITY-FM	Jack Eisele, P. O. Box 2338
Tyler	KSTL-FM	W. Abe Pounds, Jr., P. O. Box 304
Salt Lake City	KCPX-FM	UTAH (Region 7) Doug Elleson, 130 Social Hall Avenue
Burlington	WJOY-FM	VERMONT (Region 1) Frank A. Balch, 633 Main Street
Arlington	WAVA-FM	VIRGINIA (Region 3) Arthur W. Arndel, P. O. Box 7065, North Station
Harrisonburg	WSVA-FM	Warren L. Braun, Rawley Pike
Manassas	WPRW	W. T. Woody, Manassas
Martinsville	WMVA-FM	John W. Bouldin, Jr., 1131 Chatham Heights
Newport News	WGH-FM	R. B. Bottom, Jr., P. O. Box 98
Norfolk	WYFF-FM	Bill Rhyne, Golden Triangle Hotel
Richmond	WCOD	William M. Havens, P. O. Box 5229
Richmond	WFMV	R. W. Galloway, 2400 N. Lombardy Street
Richmond	WRVA-FM	John B. Tansy, P. O. Box 1516
Roanoke	WLRJ	Robert L. Hartman, 3236 Cove Road, N.W.
Roanoke	WSLS-FM	George W. Chernauff, P. O. Box 2161
Staunton	WSGM	Lloyd Gochenour, P. O. Box 1209
Seattle	KGMJ	WASHINGTON (Region 8) James L. Hamstreet, 603 Lloyd Building
Seattle	KIRO-FM	W. F. Tucker, 1530 Queen Anne Avenue
Seattle	KLSN	Cortlandt T. Clark, 4529 University Court
Charleston	WKNA	WEST VIRGINIA (Region 2) G. W. Sandefur, 505 Randolph Street
Janesville	WCLO-FM	WISCONSIN (Region 6) Vern W. Williams, 200 E. Milwaukee Street
Milwaukee	WMBE	Dick Steffan, 5609 W. North Avenue
Milwaukee	WQFM	Hugo Koeth, Jr., 606 W. Wisconsin Avenue
Waukesha	WAUX-FM	Mig Figi, 320 Wisconsin Avenue
West Bend	WBKV-FM	Paul J. Mueller, P. O. Box 60

FM Stations' Financial Report Covering Revenues, Expenses & Income, 1960-1961

<u>Item</u>	<u>1961 Number of stations</u>	<u>Amount (millions)</u>	<u>1960 Number of stations</u>	<u>Amount (millions)</u>
<i>Total FM Broadcast Revenues</i>				
FM stations operated by:				
AM licensees:				
Reporting no FM revenues.....	405	—	337	—
Reporting FM revenues.....	284	\$2.9	234	\$3.6
Non-AM licensees	249	7.1*	218	5.8
Total FM stations.....	938	10.0	789	9.4
<i>FM Broadcast Expenses</i>				
FM stations operated by:				
Non-AM licensees.....	249	\$9.7	218	\$8.2
<i>FM Broadcast Income (before federal income tax)</i>				
FM stations operated by:				
Non-AM licensees	249	(\$2.6)	218	(\$2.4)

Number of FM Stations Operated By Non-AM Licensees Reporting Profit & Loss, 1957-1961

<u>Year</u>	<u>Number of FM Stations Reporting</u>	<u>Number Reporting a Profit</u>	<u>Number Reporting a Loss</u>
1961	249	59	190
1960	218	50	168
1959	148	38	110
1958	93	25	68
1957	67	23	44

() Denotes loss.

(*) Of this amount \$1.4 million was reported as incidental broadcast revenues including revenues from providing functional music or other special services.

NOTE: In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation.

FM Stations on the Air

This list does not include CPs granted or non-commercial and educational stations.

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. In Ft.	Licensee
ALABAMA					
Albertville	WAVU-FM	105.1	4.7	360	Sand Mt. Bstg. Service
Alexander City	WRFS-FM	106.1	4.6	240	Piedmont Service Corp.
Andalusia	WCTA-FM	98.1	10	200	Andalusia Bstg. Co.
Anniston	WHMA-FM	100.5	3.7	200	Anniston Bstg. Co.
Athens	WJOF	104.3	1	260	Athens Bstg. Co.
Birmingham	WAPI-FM	99.5	66	785	Radio Station WAPI
	WBRC-FM	106.9	13	900	Taft Bstg. Co.
	WCRT-FM	96.5	49	580	Chapman Radio & TV Co.
	WJLN	104.7	23		Johnston Bstg. Co.
	WSFM	93.7	20	260	Melonas Bstg. Co.
Clanton	WKLF-FM	100.9	.37	302	Southeastern Bstg. Co.
Cullman	WFMH-FM	101.1	5.3	165	Voice of Cullman
	WKUL-FM	97.1	24.5		Cullman Bstg. Co.
Decatur	WHOS-FM	102.1	2.4	200	N. Ala. Bstg. Co.
Huntsville	WAHR	99.1	3.2	790	WAHR, Inc.
	WNDA	92.9	3.1	50	Hughes Bstg. Co.
Jasper	WWVB-FM	102.5	27	155	Bankhead Bstg. Inc.
Mobile	WKRQ	99.9	3.3	310	WKRQ-TV, Inc.
Montgomery	WFMI	98.5	10		Fine Music, Inc.
	WAJM	103.3	29	210	Advertiser Co.
Sylacauga	WMLS-FM	98.3	.63		Marble City Bstg. Co.
Tuscaloosa	WTBC-FM	95.7	18	100	Tuscaloosa Bstg. Co.
ALASKA					
Anchorage	KBYR-FM	102.1	3	—24	Radio Anchorage Inc.
	KNIK-FM	105.5	.75	105	Northern TV Inc.
ARIZONA					
Globe	KWJB-FM	100.3	11	2,270	Gila Bstg. Co.
Mesa	KBUZ-FM	104.7	16	140	Greater Phoenix Bstg. Co.
Phoenix	KELE	95.5	18	265	ANJO Bcstrs. and Tlstrs., Inc.
	KEPI	96.9	4.8		W. J. Atkinson
	KNIX-FM	102.5	3.1	1	Aztec Radio, Inc.
	KOOL-FM	94.5	58		KOOL Radio
	KTAR-FM	98.7	115		KTAR Bstg. Co.
Tempe	KUPD-FM	97.9	6.4		Tri-State Bstg. Co.
Tucson	KFMM	99.5	7.2	—24	Lee Little Radio
ARKANSAS					
Blytheville	KLCN-FM	96.1	21	398	H. L. Sudbury
Forrest City	KXJK-FM	93.5	.67		Forrest City Bstg. Co.
Jonesboro	KBFM	101.9	8	200	Patterson Bros.
Little Rock	KARK-FM	103.7	22.5	790	Ark. Radio & Equip. Co.
	KMMK-FM	94.1	32	313	Hi-Fi Bstg. Corp.
Mammoth Spring	KAMS	103.9	.32	313	R. F. Neathery
Osceola	KOSE-FM	98.1	2.2		Osceola Bstg. Co.
Pine Bluff	KOTN-FM	92.3	3.2	305	Joellen Bstg. Corp.
Siloam Springs	KUOA-FM	105.7	2.6	455	KUOA, Inc.
Texarkana	KCMC-FM	98.1	40	415	KCMC, Inc.
CALIFORNIA					
Alameda	KJAZ	92.7	1	80	Patrick Henry
Anaheim	KEZR	95.9	.87		Radio Orange Cty. Inc.
Bakersfield	KERN-FM	94.1	9.1	301	Radio KREN, Inc.
	KOXR	101.5	14.5	360	KLEF Bcstrs.
Berkeley	KRE-FM	102.9	19.5	—32	Central Cal. Bcstrs., Inc.
Coachella	KCHV-FM	93.7	25		Coachella Valley Bstg.
El Cajon	KUFM	93.3	3.4	848	Family Stations
Eureka	KIEM	96.3	5.6	1,516	Redwood Bstg. Co., Inc.
Fresno	KARM-FM	101.9	7.4	360	KARM, the George Harm Sta.
	KMJ-FM	97.9	7.3	630	McClatchy Bstg. Co.
	KRFM	93.7	70	1,880	Triangle Pubs., Inc.
	KXOR	102.7	37		Dean & Newman
Glendale	KUTE	101.9	82	1,660	KUTE Bstg. Co.
Hayward	KBBM	101.7	.9		Shore Bstg. Co.
Inglewood	KTYM-FM	103.9	.45	375	A. J. Williams
Lodi	KCYR-FM	97.7	1		Radio KCVR
Long Beach	KFOX-FM	102.3	1	120	KFOX, Inc.
	KNOB	97.9	79	420	Cerritos Bstg. Co.
	KPGM	97.7	1		Foothill Bstg. Corp.
Los Angeles	KABC-FM	95.5	4.3	183	American Bstg Co.

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. In Ft.	Licensee
	KBBI	107.5	19.6	858	Bible Inst. of L. A.
	KBCA	105.1	6	2,900	Radio Beverly Hills Corp.
	KBIQ	104.3	104.3	5,400	Paole Bcstg. Co., Inc.
	KBMS	105.9	72.37	2,000	Planned Music, Inc.
	KCBH	98.7	75	80	A. A. Crawford
	KFAC-FM	92.3	60	2,810	Cleveland Bcstg. Co.
	KFMU	97.1	58	2,000	International Good Music, Inc.
	KGLA	103.5	13	430	E. Jacobson
	KHJ-FM	101.1	16.8	2,926	RKO General
	KHOE-FM	99.5	100	260	Maple Chapel, Inc.
	KLAC-FM	102.7	8.3		Hall Bcstg. Co.
	KMLA	100.3	60	1,190	KMLA Bcstg. Corp.
	KNX-FM	93.1	68	2,800	Columbia Bcstg. System
	KPOL-FM	93.9	38	570	Coast Radio Bcstg. Corp.
	KRHM	94.7	58	2,835	Harry Maizlish
	KRKD-FM	96.3	54	475	Continental Telecasting Corp.
Marysville	KMYC-FM	99.9	4.9	75	Carlton Bcstg. Corp.
Modesto	KBEE-FM	103.3	11.5	150	McClatchey Bcstg. Co.
	KTRB-FM	104.1	4.7	300	KTR Bcstg. Co., Inc.
Monterey	KHFR-FM	96.9	18		Kenneth F. Warren
Newport Beach	KJAS	103.1	.86		Newport-Costa Mesa Bcstg.
Oakland	KAFE	98.1	1.7	1,080	Hal Cox
Ontario	KASK-FM	93.5	1	193	Radio KASK
Oxnard	KAAR	104.7	10	14	Oxnard Bcstg. Co.
Palm Springs	KPSR	92.1	4	130	KPSR, Inc.
Redlands	KCAL-FM	100.5	1	-320	Southwest Bcstg. Co.
Redondo Beach	KAPP	93.5	1		So. Bay Bcstg. Co.
Redwood City	KUFY-FM	107.7	3.8	1,590	International Radio Inc.
Riverside	KACE-FM	92.7	1	243	KACE Radio, Inc.
	KDUO	97.5	72	1,600	Southeastern California Bcstg.
	KPLI	99.1	1.57	1,628	Parker-Lee, Inc.
Sacramento	KCNW	107.9	12.5		Cal-Val Radio Inc.
	KCRA-FM	96.1	11	437	Kelly Bcstg.
	KEBR	100.5	15		Family Stations, Inc.
	KFBK-FM	92.5	1.9	-115	McClatchey Bcstg. Co.
	KHIQ	105.1	17.3	130	Erickson, Spaulding, Stilgenbauer
	KJML	106	2.7	40	Town and County Bcstrs.
	KRAK-FM	92.9	1.5		Golden Valley Bcstg. Co.
	KSFM	96.9	60	360	KSFM, Inc.
	KXRQ	98.5	3.5	255	D. W. Flewelling
San Bernardino	KFMW	99.9	30	1,600	International Good Music, Inc.
San Diego	KFMB-FM	100.7	18.5	50	Marietta Bcstg., Inc.
	KFMX	96.5	29.5	590	S. C. Corwin
	KFSB	94.1	100		Time-Life Bcstg.
	KGB-FM	101.5	36	454	KGB, Inc.
	KITT	105.3	56	320	Freddot, Ltd.
	KJLM	98.1	4.5		E. Edward Jacobson
	KLRO	94.9	7.5	73	Multi Casting Corp.
	KPRI	106.5	25	413	Radio KPRI
San Fernando	KVFM	94.3	.86	175	Spectra Bcstg., Inc.
San Francisco	KBCO	105.3	50	810	Bay FM Bcstrs.
	KCBS-FM	98.9	35	640	Columbia Bcstg. System, Inc.
	KDFC	102.1	33	1,050	Sundial Bcstg. Corp.
	KEAR	97.3	82	1,100	Family Stations, Inc.
	KFOG-FM	104.5	29.92	870	Kaiser Industries
	KFRC-FM	106.1	69	1,290	RKO General, Inc.
	KGO-FM	103.7	23.6	1,180	Amer. Bcstg.-Paramount Theatres
	KNBR-FM	99.7	45	1,240	National Bcstg. Co.
	KSFR	94.9	33	1,170	KSFR-FM Station
	KMPX	106.9	40		Crosby Pacific Bcstg.
	KPEN	101.3	46		Pacific FM
	KKHI-FM	95.7	10.5		Atlas Bcstg. Co.
	KRON-FM	96.5	13.5	1,230	Chronicle Publ. Co.
	KYA-FM	93.3	14.5	710	Churchill Bcstg.
San Jose	KSJO-FM	92.3	1.4	-66	Santa Clara Broadcasting
	KRPM	98.5	3.3	157	Audio House, Inc.
San Luis Obispo	KATY-FM	96.1	3.8	-510	KATY of SLO, Inc.
San Rafael	KTIM-FM	100.9	1		Marin Bcstg. Co. Inc.
Santa Ana	KWIZ-FM	96.7	1	160	Voice of Orange Empire, Inc.
	KFIL	106.3	1	145	Gus Malpee
Santa Barbara	KDB-FM	93.7	5		KDB Bcstg. Co.
	KMUZ	103.3	105		Tri-Counties Bcstg.
	KRCW	97.5	17.5	2,890	Channel Bcstg. Co.
Santa Cruz	KSCO-FM	99.1	24		Radio Santa Cruz
Santa Maria	KSMA-FM	102.5	27	-57	Groom and Hagerman
	KEYM	99.1	3.2	-135	Santa Maria Bcstg. Co.
Santa Monica	KSRF	103.1	1		Santa Monica Bcstg. Co.
Stockton	KSTN-FM	107.3	8.9		San Joaquin Bcstg. Co.
Ventura	KVEN-FM	100.7	39		Coast Ventura Co.
Visalia	KONG-FM	92.9	3		Air Waves, Inc.
Walnut Creek	KWME	92.1	.25		Walnut Creek Bcstrs.
West Covina	KDWC	98.3	.81	650	Pacific-South Bcstg. Co.
Woodland	KATT	95.3	.75		Interstate Bcstg. Co.

(Continued on Next Page)

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
COLORADO					
Boulder	KRNW	97.3	2		Colorado Recording Co.
Colorado Springs	KFMH	96.5	20	2,300	KFMH, Inc.
	KVOR	92.9	1.35	670	KVOR, Inc.
Denver	KDEN-FM	99.5	30	594	KDEN Bcstg. Corp.
	KFML-FM	98.5	2.35	2,000	Fine Arts Bcstg.
	KLIR-FM	100.3	8.77	71	KLIR, Inc.
	KOA-FM	103.5	50		Metropolitan TV Co.
	KTGM	105.1	10	250	Good Music Assn.
Grand Junction	KREX-FM	92.3	2.8	300	Western Slope Bcstg. Co.
Manitou Springs	KCMS-FM	102.7	21.5	2,080	Mr. and Mrs. C. M. Edmonds
CONNECTICUT					
Bridgeport	WJZZ	99.9	9	870	Conn.-N. Y. Bcstrs., Inc.
Brookfield	WGHF	95.1	20	500	Eastern Bcstg. System, Inc.
Danbury	WLAD-FM	98.3	.34	280	Berkshire Bcstg. Corp.
Hartford	WDRC-FM	102.9	7		Buckley Jaeger Bcstg.
	WFNQ	93.7	7		General Bcstg. Inc.
	WHCN	105.9	7	750	Concert Network, Inc.
	WTIC-FM	96.5	8	705	Travelers Bcstg. Service Corp.
	WCCC	106.9	6.8	750	Greater Hartford Bcstg. Co.
Meriden	WBMI	95.7	20		Busines Music Inc.
New Haven	WNHC-FM	99.1	10	630	Triangle Publications, Inc.
	WYBC-FM	94.3	.3		Yale Bcstg. Co.
Stamford	WSTC-FM	96.7	.65	305	Western Conn. Bcstg. Co.
Waterbury	WATR-FM	92.5	7		WATR, Inc.
Westport	WMMM-FM	107.9	5.2	79	Westport Bcstg. Co.
DELAWARE					
Dover	WDOV-FM	94.7	3	200	Dover Bcstg. Corp.
Wilmington	WDEL-FM	93.7	20	460	Delmarva Bcstg. Co.
	WJBR	99.5	19	500	J. B. Reynolds Bcstg. Co.
DIST. OF COLUMBIA					
Washington	WASH	97.1	15	470	Everett L. Dillard
	WFAN	100.3	18.4	320	United Bcstg. Co., Inc.
	WGAY-FM	99.5	20		WGAY, Inc.
	WGMS-FM	103.5	20	440	RKO General, Inc.
	WHFS	102.3	1		High Fidelity Bcstrs.
	WMAL-FM	107.3	20	450	Evening Star Bcstg. Co.
	WOL-FM	98.7	20	485	Washington Bcstg. Co.
	WQMR	99.5	20		Connie B. Gay Bcstg.
	WRC-FM	93.9	20	484	National Bcstg. Co., Inc.
	WTOP-FM	96.3	20	500	Washington Post Co.
	WWDC-FM	101.1	20	500	WWDC, Inc.
FLORIDA					
Coral Gables	WVCG-FM	105.1	18.5	220	Peninsula Bcstg. Corp.
Daytona Beach	WNDB-FM	94.5	8.5	330	News-Journal Corp.
Ft. Lauderdale	WFLM	105.9	2.9		Findlay Pub. Co.
	WMFP	100.7	56		Percy B. Crawford
	WWIL-FM	103.5	31		Florida Air Power, Inc.
Ft. Pierce	WARN-FM	98.7	1.3		So. Jersey Bcstg. Co.
	WIRA-FM	95.5	2.5		Indian River Bcstg. Co.
Gainesville	WRUF	104.1	12	407	State and U. of Fla.
Jacksonville	WJAX-FM	95.1	7.7	560	City of Jacksonville
	WMBR-FM	96.1	40		WMBR, Inc.
Miami	WIOD-FM	97.3	50	250	Miami Valley Bcstg. Corp.
	WGBS-FM	96.3	18	250	Storer Bcstg. Co.
	WKAT-FM	93.1	17.5	279	WKAT, Inc.
	WUPY	104.3	3.9	295	Harvey Sheldon
Miami Beach	WAEZ	94.9	81		Arthur E. Zucker
	WMET-FM	93.9	13	170	Consolidated Communications
	WWPB-FM	101.5	9.2	275	P. Brake
Orlando	WDBO-FM	92.3	25	600	Orlando Bcstg. Co.
	WHDQ-FM	96.5	59	460	WHDQ Radio, Inc.
	WKIS-FM	100.3	16.5	300	Central Fla. Bcstg. Co.
Ocala	WMOP-FM	93.7	4.3		A. Letson
Palm Beach	WQXT-FM	97.9	37.5	235	Flame Radio-TV Corp.
Pensacola	WPEX-FM	94.1	2.5		Mello-Tone, Inc.
Sarasota	WYAK	102.5	2.8		Multitone Music Corp.
St. Petersburg	WTGX	99.5	31	190	Trans-Chord Co.
Tampa	WDAE-FM	100.7	65	434	Smiley Properties
	WFLA-FM	93.3	46	910	The Tribune Co.
	WPKM	104.7	10.5	160	Frank Knorr, Jr.

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
GEORGIA					
Athens	WGAU-FM	102.5	4.4	255	Clarke Bcstg. Corp.
Atlanta	WPLO-FM	103.3	36	960	Plough Bcstg. Co.
	WGKA-FM	92.9	9.4	270	Glenkaren Associates, Inc.
	WSB-FM	98.5	100	1,050	Atlanta Newspaper, Inc.
Augusta	WAUG-FM	105.7	9	100	Garden City Bcstg. Co.
	WBQQ-FM	103.7	19.3	914	Savannah Valley Bcstg. Co.
Columbus	WRBL-FM	102.9	21.2	921	Columbus Bcstg. Co.
Gainesville	WDUN-FM	103.9	.34	440	Northeast Ga. Bcstg. Co.
LaGrange	WLAG-FM	104.1	2.3	180	LaGrange Bcstg. Co.
Macon	WMAZ-FM	99.1	5	255	Southeastern Bcstg. Co.
	WNEX-FM	96.9	4.1		Macon Bcstg. Co.
Marietta	WBIE-FM	101.5	3.5	100	Marietta Bcstg. Co.
	WKLS	96.1	6.5		Kenco Bcstg. Co.
Naples	WNFM	94.5	5.4	115	Radio Naples Inc.
Newnan	WCOH-FM	96.7	.33	240	Newnan Bcstg. Co.
Savannah	WTOC-FM	96.9	7.9	397	Savannah Bcstg. Co.
Toccoa	WLET-FM	106.1	.73	190	Radio WLET
HAWAII					
Honolulu	KAIM-FM	95.5	5.7	—290	Christian Bcstg. Co.
	KPOI-FM	97.5	55	—225	KPOI Bcstg. Co.
IDAHO					
Boise	KBOI-FM	97.9	17.5		Boise Valley Bestrs. Inc.
Lewiston	KOZE-FM	96.7	.9		Lewis Clark Bcstg. Inc.
ILLINOIS					
Anna	WRAJ-FM	92.7	1	250	Anna Bcstg. Co.
Arlington Heights	WNWC-FM	92.7	1	225	Northwest Suburban Bestrs.
Aurora	WKKD	95.9	1		Russ Salter Radio Stations
Bloomington	WJBC-FM	101.5	15.3	425	Bloomington Bcstg. Corp.
Carmi	WROY-FM	97.3	11	210	Carmi Bcstg. Co.
Champaign	WDWS-FM	97.5	27	430	Champaign News Gazette, Inc.
Chicago	WBBM-FM	96.3	10.5		CBS, Inc.
	WCLM	101.9	60	500	Carol Music, Inc.
	WDHF	95.5	52	270	DeHaan Hi-Fi, Inc.
	WEBH	93.9	35	240	Buddy Black Bcstg. Co.
	WEFM	99.5	44		Zenith Radio Corp.
	WENR-FM	94.7	27		AB-P Theatres Inc.
	WFMF	100.3	33	540	Functional Music Inc.
	WFMQ	107.5	37	560	L. Vihon and Assoc., Inc.
	WFMT	98.7	29.5		Gale Bcstg. Co., Inc.
	WJJD-FM	104.3	40	510	Plough Bcstg. Co., Inc.
	WKFM	103.5	50	500	WKFM, Inc.
	WMAQ-FM	101.1	24	640	National Bcstg. Co., Inc.
	WNIB	97.1	11	210	No. Illinois Bcstg. Co.
	WSBC-FM	93.1	27.5	260	WSBC Bcstg. Co.
Cicero	WEHS	97.9	75	550	WHFC, Inc.
Decatur	WSOY-FM	102.1	31	460	Illinois Bcstg. Co.
De Kalb	WLBK-FM	99.1	3		De Kalb Radio Inc.
East St. Louis	WBRR-FM	101.1	37		Stanlin, Inc.
Effingham	WSEI	95.7	20	295	Illinois Bcstg. Co.
Elgin	WELG	103.9	1		Citadel Bestrs.
	WRMN-FM	94.3	1		Elgin Bcstg. Co.
Elmwood Pk.	WXFM	105.9	32	250	WXFM Bcstg. Co.
Evanston	WEAW-FM	105.1	180	300	North Shore Bcstg. Co.
Harrisburg	WEBQ-FM	99.9	4.2	305	First Trust Assn.
Jacksonville	WLDS-FM	100.5	9	340	Jacksonville Radio and Tv Bcstg.
Joliet	WAJP	93.5	1		A. J. & M. J. Pohlrs
	WJOL-FM	96.7	1	125	WJOL, Inc.
Litchfield	WSMI-FM	106.1	6.1		Mid-Illinois Bcstg. Co.
Mattoon	WLBH-FM	96.9	23	190	Mattoon Bcstg. Co.
Mt. Carmel	WSAB	94.9	37		WSAB, Inc.
Mt. Vernon	WMIX-FM	94.1	50	712	Mt. Vernon Radio and TV Co.
Oak Park	WOPA-FM	102.7	5	260	Village Bcstg. Co.
Olney	WVLN-FM	92.9	18.5	290	Illinois Bcstg. Co.
Paris	WPRS-FM	98.3	1	225	Paris Bcstg. Co.
Peoria	WMBD-FM	92.5	2.5	550	Midwest Television Co.
Quincy	WGEM-FM	105.1	8.3	640	Quincy Bcstg. Co.
	WTAD-FM	99.5	27	770	Lee Bcstg. Co.
Rock Island	WHBF-FM	98.9	37	380	Rock Island Bcstg. Co.
Rockford	WROK-FM	97.5	16	300	Rockford Newspapers, Inc.
Springfield	WTAX-FM	103.7	6.7	315	WTAX, Inc.
Taylorville	WGGM	95	3.4		K. W. Moyer
INDIANA					
Bloomington	WTTV-FM	92.3	37.2	1,110	Sarkes Tarzian, Inc.
Columbus	WCSE-FM	98.3	.76	231	White River Bcstg. Co.
Connersville	WCNB-FM	100.3	9.8	270	News-Examiner Pn.

(Continued on Next Page)

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
Elkhart	WCMR-FM	104.7	8.2		Clarence C. Moore
	WTRC-FM	100.7	9.7	350	Truth Radio Corp.
Evansville	WKY-FM	104.1	36	1,162	South Central Brcstg. Corp.
Ft. Wayne	WPTH	95.1	44		Sarkes Zarzian
Hammond	WYCA	92.3	31	405	Percy B. Crawford
Indianapolis	WFMS-FM	95.5	4.5	110	Williams FM Service
	WFBM	94.7	51.75	110	Time-Life Best. Inc.
	WIBC-FM	93.1	24.1	170	WIBC, Inc.
	WISH-FM	107.9	41		Indiana Bcstg. Corp.
Jasper	WITZ-FM	104.7	1.65	280	Jasper on the Air, Inc.
Madison	WORX-FM	96.7	.35	290	Electronic Laboratories, Inc.
Marion	WMRI-FM	106.9	31	275	WMRI, Inc.
Muncie	WMUN-FM	104.1	7.4	286	Tri-City Radio Corp.
Newcastle	WCTW	102.5	4	250	WCTW, Inc.
Princeton	WRAY-FM	98.1	6.7		Princeton Bcstg. Co.
Richmond	WGLM	96.1	32		House of Sound, Inc.
	WKBV-FM	106.5	23		Central Bcstg. Corp.
Salem	WSLM-FM	98.9	2.7		Don H. Martin
Seymour	WJCD-FM	93.7	5.6		Azra C. Baker
South Bend	WSBT-FM	101.5	4.2	960	The South Bend Tribune
Terre Haute	WTHI-FM	99.9	7.4	365	Wabash Valley Bcstg. Corp.
	WVTS	100.7	3.9		W. J. Kulinski
Warsaw	WRSW-FM	107.3	35	230	Reub William and Son
Washington	WFML	106.5	14	365	Washington Radio, Inc.

IOWA

Clinton	KROS-FM	96.1	13	400	Clinton Bcstg. Co.
Davenport	WOC-FM	103.7	47	490	Tri-City Bcstg. Co.
Des Moines	KDAM	97.3	115		Ruth M. Crawford
	WHO-FM	100.3	24	690	Central Bcstg. Co.
Dubuque	WDBQ-FM	103.3	15	335	WDBQ Bcstg.
Mason City	KGLO-FM	101.1	16	230	Lee Radio, Inc.
Muscatine	KWPC-FM	99.7	.78	290	Muscatine Bcstg. Co., Ltd.
Sioux City	KDVR	97.9	3		Wolff Bcstg. Corp.
Storm Lake	KAYL-FM	101.5	8.9	370	Cornbelt Bcstg. Co.

KANSAS

Hutchinson	KMAH	99.1	110		N. E. Kightlinger
Mission	KCJC	98.1	63		Futura Music, Inc.
Newton	KJRG-FM	92.1	.25		KJRG, Inc.
Topeka	KTOP-FM	100.1	3.5	100	B. Axton
	WIBW-FM	97.3	40		Stauffer Publications
Wichita	KCMB-FM	107.3	30		J. F. Kramer
	KFH-FM	100.3	11	410	Radio Sta. KFH Co.

KENTUCKY

Ashland	WCMI-FM	93.7	4.4	405	WCMI Radio, Inc.
Central City	WNES-FM	101.9	21.5		Muhlenberg Bcstg. Co.
Fulton	WFUL-FM	104.9	.5	155	Ken-Tenn Bcstg. Corp.
Glasgow	WGGC	95.1	14.3		Glasgow Bcstg. Co.
Hazard	WKIC-FM	94.1	8.3	461	Mt. Bcstg. Serv. Inc.
Henderson	WSON-FM	99.5	20	400	Henderson Bcstg. Co., Inc.
Hopkinsville	WKOF	100.3	3.7		Pennyrile Bcstg. Co.
	WRLX	98.7	16.5		Hopkinsville Bcstg. Co.
Lexington	WLAP-FM	94.5	3.5	320	Thoroughbred Bcstg. Co.
	WVLK	92.9	32		Bluegrass Bcstg. Co.
Louisville	WLVL	97.5	35	345	Fidelity Radio Inc.
Madisonville	WFMW-FM	93.9	30	450	Messenger Bcstg. Co., Inc.
Mayfield	WNGO-FM	94.7	.583	203	W. Ky. Bcstg. Co., Inc.
Owensboro	WOMI-FM	92.5	19.5	375	Owensboro Bcstg. Co.
	WVJS-FM	96.1	10	370	Owensboro on the Air, Inc.
Paducah	WKYB-FM	93.3	31	430	Barrington Co. of Ky.
	WPAD-FM	96.9	36	335	Paducah Bcstg. Co., Inc.

LOUISIANA

Alexandria	KALB-FM	96.9	8.4	350	Alexandria Bcstg. Co.
Baton Rouge	WJBO-FM	98.1	2.5	460	Baton Rouge Bcstg. Co., Inc.
Monroe	KMLB-FM	104.1	17	220	KMLB, Inc.
New Orleans	WDSU-FM	105.3	3.4	240	WDSU Bcstg. Co.
	WRCM	97.1	5.9		Supreme Bcstg. Co.
	WYMT	95.7	44	215	Fidelity Bcstg. Co.
Shreveport	KBCL-FM	96.5	11		Good Music, Inc.
	KRMD-FM	101.1	11.5	200	Radio Station KRMD
	KWKH-FM	94.5	17	390	International Bcstg. Corp.

MAINE

Augusta	WFAU-FM	101.3	4.8		Twin City Bcstg. Co.
Caribou	WFST-FM	97.7	.22	185	Northern Bcstg. Co.
Lewiston	WCOU-FM	93.9	13	250	Twin City Bcstg. Co., Inc.
Poland Spring	WMTW-FM	94.9	49	—	Mt. Washington TV Inc.
Portland	WLOB-FM	97.9	3.7	305	Casco Bcstg. Corp.

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
MARYLAND					
Annapolis	WNAV-FM	99.1	16.6	370	Capital Bcstg. Co.
Baltimore	WXTC	107.9	20		Annapolis Bcstg. Corp.
	WBAL-FM	97.9	8.7		The Hearst Corp.
	WCAO-FM	102.7	20	400	Plough Bcstg. Co., Inc.
	WCMB-FM	106.5	20		Baltimore Bcstg. Corp.
	WTH-FM	104.3	20	500	Md. Bcstg. Co.
	WFMM-FM	93.1	20	520	Commercial Radio Inst.
	WRBS	95.1	20		John B. Reynolds
	WYOU	92.3	5.1		United Bcstg. Co.
	WJMD	94.7	.5	320	WUST, Inc.
	WPGC	95.5	15.5	360	WPGC, Inc.
Bethesda	WCUM-FM	102.9	1.25	176	Allegheny Cty. Bcstg. Corp.
Bradbury Hgts.	WFMD-FM	99.9	2.1	1120	Monocacy Bcstg. Co.
Cumberland	WARK-FM	106.9	2.2	225	WARK, Inc.
Frederick	WJEJ-FM	104.7	9.4	1,340	Hagerstown Bcstg. Co.
Hagerstown	WASA-FM	103.7	3.8	185	Chesapeake Bcstg. Corp.
Havre de Grace	WPGC-FM	95.5	15.7		WPGC, Inc.
Morningside	WAQE-FM	101.9	20		WTOW, Inc.
Towson	WTTR-FM	100.7	4.6	190	Carroll County Bcstg. Corp.
Westminister					
MASSACHUSETTS					
Boston	WBCN	104.1	20	490	Concert Network, Inc.
	WBZ-FM	106.7	2.8	1,040	Westinghouse Bcstg. Co., Inc.
	WCOP-FM	100.7	20	495	Plough Bcstg. Corp.
	WEEL-FM	103.3	20		CBS, Inc.
	WHDH-FM	94.5	20		WHDH, Inc.
	WRKO-FM	98.5	20	410	RKO General, Inc.
	WBET-FM	97.7	.8	275	Enterprise Publishing Co.
	WBOS-FM	92.9	15	285	Champion Bcstg. Inc.
	WHRB-FM	95.3	.96	44	Harvard Radio Bcstg. Co., Inc.
	WXHR	96.9	20	440	Middlesex Bcstg. Co.
Brockton	WFGM-FM	104.7	20	1,200	Music Service Corp.
Brookline	WKOX-FM	105.7	15.5	120	WKOX, Inc.
Cambridge	WHA1-FM	98.3	1	240	Hagis Bcstg. Corp.
Fitchburg	WHAV-FM	92.5	20	350	WHAV Bcstg. Co.
Framingham	WGHJ-FM	93.7	1.35	210	Lawrence Bcstg. Co.
Greenfield	WLLH-FM	99.5	20	600	Merrimac Bcstg. Co., Inc.
Haverhill	WUPY	105.3	1.4		Horvey Sheldon
Lawrence	WH1L-FM	107.9	20		Conant Bcstg. Co.
Lowell	WBSM-FM	97.3	2.5	330	Bay State Bcstg. Co.
Lynn	WNBH-FM	98.1	20	380	E. Anthony & Sons, Inc.
Medford	WPLM-FM	99.1	20		Plymouth Rock Bcstg. Co.
New Bedford	WHYN-FM	93.1	20	970	Hampden-Hampshire Corp.
Plymouth	WMAS-FM	94.7	1.35	175	WMAS Inc.
Springfield	WCRB-FM	102.5	20	180	Charles River Bcstg. Co.
Waltham	WOCB-FM	94.3	1	155	E. Anthony & Sons
West Yarmouth	WAAB-FM	107.3	1.4		Waterman Bcstg. Corp.
Worcester	WTAG-FM	96.1	10	640	WTAG Inc.
MICHIGAN					
Bay City	WBCM-FM	96.1	41		Michigan Bcstg. Co.
	WHFB-FM	99.9	12	230	Palladium Publishing Co.
	WHFI	94.7	20		WBRN, Inc.
	WWTW-FM	92.9	100		Fetzer Bcstg. Co.
	WTVB-FM	98.5	7.9	185	Twin Valley Bcstrs. Inc.
	WKMH-FM	100.3	7.1	250	Knorr Bcstg. Corp.
	WJBK-FM	93.1	30	440	Storer Bcstg. Co.
	CKLW-FM	93.9	.25		W. Ontario Bcstg. Co.
	WABX	99.5	36		Richard E. Burris
	WCHD	105.9	34		Bell Bcstg. Co.
	WDTM	106.7	61	510	WDTM, Inc.
	WGPR	107.5	32		Ross Mulholland
	WJR-FM	96.3	24	483	The Goodwill Station, Inc.
	WLIN	92.3	10	480	Down River Bcstg.
	WMUZ	103.5	115	368	Alpha Bcstg. Co.
	WMZK	97.9	20	430	Booth Bcstg. Co.
	WQRS-FM	105.1	28.5	380	Fine Arts Bcstrs. Inc.
	WWJ-FM	97.1	50	480	Evening News Assn. Inc.
	WXYZ-FM	101.1	27	1,070	WXYZ Inc.
	East Lansing	WSWM	99.1	30	
Grand Rapids	WFUR-FM	102.9	40		Furniture City Bcstg. Co.
	WJEF-FM	93.7	115	420	Fetzer Bcstg. Co.
	WLAV-FM	96.9	3	210	Stevens-Wismer Bcstg. Inc.
	WMAX	101.3	7.2	175	Atlas Bcstg. Co.
Holland	WJBL-FM	94.5	37		Ottawa Bcstg. Corp.
Houghton Lake	WJGG	98.5	8		Sparks Bcstg. Co.
Jackson	WBBC	94.1	5.4		Booth Bcstg. Co.

(Continued on Next Page)

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee
Lansing	WJIM-FM	97.5	28		Gross Telecasting Inc.
	WMRT-FM	100.7	92		Herbert T. Graham
Midland	WQDC	99.7	40		Midland-Mid-State Bcstg. Co.
Mt. Clemens	WBRB-FM	102.7	80		Wright & Maltz, Inc.
Oak Park	WLDM	95.5	20	430	Lincoln Bcstg. Co.
Royal Oak	WOMC	104.3	215	390	Sparks Bcstg. Co.
Saginaw	WNEM-FM	102.5	93		Gerity Bcstg. Co.
	WSAM-FM	98.1	1.7	330	K. H. MacDonald
Saline	WOIA-FM	102.9	10	155	Lester Bcstg. Co.
Sturgis	WSTR-FM	103.1	1	190	Water Wonderland Bcstg. Co.

MINNESOTA

Brainerd	KLIZ-FM	95.7	15		Brainerd Bcstg. Corp.
Mankato	KYSM-FM	103.5	14	525	F. B. Clements and Co.
Minneapolis	KNOF	95.3	.75		Selby Gospel Mission
	KWFM	97.1	21	150	Fidelity Bcstg. Co.
	WAYL	96.1	10		Contemporary Radio
	WLQL-FM	99.5	9.7	450	BFR Bcstg. Corp.
	WPBC-FM	101.3	5.2	247	Peoples Bcstg. Co.
St. Cloud	KFAM-FM	104.7	15	425	The Times Publishing
Worthington	KWOA-FM	94.9	27		Worthington Bcstg. Co.

MISSISSIPPI

Jackson	WJDX-FM	102.9	39	1,450	Lamar Life Ins. Co.
Laurel	WNSL-FM	100.3	4.8	—	Voice of New South

MISSOURI

Carrollton	KAOL-FM	101.1	10		Homeland Ent. Inc.
Clayton	KFUO-FM	99.1	1	260	Lutheran Church
Crestwood	KSHE	94.7	1		Rudolph Ceries
Joplin	KSYN	92.5	3.6		Wm. B. Neal
Kansas City	KCMK	93.3	35	300	FM Bcstrs. Inc.
	KCMO-FM	94.9	65	850	Mercedith Bcstg. Co.
	KMBC-FM	99.7	4.25	950	Metromedia, Inc.
	KXTR	96.5	58	215	Telesound Bcstg. Corp.
	WDAF-FM	102.1	35.7	640	Transcontinent Television Corp.
Kennett	KBOA-FM	98.9	6.9	320	Kennett Bcstg. Corp.
Poplar Bluff	KWOC-FM	94.5	14	215	Poplar Bluff Broadcasting Co.
St. Charles	KADI-FM	96.5	24.5	—	KADY, Inc.
St. Louis	KCFM	93.7	82	450	Commercial Bcstg. Co.
	KMOX-FM	103.3	47		CBS, Inc.
	KRFD	106.9	82		Gateway Bcstg. Corp.
	KSTL-FM	98.1	78		Radio St. Louis, Inc.
	WIL-FM	92.3	22		Radio WIL
Springfield	KTTS-FM	94.7	9.1	660	Independent Bcstg. Co.
West Plains	KWPM-FM	93.9	3.4	130	R. F. Neathery

NEBRASKA

Kearney	KHOL-FM	98.9	57		Bi-States Co.
Lincoln	KFMQ	95.3	.32	100	H. Burton
Omaha	KICN	96.1	3.5		Central States Bcstg. Inc.
	KFAB-FM	99.9	58	500	KFAB Bcstg. Co.
	KQAL-FM	94.3	70	220	National Weekly, Inc.
	WOW-FM	92.3	40		Meredith WOW, Inc.
Scottsbluff	KNEB-FM	94.1	6.6		Platte Valley Bcstg. Co.

NEVADA

Las Vegas	KLUC-FM	98.5	5.2	93	Meyer Gold
	KORK-FM	97.1	9.6		So. Western Bcstg. Co.
Reno	KNEV	95.5	35	35	E. B. Cobb

NEW HAMPSHIRE

Berlin	WMOU-FM	103.7	10	160	Berlin Bcstg. Co.
Claremont	WTSV-FM	106.1	3.4	1,000	Radio Claremont, Inc.
Manchester	WKBR-FM	95.7	3.6	940	Granite State Bcstg. Co., Inc.
Nashua	WOTW-FM	106.3	1	195	Gateway Bcstg. Corp.

NEW JERSEY

Asbury Park	WJLK-FM	94.3	1	250	Asbury Park Press, Inc.
Atlantic City	WOSJ-FM	103.7	2.6		So. Jersey Radio, Inc.
	WRNJ	95.1	3.3		WRNJ Associates
Bridgeton	WSNJ-FM	107.9	15.2	480	Eastern States Bcstg. Corp.
Camden	WKDN-FM	106.9	7.3	340	South Jersey Bcstg. Co.
Dover	WDHA-FM	105.5	1		Drexell Hill Assoc.
Long Branch	WRLB	107.1	.16		Long Branch Bcstg. Co.
Millville	WMVB-FM	97.3	5.2	200	Union Lake Bcstrs. Inc.
Newark	WHBI-FM	105.9	5	390	Cosmopolitan Bcstg. Corp.
	WJRZ-FM	94.7	20	621	Bergen Bcstg. Co.
	WVNJ-FM	100.3	20		Newark Bcstg. Corp.

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. In Ft.	Licensee
New Brunswick	WCTC-FM	98.3	1	110	Raritan Valley Bcstg. Co., Inc.
Paterson	WPAT-FM	93.1	4.4	876	Capital Cities Bcstg. Co.
Princeton	WPRB	103.9	17	195	Princeton Bcstg. Service Inc.
Red Bank	WFHA-FM	106.3	1		F. H. Accorsi
Trenton	WBUD-FM	101.5	20	130	WBUD, Inc.
	WTOA	97.5	14.5	275	Mercer Bcstg. Co.
Wildwood	WCMC-FM	100.7	3.5	98	F. J. Matrangola

NEW MEXICO

Albuquerque	KDEF-FM	94.1	1.6		White Oaks Bcstg. Co.
	KHFM	96.3	1.5	140	CHE Bcstg. Co., Inc.
Aztec	KNDE-FM	94.9	3.4	—95	I. E. Shahan
Los Alamos	KRSN-FM	98.5	4.6	—33	Community Bcstg. Co.
Roswell	KBIM-FM	97.1	5.8		Taylor Bcstg. Co.

NEW YORK

Auburn	WMBO-FM	96.1	18	248	WMBO, Inc.
Babylon	WBAB-FM	102.3	.67	110	Babylon Bayshore Bcstg. WGLI, Inc.
	WQMF	94.3	1		
Binghamton	WKOP-FM	99.1	33	320	Binghamton Bcstrs., Inc.
	WNBF-FM	98.1	4.6	912	Triangle Publications, Inc.
Buffalo	WBEN-FM	102.5	110	1,350	WBEN, Inc.
	WBUF-FM	92.9	100	570	Functional Bcstg. Inc.
	WWOL-FM	104.1	.250	310	Rust Craft Bcstg.
	WEBR-FM	94.5	105	710	WEBR, Inc.
	WGR-FM	96.9	17.5	630	Transcontinent TV Corp.
	WIFE	103.3	5	248	McLendon Corp.
Cherry Valley	WJIV	101.9	5.4	1,080	Ivy Bcstg. Co.
Corning	WCLI-FM	106.1	4.2	500	Radio Corning, Inc.
Cortland	WKRT-FM	99.9	14	710	Radio Cortland, Inc.
DeRuyter	WOIV	105.1	5.3	560	Ivy Bcstg. Co.
Fulton	WOSC-FM	104.7	3.1		Cassill Radio Corp.
Garden City	WLIR-FM	92.7	1	143	High Fidelity Music Co.
Hempstead	WHLI-FM	98.3	1		Fm Bcstg. Corp.
Hornell	WWHG-FM	105.3	8.3	560	Ra-Tel Bcstrs. Inc.
Ithaca	WEIV	103.7	5.6	890	Ivy Bcstg. Co.
	WVBR-FM	93.5	.7		Cornell Radio Guild, Inc.
	WHCU-FM	97.3	40	730	Cornell Univ.
Jamestown	WJTN-FM	93.3	9.5	735	James Bcstg. Co.
Mt. Kisco	WRNW	107.1	.3		Meliphon, Inc.
	WVIP-FM	106.3	.3	450	Suburban Bcstg. Co.
New Rochelle	WVOX-FM	93.5	1	190	Suburban Bcstg. Co.
New York	WABC-FM	95.5	1.5	1,270	American Bcstg. Co.
	WBAI	99.5	18	520	Pacifica Foundation
	WBFB	101.9	20	650	Muzak Corp.
	WCBS-FM	101.1	1.5		CBS, Inc.
	WEVD-FM	97.9	20	340	DEBS Memorial Radio Fund, Inc.
	WHOM-FM	92.3	11	630	Progress Bcstg. Corp.
	WNBC-FM	97.1	1.1		National Bcstg. Co.
	WNCN	104.3	15	560	Concert Network, Inc.
	WNEW-FM	102.7	1.3	1,360	Metromedia, Inc.
	WNYC-FM	93.9	18	535	Municipal Bcstg. System
	WOR-FM	98.7	1.7	1,260	RKO General, Inc.
	WQXR-FM	96.3	11	675	Interstate Bcstg. Co., Inc.
	WRFM	105.1	20	235	Long Island Bcstg. Corp.
	WRVR	106.7	20		Riverside Radio

New York	WTFM	103.5	20	200	WTFM, Inc.
Niagara Falls	WHLD-FM	98.5	46	420	E. C. Hull
Olean	WHDL-FM	95.7	43	830	WHDL, Inc.
Patchogue	WALK	97.5	15	520	Suffolk Bcstg. Corp.
	WPAC-FM	106.1	8.3	145	Patchogue Bcstg. Co., Inc.
Peekskill	WLNA-FM	100.7	20	500	Highland Bcstg. Corp.
Plattsburgh	WEAV-FM	99.9	3.7		Plattsburgh Bcstg. Corp.
Poughkeepsie	WEOK-FM	101.5	4.4		Hudson Valley Bcstg. Corp.
	WKIP-FM	104.7	2.3	1,120	Dutchess County Bcstg. Corp.
Riverhead	WAPC-FM	103.9	.17	115	Patchogue Bcstg. Co.
Rochester	WBBF-FM	101.3	27.5		WBBF, Inc.
	WCMF	96.5	1.3		Community Music Service, Inc.
	WHFM	98.9	8.7	240	Rust Bcstg.
	WROC-FM	97.9	18	410	Veterans Bcstg. Co.
Schenectady	WGFM	99.5	6		General Electric Co.
South Bristol	WMIV	95.1	5.3	990	Ivy Bcstg. Corp.
Syracuse	WDDS-FM	93.1	97		Functional Bcstrs. Inc.
	WONO	100.9	1	600	Sentinel Heights FM Bcstrs.
	WSYR-FM	94.5	10	480	Newhouse Bcstg. Corp.
Troy	WFLY	92.3	5.4	840	Troy Record Co.
Utica	WRUN-FM	105.7	4.3	490	Rome Sentinel Co.
Wethersfield	WBIV	107.7	5.4	460	Ivy Bcstg. Corp.
White Plains	WFAS-FM	103.9	1	675	Westchester Bcstg. Corp.

(Continued on Next Page)

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. In Ft.	Licensee	
NORTH CAROLINA						
Albemarle	WABZ-FM	100.9	.75	52	Radio Station WABZ Inc.	
Asheboro	WGWV-FM	92.3	10	650	Asheboro Bcstg. Co., Inc.	
Asheville	WLOS-FM	104.3	9.2	130	Skyway Bcstg. Corp.	
Burlington	WBAG-FM	93.9	2.8		Burlington-Graham Bcstg. Co.	
Charlotte	WBBB-FM	101.1	3.8	410	Alamance Bcstg. Co., Inc.	
	WSOC-FM	103.5	35	415	Carolina Bcstg.	
	WYFM	104.7	3.8		Charlotte Bcstrs. Inc.	
	WDNC-FM	105.1	36	380	Durham Radio Corp.	
Durham	WIFM-FM	100.9	.35	—35	Tri-County Bcstg. Co., Inc.	
Elkin	WFNC-FM	98.1	14	290	Cape Fear Bcstg. Co.	
Fayetteville	WAGY-FM	105.3	3.3		Tri-City Bcstg. Co.	
Forest City	WBBO-FM	93.3	1.5	345	Rutherford County Radio Co.	
Gastonia	WGNC-FM	101.9	11		C. T. McSwain	
Goldensboro	WEQR	96.9	35	360	Eastern Carolina Bcstg Co., Inc.	
Greensboro	WMBE	98.7	5.8	110	H. C. Hall	
Henderson	WHNC-FM	92.5	9	260	Henderson Radio Corp.	
Hendersonville	WHKP-FM	102.5	9.5	2	Radio Hendersonville	
Hickory	WHKY-FM	102.9	15	325	Catawba Valley Bcstg.	
High Point	WHPE-FM	95.5	13	395	High Pt. Bcstg. Co.	
Laurinburg	WMFR-FM	99.5	8	350	WMFR Inc.	
	WNOS-FM	100.3	2.7	195	C. E. Doss	
	WEWO-FM	96.5	9.2	215	Scotland Bcstg. Co.	
	WLOE-FM	94.5	13.5	96	WLOE Inc.	
	WBUY-FM	94.3	.3	210	Davidson County Bcstg. Co.	
	WTSB-FM	95.7	6.5		Robeson Bcstg. Corp.	
	WMIT	106.9	36	3,100	Mt. Mitchell Bcstrs. Inc.	
	WKBC-FM	97.3	4.5		Wilkes Bcstg. Co.	
	WKIX-FM	96.1	30	420	WKIX Broadcasting Co.	
	WPTF-FM	94.7	50	560	WPTF Radio Co.	
Lexington	WRAL-FM	101.5	54	325	Capitol Bcstg. Co., Inc.	
	WREV-FM	102.1	1.6	330	Reidsville Bcstg. Co.	
	WFMA	100.7	33	540	Eastern Carolina Electronics	
	WROX-FM	96.7	.6		Roxboro Bcstg. Co.	
	WSTP-FM	106.5	15	250	WSTP, Inc.	
	WWGP-FM	105.5	.49	340	WWGP Bcstg. Corp.	
	WOHS-FM	96.1	2.6	460	Western Carolina Radio Corp.	
	WDBM-FM	96.9	3.6		Iredell Bcstg. Corp.	
	WFMX	105.7	3	335	Statesville Bcstg. Co., Inc.	
	WCPS-FM	104.3	10	260	Coastal Plains Bcstg. Co.	
Lumberton	WTNC-FM	98.3	.45	250	Thomasville Bcstg. Co.	
	WYOT-FM	106.1	23		Wilson Radio Co.	
	WAIR-FM	93.1	34	370	Holiday Bcstg. Corp.	
	WFYS	107.5	155		Winsonett, Inc.	
	WSJS-FM	104.1	12.5	309	Piedmont Publishing Co.	
	Marion	WAKR-FM	97.5	4.4	260	Summit Radio Corp.
		WFAH-FM	101.7	1	160	Review Publishing Co.
		WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.
		WREO-FM	97.1	200	380	WICA Inc.
		WDBN	94.9	110		Independent Music Bcstrs.
WOMP-FM		100.5	9	500	WOMP, Inc.	
WCNO		106.9	27.5		Dover Bcstg. Co.	
WHBC-FM		94.1	15	390	Ohio Broadcasting Co.	
WMER-FM		94.3	.7		Celma Bcstg. Co.	
WBEX-FM		93.3	2.7		Shawnee Bcstg. Co.	
North Wilkesboro	WAKW	93.3	4.8	380	Pillar of Fire	
	WCPO-FM	105.1	16.5	590	Scripps-Howard Radio Inc.	
	WFFM	101.1	9		Plains Radio Bcstg. Co.	
	WKRC-FM	101.9	15.5	530	Taft Bcstg. Co.	
	WSAI-FM	102.7	14.7	550	Jupiter Bcstg. Co.	
	WAEF-FM	100.3	4.8	100	N. Cincinnati Bcstg. Co.	
	KYW-FM	105.7	27	900	Westinghouse Bcstg. Co., Inc.	
	WCRF	103.3	21.3		Moody Bible Institute	
	WDOK-FM	102.1	31	120	Transcontinent TV Corp.	
	WERE-FM	98.5	40	600	Cleveland Bcstg. Co., Inc.	
Raleigh	WGAR-FM	99.5	31	410	Peoples Bcstg. Corp.	
	WHK-FM	100.7	30	620	Metropolitan Bcstg.	
	WJW-FM	104.1	20	510	Storer Bcstg. Co.	
	WNOB	107.9	135	370	N. Ohio Bcstg. Co.	
	WXEN-FM	106.5	18.5	51	Tuschman Bcstg. Co.	
	WCUY	95.3	27		Friendly Bcstg. Co.	
	WBNS-FM	97.1	54	315	RadioOhio, Inc.	
	WCOL-FM	92.3	38	350	Air Trails, Inc.	
	WTVN-FM	96.3	26	570	Taft Bcstg. Inc.	
	WKVO-FM	94.7	52	220	Sky-Way Bcstg. Corp.	
Reidsville	WHIO-FM	99.1	.35		Mount Valley Bcstg. Corp.	
	WIFE	104.7	24		Skyland Bcstg. Co.	
	WKET-FM	99.9	7.5		Speidel Bcstg. Corp.	
	WOHI-FM	104.3	27	330	Constrander Corp.	
	WCTM	92.9	7.6		Ohio Bcstg. Service Inc.	
	Rocky Mount	WAKR-FM	97.5	4.4	260	Summit Radio Corp.
		WFAH-FM	101.7	1	160	Review Publishing Co.
		WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.
		WREO-FM	97.1	200	380	WICA Inc.
		WDBN	94.9	110		Independent Music Bcstrs.
WOMP-FM		100.5	9	500	WOMP, Inc.	
WCNO		106.9	27.5		Dover Bcstg. Co.	
WHBC-FM		94.1	15	390	Ohio Broadcasting Co.	
WMER-FM		94.3	.7		Celma Bcstg. Co.	
WBEX-FM		93.3	2.7		Shawnee Bcstg. Co.	
Salisbury	WAKW	93.3	4.8	380	Pillar of Fire	
	WCPO-FM	105.1	16.5	590	Scripps-Howard Radio Inc.	
	WFFM	101.1	9		Plains Radio Bcstg. Co.	
	WKRC-FM	101.9	15.5	530	Taft Bcstg. Co.	
	WSAI-FM	102.7	14.7	550	Jupiter Bcstg. Co.	
	WAEF-FM	100.3	4.8	100	N. Cincinnati Bcstg. Co.	
	KYW-FM	105.7	27	900	Westinghouse Bcstg. Co., Inc.	
	WCRF	103.3	21.3		Moody Bible Institute	
	WDOK-FM	102.1	31	120	Transcontinent TV Corp.	
	WERE-FM	98.5	40	600	Cleveland Bcstg. Co., Inc.	
Shelby	WGAR-FM	99.5	31	410	Peoples Bcstg. Corp.	
	WHK-FM	100.7	30	620	Metropolitan Bcstg.	
	WJW-FM	104.1	20	510	Storer Bcstg. Co.	
	WNOB	107.9	135	370	N. Ohio Bcstg. Co.	
	WXEN-FM	106.5	18.5	51	Tuschman Bcstg. Co.	
	WCUY	95.3	27		Friendly Bcstg. Co.	
	WBNS-FM	97.1	54	315	RadioOhio, Inc.	
	WCOL-FM	92.3	38	350	Air Trails, Inc.	
	WTVN-FM	96.3	26	570	Taft Bcstg. Inc.	
	WKVO-FM	94.7	52	220	Sky-Way Bcstg. Corp.	
Statesville	WHIO-FM	99.1	.35		Mount Valley Bcstg. Corp.	
	WIFE	104.7	24		Skyland Bcstg. Co.	
	WKET-FM	99.9	7.5		Speidel Bcstg. Corp.	
	WOHI-FM	104.3	27	330	Constrander Corp.	
	WCTM	92.9	7.6		Ohio Bcstg. Service Inc.	
	Tarboro	WAKR-FM	97.5	4.4	260	Summit Radio Corp.
		WFAH-FM	101.7	1	160	Review Publishing Co.
		WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.
		WREO-FM	97.1	200	380	WICA Inc.
		WDBN	94.9	110		Independent Music Bcstrs.
WOMP-FM		100.5	9	500	WOMP, Inc.	
WCNO		106.9	27.5		Dover Bcstg. Co.	
WHBC-FM		94.1	15	390	Ohio Broadcasting Co.	
WMER-FM		94.3	.7		Celma Bcstg. Co.	
WBEX-FM		93.3	2.7		Shawnee Bcstg. Co.	
Thomasville	WAKW	93.3	4.8	380	Pillar of Fire	
	WCPO-FM	105.1	16.5	590	Scripps-Howard Radio Inc.	
	WFFM	101.1	9		Plains Radio Bcstg. Co.	
	WKRC-FM	101.9	15.5	530	Taft Bcstg. Co.	
	WSAI-FM	102.7	14.7	550	Jupiter Bcstg. Co.	
	WAEF-FM	100.3	4.8	100	N. Cincinnati Bcstg. Co.	
	KYW-FM	105.7	27	900	Westinghouse Bcstg. Co., Inc.	
	WCRF	103.3	21.3		Moody Bible Institute	
	WDOK-FM	102.1	31	120	Transcontinent TV Corp.	
	WERE-FM	98.5	40	600	Cleveland Bcstg. Co., Inc.	
Wilson	WGAR-FM	99.5	31	410	Peoples Bcstg. Corp.	
	WHK-FM	100.7	30	620	Metropolitan Bcstg.	
	WJW-FM	104.1	20	510	Storer Bcstg. Co.	
	WNOB	107.9	135	370	N. Ohio Bcstg. Co.	
	WXEN-FM	106.5	18.5	51	Tuschman Bcstg. Co.	
	WCUY	95.3	27		Friendly Bcstg. Co.	
	WBNS-FM	97.1	54	315	RadioOhio, Inc.	
	WCOL-FM	92.3	38	350	Air Trails, Inc.	
	WTVN-FM	96.3	26	570	Taft Bcstg. Inc.	
	WKVO-FM	94.7	52	220	Sky-Way Bcstg. Corp.	
Winston-Salem	WHIO-FM	99.1	.35		Mount Valley Bcstg. Corp.	
	WIFE	104.7	24		Skyland Bcstg. Co.	
	WKET-FM	99.9	7.5		Speidel Bcstg. Corp.	
	WOHI-FM	104.3	27	330	Constrander Corp.	
	WCTM	92.9	7.6		Ohio Bcstg. Service Inc.	

OHIO

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. In Ft.	Licensee
Elyria	WEOL-FM	107.3	15	290	Elyria-Lorain Bcstg. Co.
Fairfield	WFOL-FM	94.9	29	350	W. L. Follmer
Findlay	WFIN-FM	100.5	8.2	240	Findlay Publishing Co.
Fostoria	WFOB-FM	96.7	1	215	Seneca Radio Corp.
Fremont	WFRO-FM	99.3	1	200	Wolfe Bcstg. Corp.
Hamilton	WFOH	103.5	8.7	255	Fort Hamilton Bcstg. Co.
	WQMS	96.7	.3		Community Bcstg. Co.
Lancaster	WHOK-FM	95.5	16	140	Hocking Valley Bcstg. Corp.
Lima	WIMA-FM	102.1	15	250	Northwestern Ohio Bcstg. Corp.
Marion	WMRN-FM	106.9	25	330	Marion Bcstg. Co.
Miamisburg	WFCJ	93.7	6.8		Miami Valley Christian Bcstg.
Middletown	WPFB-FM	105.9	60	350	WPFB, Inc.
Mt. Vernon	WPMO-FM	93.7	2.9	270	Mt. Vernon Bcstg. Co.
Newark	WCLT-FM	100.3	8.5	370	WCLT Radio Inc.
Oberlin	WOXR	97.7	.6		Radio Oxford
Piqua	WPTW-FM	95.7	35.6		WPTW Radio
Portsmouth	WPAY-FM	104.1	7	520	WPAY, Inc.
Salem	WSOM	105.1	100	400	Salem Bcstg. Co.
Sandusky	WLEC-FM	102.7	5.9	120	Cleveland Bcstg. Corp.
Springfield	WBLV-FM	103.9	1	62	Champion City Bcstg. Co.
Stuebenville	WSTV-FM	103.5	3.1	880	WSTV, Inc.
Toledo	WHME	92.5	10		Hillebrand Electronics
	WSPD-FM	101.5	23	440	Storer Bcstg. Co.
	WTRT	99.9	8.8	160	Booth Bcstg. Co.
	WTOL-FM	104.7	50	156	Community Bcstg. Co.
Wooster	WWST-FM	104.5	51.8	330	Wooster Republican Printing Co.
Youngstown	WKBN-FM	98.9	50	545	WKBN Bcstg. Corp.
	WBBW-FM	93.3	19.5	39	Mahoning Valley Bcstg. Corp.
	WRED	101.1	24.6	110	M. Jones
OKLAHOMA					
Durant	KSEO-FM	107.3	2.75		Durant Publ.-Bcstg. Corp.
Oklahoma City	KERF	94.7	2.9	125	C. E. Williams
	KIOO	100.5	40		Nanmar, Inc.
	KJEM-FM	102.7	2.9		KJEM, Inc.
	KYFM	98.9	1.5	155	Groven Bcstg. Co.
Stillwater	KSPI	93.9	3.9	300	Stillwater Publishing Co.
Tulsa	KIHI	95.5	3		Video Independent Theatres
	KOCW	97.5	1.5	165	Grayhill Inc.
	KOGM-FM	92.9	4.1		Sound Unlimited Radio Ent.
OREGON					
Eugene	KFMY	97.9	3.6		Music, Inc.
	KUGN-FM	99.1	10		KUGN, Inc.
Medford	KBOY-FM	95.3	.8	—225	KBOY Bcstrs.
Portland	KEX-FM	92.3	56	955	Westinghouse Bcstg. Co.
	KGMG	95.5	68		International Good Music, Inc.
	KOIN-FM	101.1	48	1,390	Mt. Hood Radio & TV Bcstg. Corp.
	KPDQ-FM	93.7	57		J. W. Davis
	KPFM	97.1	33	900	Chem-Air, Inc.
	KPOJ-FM	98.7	50	1,100	KPOJ, Inc.
	KQFM	98.7	4.4		H. Q. Cox
Springfield	KEED-FM	93.1	1.35	90	KEED, Inc.
PENNSYLVANIA					
Allentown	WAEB-FM	104.1	8.9		WAEB, Inc.
	WFMZ	100.7	4.8	835	Triangle Pub. Inc.
Altoona	WFBG-FM	98.1	33	1020	Triangle Pub. Inc.
	WVAM-FM	100.1	.36		General Bcstg. Corp.
Beaver Falls	WBVP-FM	106.7	16.5		WBVP, Inc.
Bethlehem	WGPA-FM	95.1	10	630	Bethlehem's Globe Pub. Co.
Bloomsburg	WHLM-FM	106.5	8.8	600	Harry L. Magee
Boyertown	WBYO-FM	107.5	20		Boyertown Bcstg. Co.
Braddock	WLOA-FM	96.9	68	490	Matta Bcstg. Co.
Butler	WBUT-FM	97.7	.72	290	WBUT Radio
Carlisle	WHYL-FM	102.3	.76	19	R. F. Lewis, Jr.
Chambersburg	WCHA-FM	95.1	2.8	240	Chambersburg Bcstg. Co., Inc.
DuBois	WCED-FM	102.1	9.5	660	Tri-County Bcstg. Co.
Easton	WEEX-FM	99.9	3.3	200	Easton Publishing Co.
	WEST-FM	107.9	11	50	Associated Bcstrs. Inc.
Erie	WWYN-FM	99.9	9.7	400	Cleveland Bcstg. Co.
Harrisburg	WHP-FM	97.3	4	—35	WHP Inc.
Hazleton	WAZL-FM	97.9	2.6	630	Hazleton Bcstg. Co., Inc.
Jenkintown	WIBF	103.9	.75		WIBF, Inc.
Johnstown	WARD-FM	92.1	.285	—87	Central Bcstg.
	WJAC-FM	95.5	8.3	1,070	WJAC, Inc.
Lancaster	WDAC	94.5	15		R. M. Crawford
	WGAL-FM	101.3	3.8	940	WGAL, Inc.
	WLAN-FM	96.9	6.7	80	Peoples Bcstg. Co.
	WDAC	94.5	20	135	P. B. Crawford
Lebanon	WLBR-FM	100.1	.72	290	Lebanon Bcstg. Co.

(Continued on Next Page)

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. In Ft.	Licensee
Meadville	WGWG-FM	100.3	1	585	Regional Bcstrs. Inc.
Montrose	WPEL-FM	96.5	57		Montrose Bcstg. Corp.
Oil City	WDJR	98.5	3.4	300	WKRZ, Inc.
Palmyra	WJWR	90.1	.8		Radio Music, Inc.
Philadelphia	WCAU-FM	98.1	10		CBS, Inc.
	WDAS-FM	105.3	20	285	M. M. Leon, Inc.
	WDVR	101.1	9.4	128	D. L. Kurtz
	WFIL-FM	102.1	6.3	780	Triangle Publications Inc.
	WFLN-FM	95.7	20	490	Franklin Bcstrs. Corp.
	WHAT-FM	96.5	20	290	Independence Bcstg. Co.
	WIBG-FM	94.1	20	170	Seaboard Radio Bcstg. Corp.
	WIFI	92.5	20		High-Fidelity Bcstrs. Corp.
	WIP-FM	93.3	20	430	Metropolitan Bcstg. Bulletin Co.
	WPBS	98.9	4.6		
	WPEN-FM	102.9	20	420	Consolidated Sun Ray, Inc.
	WQAL	106.1	20	710	Geo. Voron & Co.
Pittsburgh	KDKA-FM	92.9	47		Westinghouse Bcstg. Co.
	KQV-FM	102.5	55	820	Allegheny Bcstg. Corp.
	WAMO-FM	105.9	4.5		Dynamic Bcstg., Inc.
	WJAS-FM	99.7	24		NBC, Inc.
	WKJF	93.7	40	470	A. J. R. Greer
	WPIT-FM	101.5	19	510	WPIT, Inc.
	WRYT-FM	96.1	30		WCAE, Inc.
Pottsville	WPPA-FM	101.9	2.8	650	Pottsville Bcstg. Co.
Red Lion	WGCB-FM	96.1	20		J. M. Norris
Scranton	WGBI-FM	101.3	1.8	1,200	WGBI Radio Inc.
Sharon	WPIC-FM	102.9	26	455	Sharon Herald Bcstg. Co.
Sunbury	WKOK-FM	94.1	4.4	875	Sunbury Bcstg. Corp.
Towanda	WTTC-FM	92.7	.7		Vical Bcstg. Co.
Tyrone	WGMR	101.1	3.3		Cory H. Simpson
Waynesboro	WAYZ-FM	101.5	3.2		R. F. Lewis, Jr.
Warren	WRRN	92.3	3	450	Northern Allegheny Bcstg. Co.
Wilkes-Barre	WBRE-FM	98.5	2.25	1,160	WBRE Radio Inc.
	WYZZ	103.3	3.1	975	R. G. Evans
Williamspport	WLYC-FM	105.1	3.8	1,150	Lycoming Bcstg. Co.
	WRAK-FM	100.3	4	1,220	Wright-Mackey Corp.
York	WNOW-FM	105.7	4	465	WNOW, Inc.
	WSBA-FM	103.3	6.5	470	Susquehanna Bcstg. Co.

RHODE ISLAND

Providence	WICE-FM	107.7	20		Susquehanna Bcstg.
	WPFM	95.5	20	170	Golden Gate Corp.
	WPJB-FM	105.1	20		Providence Journal Co.
	WPRO-FM	92.3	15	560	Capital Cities Bcstg. Corp.
	WXCN	101.5	20	500	Concert Network, Inc.
Woonsocket	WWON-FM	106.2	390		Woonsocket Bcstg. Co.

SOUTH CAROLINA

Anderson	WCAC	101.1	6.4	330	W. E. Hall
Charleston	WCSC-FM	96.9	50	700	John M. Rivers
	WTMA-FM	95.1	10	385	Atlantic Coast Bcstg. Corp.
Columbia	WCOS-FM	97.9	5.3	260	WCOS Inc.
	WNOK-FM	104.7	3.4		Palmetto Radio Corp.
Dillon	WDSC-FM	92.9	8.8	290	Border Bcstg. Co.
Greenville	WESC-FM	92.5	12	360	Bcstg. of Carolinas
	WFBC-FM	93.7	9.9	1,350	WMRC Inc.
Laurens	WLBG-FM	100.5	3.5		Laurins-Clinton Bcstg.
Seneca	WSNW-FM	98.1	5		Blue Ridge Bcstg. Co.
Spartanburg	WSPA-FM	98.9	4.9	520	Spartan Radiocasting Co.

TENNESSEE

Bristol	WOPI-FM	96.9	9.7	260	Pioneer Bcstg. Corp.
Chattanooga	WDOD-FM	96.5	13		Bowling Green Bcstrs.
	WLOM	106.5	33		Radio Dixie, Inc.
Cleveland	WCLE-FM	100.7	5		S. E. Enterprise
Gallatin	WFMG	104.5	8.2		E. F. Jones, Jr.
Greenville	WGRV-FM	94.9	4.6	250	Radio Greenville Inc.
Jackson	WTJS-FM	104.1	50	640	Sun Publishing Co., Inc.
Johnson City	WJCW-FM	100.7	9.6		Tri-Cities Bcstg. Inc.
Kingsport	WKPT-FM	98.5	10	960	Kingsport Bcstg. Co., Inc.
Knoxville	WBIR-FM	93.3	3.3	620	WMRC, Inc.
Lebanon	WCOR-FM	107.3	3.3	200	Lebanon Bcstg. Co., Inc.
Memphis	WMC-FM	99.7	300	940	WMC Bcstg. Co.
	WDIA-FM	102.7	11		WDIA, Inc.
	WMPS-FM	97.1	6.6		WMPS, Inc.
	WOMM	95.5	1.3		Quality Music of America
Nashville	WFMB	105.9	3.6	42	Great Southern Bcstg. Co.
	WSIX-FM	97.9	30	770	WSIX, Inc.
Sevierville	WSEV-FM	102.1	22		Smokey Mt. Bcstg. Corp.
Shelbyville	WHAL-FM	102.9	29	510	Shelbyville Bcstg. Co. Inc.

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. In Ft.	Licensee
TEXAS					
Abilene	KFMN	99.3	.25		Fine Music Ent.
Amarillo	KGNC-FM	93.1	14.5	440	Plains Radio Bcstg. Co.
Austin	KAZZ	95.5	.33	150	Audioland Bcstg. Co.
	KHFI	98.3	.780	32	R. E. Kennedy
Beaumont	KAYD-FM	97.5	15	360	Texas Coast Bcstrs.
Cleburne	KCLE-FM	94.9	6.4	260	Gordon, Inc.
Corpus Christi	KMFM	95.5	10	280	Master Music, Inc.
Dallas	KBOX-FM	100.3	7.8	185	KBOX Radio
	KIXL-FM	104.5	25	470	Variety Bcstg. Co.
	KQRO	102.9	9.7	200	Multi-Casting, Inc.
	KKLD-FM	92.5	59	480	Dallas Times Herald
	WFAA-FM	97.9	47		A. H. Bello Corp.
	WRR-FM	101.1	68	500	City of Dallas
Denton	KDNT-FM	106.3	3		H. V. Shepard
Diboll	KSPL-FM	95.5	6.5	295	A. Temple, Jr.
Dumas	KDDD-FM	95.3	.7		Dumas Bcstrs. Inc.
El Paso	KSET-FM	94.7	2.55	115	Rio Grande Bcstg. Co.
	KTSM-FM	99.9	27	1,850	Tri-State Bcstg. Co.
Font Worth	WBAP-FM	96.3	52	475	Carter Publications Inc.
	KFJZ-FM	97.1	21.8	730	Tarrant Bcstg. Co.
	KJIM-FM	102.1	2.9	165	Trinity Bcstg. Co.
	KXOL-FM	99.5	20	280	KXOL, Inc.
Gainesville	KGAF-FM	94.5	4.9	250	Gainesville Bcstg. Co.
Harlingen	KELT	94.5	3.1	700	Harbenito Radio Corp.
Hillsboro	KHBR-FM	102.3	.8		KHBR Radio
Houston	KARO	94.5	7.6	245	Multi-Casting, Inc.
	KFMK	97.9	10.5	235	J. R. Corry
	KHCB-FM	105.7	2		Houston Christian Bcstrs.
	KJSB	93.7	18.5		J. S. Kaufman
	KHUL	96.7	15.5	235	Nor-Temp Bcstg. Corp.
	KODA-FM	99.1	49		Taft Bcstg.
	KOST	100.3	15.5		McLendon Corp.
	KQUE	102.9	64.2		Veterans Bcstg. Co.
	KRBE	104.1	79	260	Texas Fine Music
	KTRH-FM	101.1	29.5		KTRH Radio
	KXYZ-FM	96.5	15		Public Radio Corp.
Killeen	KLEN-FM	93.3	1		Highlite Bcstg. Co.
Longview	KLUE-FM	105.7	6.2		Radio Longview, Inc.
Lubbock	KBFM	96.3	3.6		Background Music, Inc.
	KRKH-FM	93.7	9.6		R. B. McAlister
Midland	KNFM	92.3	4.8		FM Associates
Mt. Pleasant	KIMP-FM	96.1	3		Mt. Pleasant Bcstg. Co.
Odessa	KQIP	96.9	1.7		Texas Bcstg. Ind.
	KWMO	99.1	3.4		Audiomulti-fidelity
Pampa	KBMF-FM	100.3	3		C. C. Palmer
Plainview	KVOP-FM	97.3	3		KVOP, Inc.
Port Arthur	KFMP	93.3	3.2		Triangle Bcstg. Co.
San Antonio	KEEZ	97.3	17.5	110	Sound Distributors, Inc.
	KISS	99.5	12.9	515	The Walmac Co.
	KITY	92.9	19		Mission Bcstg. Co.
Sinton	KTOD-FM	101.3	92		So. Bcstg. Corp.
Texarkana	KCMC-FM	98.1	1.5		KCMC, Inc.
Tyler	KSLT	93.1	4.8		Pounds & Reynolds
Waco	KEFC	95.5	3.2	210	Centex Radio Co.
	WACO-FM	99.9	4		WACO Bcstg. Corp.
UTAH					
Salt Lake City	KCPX-FM	98.7	1.2	2,970	Columbia Pict. Electronics Co.
	KLUB-FM	97.1	4.8	—380	KLUB Bcstg. Co.
	KSL-FM	100.3	4	3,620	Radio Service Corp.
VERMONT					
Burlington	WJOY-FM	98.9	3.1	310	Vermont Bcstg. Corp.
VIRGINIA					
Arlington	WAVA-FM	105.1	20	500	U. S. Transdynamics Corp.
Charlottesville	WINA-FM	95.3	.620	225	Charlottesville Bcstg.
	WCCV-FM	97.5	3.4	110	Eastern Bcstg. Corp.
Crewe	WSVS-FM	104.7	14	450	Southern Va. Bcstg. Corp.
Farmville	WFLO-FM	95.7	6.3		Colonial Bcstg. Co.
Fredericksburg	WFVA-FM	101.5	5		Fredericksburg Bcstg. Corp.
Gretna	WMNA-FM	103.3	3		Central Va. Bcstg. Co.
Harrisonburg	WSVA-FM	100.7	7.2	345	Evening Star Bcstg. Co.
Lynchburg	WWOD-FM	100.1	.94	170	Lynchburg Independent Bcstrs
Manassas	WPRW-FM	106.7	30		Prince William Bcstg. Corp.
Marion	WMEV-FM	93.9	3.4		Mt. Empire Bcstg. Corp.
Martinsville	WMVA-FM	96.3	14.5	625	Martinsville Bcstg. Co., Inc.
Newport News	WGH-FM	97.3	37	186	Hampton Rds. Bcstg. Corp.
Norfolk	WRVC	102.5	8.7	95	Virginia Good Music Corp.
	WYFI-FM	99.7	11.5	70	Metro-WBOF, Inc.
Richmond	WCOD	98.1	34		Havens & Martin, Inc.
	WFMV	103.7	74		Professional Bcstg. Inc.

(Continued on Next Page)

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee	
Roanoke	WRNL-FM	102.1	50	320	WRNL, Inc.	
	WRVA-FM	94.5	25	460	Larus & Bro. Co., Inc.	
	WDBJ-FM	94.9	14.5	1,940	Times-World Corp.	
	WLRJ	92.3	2.8		L. Hartman & Sons	
	WSLS-FM	99.1	21		Shenandoah Life Stations	
South Boston	WHLF-FM	97.5	2.4		Halifax Bcstg. Co.	
Staunton	WSGM-FM	93.5	.5	350	American Home Bcstg. Corp.	
Winchester	WRFL	92.5	22	1,690	R. F. Lewis, Jr., Inc.	
Woodbridge	WXRA	105.8	9.5	305	WBVA, Inc.	
WASHINGTON						
Bellingham	KGMI-FM	92.9	16.5	2,330	International Good Music	
	KGFM	105.3	120	760	King's Garden Inc.	
	KLYN-FM	106.5	1.5		KLYN-FM, Inc.	
	KZUN-FM	96.1	3.7		KZUN, Inc.	
	KGMJ	95.7	71		International Good Music, Inc.	
	KING-FM	98.1	15	410	King Bcstg. Co.	
	KIRO-FM	100.7	16.5	750	Queen City Bcstg. Co., Inc.	
	KISW	99.9	10.5	350	E. W. Lippincott	
	KMCS	98.9	17.5	1,070	Market-Casters, Inc.	
	KLSN	96.5	14.5	350	Sight & Sound	
Spokane	KOL-FM	94.1	5.8		Seattle Bcstg. Co.	
	KETO-FM	101.5	17	1,100	Chem-Air Inc.	
	KHQ-FM	98.1	47		KHQ, Inc.	
	KREM-FM	92.9	4.8		KREM Bcstg. Co.	
	KXLY-FM	99.9	2	490	Northern Pacific Radio	
Tacoma	KLAY-FM	106.1	3.4		C. F. Huntington	
	KTNT-FM	97.3	10.2	410	Tribune Publishing Co.	
	KTWR	103.9	.8		T. W. Read	
Yakima	KNDX	106.3	.9		D. Pugsley	
	WEST VIRGINIA					
Beckley	WBKW	99.5	34	1,050	J. L. Smith, Jr., Inc.	
	WKAZ-FM	97.5	9		WKAZ, Inc.	
Charleston	WKNA	98.5	2.65	390	J. L. Smith, Jr.	
	WKEE-FM	100.5	53		Geyer Bcstg. Co.	
Huntington	WEPN-FM	94.3	.81	170	Martinsburg Bcstg. Co.	
Martinsburg	WAJR-FM	99.3	1	10	West Va. Radio Corp.	
Morgantown	WOAY-FM	94.1	20	660	R. R. Thomas, Jr.	
Oak Hill	WAAM-FM	106.5	8.9	280	WPAR, Inc.	
Parkersburg	WKWK-FM	97.3	16	470	Community Bcstg. Inc.	
Wheeling	WWVA-FM	101.9	23	470	Herbert-Mogul Group	
WISCONSIN						
Eau Claire	WIAL-FM	94.1	60	360	Bestrs. Services, Inc.	
	WFAW	107.3	3		Blackhawk Bcstg. Co.	
	WBAY-FM	101.1	13.5		Norbertain Fathers	
	WCLO-FM	99.9	15.5	200	Southern Wis. Radio Inc.	
	WISM-FM	98.1	1	105	Heart O' Wisconsin Bcstrs., Inc.	
	WMFM	104.1	7.5	80	E. W. Fessler	
	WIBA-FM	101.5	11	470	Badger Bcstg. Co.	
	WRVB-FM	102.5	3.9	185	Stewart Ent.	
	WFMR	96.5	22	215	High Fidelity Bcstg. Corp.	
	WMIL-FM	95.7	29	245	Cream City Bcstg. Co.	
Milwaukee	WMKE	102.1	35		Music Time, Inc.	
	WQFM	93.3	30		Koeth Bcstg. Corp.	
	WRIT-FM	102.9	22		Radio Milwaukee Inc.	
	WISN-FM	97.3	3.6	920	Hearst Corp.	
	WTMJ-FM	94.1	4.6	980	Journal Company	
	WEKZ-FM	93.7	14.8	180	Green Company Bcstg. Co.	
	WWCF	94.9	37		W. C. Forrest	
	WRJN-FM	100.7	15	265	Racine Bcstg. Corp.	
	WJMC-FM	96.3	50		WJMC, Inc.	
	WCOW-FM	97.1	16		Sparta-Tamah Bcstg. Co.	
Monroe	WSPT-FM	97.9	15		Stevens Pt. Bcstg. Co.	
	WTTN-FM	104.7	9.6		Watertown Radio, Inc.	
	WAUX-FM	106.1	3.8		Waukesha Bcstg. Co.	
	WWN-FM	95.5	20.5		Wisc. Valley TV Corp.	
	WTOS	103.7	3.5		Broadcast, Inc.	
	WBKV-FM	92.5	18	145	West Bend Bcstg. Co.	
	Wisconsin Rapids	WFHR-FM	103.3	2.1	360	W. F. Huffman Radio Inc.
	WYOMING					
	Cheyenne	KVWO-FM	106.3	250		Great West Co.
	PUERTO RICO					
Mayaguez	WORA-FM	97.5	.4		Radio Americus Corp.	
	WFID	95.7	17		Fidelity Bcstg. Corp.	
	WFQM	99.9	3.6		Quality Bcstg. Corp.	
	WIAC-FM	102.5	3.5		Bestov Bcstg. Inc.	
	WITA-FM	93.7	3.4		Electronic Ent. Inc.	
Rio Piedras	WKAQ-FM	104.7	.3		El Mundo Bcstg. Corp.	
San Juan						

FM Stereo Stations on the Air

ALABAMA

WCRT-FM Birmingham
 WSFM Birmingham
 WNDA Huntsville

ALASKA

KBYR-FM Anchorage

ARIZONA

KEPI Phoenix
 KNIX Phoenix
 KTPM Sun City

CALIFORNIA

KCBH Beverly Hills
 KCHV Coachella
 KCIB Fresno
 KXQR Fresno
 KGGK Garden Grove
 KNOB Long Beach
 KFAC-FM Los Angeles
 KFMU Los Angeles
 KMLA Los Angeles
 KPOL-FM Los Angeles
 KRHM Los Angeles
 KHFR Monterey
 KDES Palm Springs
 KDUO Riverside
 KHIQ Sacramento
 KSFM Sacramento
 KFMX San Diego
 KGB-FM San Deigo
 KLRO San Diego
 KPRI San Diego
 KBCO San Francisco
 KFOG San Francisco
 KMPX San Francisco
 KPEN San Francisco
 KSFR San Francisco
 KSJO-FM San Jose
 KVEC-FM San Luis Obispo
 KMUZ Santa Barbara
 KEYM Santa Maria
 KHOM Turlock
 KUDU-FM Ventura
 KONG-FM Visalia
 KWME Walnut Creek

COLORADO

KLST Colorado Springs
 KLIR-FM Denver

CONNECTICUT

WGHF Brookfield
 WTIC-FM Hartford
 WBMI Meriden

DELAWARE

WJBR Wilmington

DISTRICT OF COLUMBIA

WASH Washington

FLORIDA

WRKT-FM Cocoa Beach
 WVCG-FM Coral Gables
 WFLM Ft. Lauderdale
 WWPB Miami
 WAEZ Miami Beach
 WHOO-FM Orlando
 WPEX-FM Pensacola
 WTCX St. Petersburg
 WYAK Sarasota

GEORGIA

WGAU-FM Athens
 WKLS Atlanta
 WSB-FM Atlanta
 WDUN-FM Gainesville

HAWAII

KAIM-FM Honolulu

ILLINOIS

WJBC Bloomington
 WEFM Chicago
 WFMQ Chicago
 WFMT Chicago
 WKFM Chicago
 WMAQ-FM Chicago
 WSBC-FM Chicago
 WJOL-FM Joliet
 WGEM-FM Quincy
 WHBF-FM Rock Island

INDIANA

WCSI-FM Columbus
 WIKY Evansville
 WFMS-FM Indianapolis
 WISH-FM Indianapolis
 WVTS Terre Haute

FM STEREO STATIONS ON THE AIR

IOWA

KHAK-FM Cedar Rapids
KDMI Des Moines
KXEL-FM Waterloo

KANSAS

KANU Lawrence

KENTUCKY

WVLK-FM Lexington
WSTO Owensboro

LOUISIANA

KMLB-FM Monroe
WWMT New Orleans

MAINE

WMTW-FM Poland Spring

MARYLAND

WHFS Bethesda (Wash., D.C.)
WJMD Bethesda (Wash., D.C.)
WAQE-FM Towson (Balt.)

MASSACHUSETTS

WBCN Boston
WCRB Boston
WGBH Boston
WUPY Lynn
WCRB-FM Waltham
WTAG Worcester

MICHIGAN

WNEM-FM Bay City
WABX Detroit
WDTM Detroit
WGPR-FM Detroit
WLDM Detroit
WOMC Detroit
WSWM East Lansing
WGMZ Flint
WJEF-FM Grand Rapids
WOOD-FM Grand Rapids
WQDC Midland
WCEN-FM Mt. Pleasant

MINNESOTA

KRSI-FM Minneapolis
KWFM Minneapolis
WAYL Minneapolis

MISSOURI

KSYN Joplin
KCMO-FM Kansas City
KMBC-FM Kansas City
KCFM St. Louis
KSHE St. Louis
KTXR Springfield

NEBRASKA

KQAL-FM Omaha

NEVADA

KORK-FM Las Vegas

NEW JERSEY

WFPG Atlantic City
WDHA-FM Dover
WRLB Long Branch
WBUD-FM Trenton

NEW MEXICO

KHFM Albuquerque

NEW YORK

WQMF Babylon, L. I.
WDCX Buffalo
WLIR Garden City, L. I.
WQXR-FM New York
WTFM New York
WPAC-FM Pachogue, L. I.
WAPC-FM Riverhead, L. I.
WCMF Rochester
WGFN Schenectady
WSYR-FM Syracuse
WUFG Utica

NORTH CAROLINA

WBBB-FM Burlington
WBT-FM Charlotte
WMDE Greensboro
WQMG Greensboro
WIRC Hickory
WHKY Hickory

OHIO

WDBN Barberton (Akron)
WCNO Canton
WDGO Cleveland

FM STEREO STATIONS ON THE AIR

WNOB Cleveland
 WBNS-FM Columbus
 WFIN-FM Findlay
 WKET-FM Kettering
 WVNO-FM Mansfield
 WPFB Middletown
 WRWR Port Clinton
 WPAY-FM Portsmouth
 WBBW Youngstown

OKLAHOMA

KFNB Oklahoma City
 KOSU-FM Stillwater
 KOCW Tulsa
 KRAV Tulsa

OREGON

KFMY Eugene
 KWFS-FM Eugene
 KGMG Portland
 KPFM Portland
 KEED-FM Springfield

PENNSYLVANIA

WLOA-FM Braddock (Pitts.)
 WCHA-FM Chambersburg
 WJAC-FM Johnstown
 WFLN-FM Philadelphia
 WHAT-FM Philadelphia
 WIFI Philadelphia
 WQAL Philadelphia
 WKJF Pittsburgh
 WYZZ Wilkes-Barre

RHODE ISLAND

WPFM Providence
 WXCN Providence

SOUTH CAROLINA

WBEU-FM Beaufort
 WKTM North Charleston
 WSPA-FM Spartanburg

TENNESSEE

WKPT-FM Kingsport
 WNFO-FM Nashville
 WSIX-FM Nashville
 WSEY Sevierville
 WJIG-FM Tullahoma

TEXAS

KCHO Amarillo
 KTBC-FM Austin
 KHGM Beaumont
 KTOD-FM Corpus Christi
 KIXL-FM Dallas
 KVIL-FM Dallas
 WBAP-FM Ft. Worth
 KXOL Ft. Worth
 KGAF-FM Gainesville
 KFMK Houston
 KODA-FM Houston
 KRBE Houston
 KXYZ-FM Houston
 KQUE Houston
 KFMP Port Arthur
 KEEZ San Antonio
 KNTO Wichita Falls

UTAH

KSL-FM Salt Lake City

VIRGINIA

WMVA-FM Martinsville
 WTAR-FM Norfolk
 WYFI Norfolk
 WFMV Richmond
 WSLS-FM Roanoke

WASHINGTON

KETO-FM Seattle
 KGMJ Seattle
 KISW Seattle
 KLSN Seattle
 KZAM Seattle
 KLAY-FM Tacoma

WEST VIRGINIA

WKNA Charleston
 WEMP-FM Martinsburg

WISCONSIN

WAXO Kenosha
 WHA Madison
 WISM-FM Madison
 WMFM Madison
 WFMR Milwaukee
 WMKE Milwaukee
 WTMJ-FM Milwaukee
 WBKV-FM West Bend

PUERTO RICO

WFID Rio Piedras

State Broadcasters Associations

Alabama Broadcasters Association

P.O. Box 6174, University, Alabama
Phone: 752-7411, Ext. 488

Meetings: Spring and Fall
Elections: Fall meeting
Members: 72, Active; 21 Assoc
President....Hugh M. Smith, WCOV-AM-TV,
Montgomery
V.P. Radio..James E. Stewart, WHEP, Foley
V.P. TV.....C. P. Persons, Jr., WKRG-TV,
Mobile
Secy.-Treas..Hal Kirby, WWWR, Russellville
Exec. Secy.....Mrs. Angie M. Youngson
Box 6174, University

Arizona Broadcasters Association

c/o Exec. Secy.
631 N. First Ave., Phoenix
Phone: ALpine 8-4511

Meetings: April and December
Elections: December
Members: 52
Pres.....C. VanHaafden, KTUC, Tucson
Vice Pres.....Homer Lane, KOOL-AM-TV,
Phoenix
Secy.-Treas.....Ray Smucker, KTAR-TV,
Phoenix
Exec. Secy.....Lucy Krug, KPHO, Phoenix

Arkansas Broadcasters Association

c/o President, Brinkley, Ark.

Meetings: March and August
Elections: August
Members: 62 Active, 10 Allied
President.....Hi Mayo, KBRI, Brinkley
Vice Pres.....J. C. Willis, KVOM, Morrilton
Secy.-Treas.....Don Whitney

California Broadcasters Association

c/o Managing Director
601 Seventh Ave., Sacramento 18, Calif.
Phone: GI 1-4041

Meetings: November (and on special call)
Elections: November
Members: 100
President.....Robert D. Wood, KNXT,
Los Angeles
V.P., Radio.....Ellsworth Peck, KWIP,
Merced
V.P., TV....Leslie H. Peard, Jr., KFRE-TV,
Fresno
Secy.-Treas.....Jules Dundes, KCBS,
San Francisco
Managing Dir.....Ken DeVaney
601 Seventh Ave., Sacramento

Colorado Broadcasters Association

c/o Exec. Secy.
RFD No. 3, Box 518, Golden
Phone: CRestview 9-3018

Meetings: June
Elections: June
Members: 69
President....Bob Martin, KMOR, Littleton
Vice Pres.....Jerry Fitch, KGLN,
Glenwood Spgs.
Secy.-Treas....Ralph Atlass, KIUP, Durango
Exec. Secy.....Mrs. Isabell Prien,
RFD No. 3, Box 518, Golden

Connecticut Broadcasters Association

c/o Secy.-Treas., 135 College St., New Haven

Meetings: Two Per Year
Elections: October
Members: 35
President....Robert Tyrol, WTIC, Hartford
Vice Pres.....Herbert C. Rice, WILL,
Willimantic
Secy.-Treas....Howard Maschmeier, WNHC,
New Haven

Delaware Association of Broadcasters

c/o President

Meetings: October
Elections: Annually
Members: 7
President.....Wayne Rollins, WAMS,
Wilmington
Vice Pres.....Gordon MacIntosh,
WTUX, Wilmington
Secy.-Treas....Ewing B. Hawkins, WILM,
Wilmington

Florida Association of Broadcasters, Inc.

c/o Exec. Secy., Box 2757, Univ. Station,
Gainesville

Meetings: Annual (June)
Elections: Annual
Members: 160
Pres.....Joseph S. Field, WIRK,
W. Palm Beach
V.P. Radio.....Fred P. Shawn, WSUN,
St. Petersburg
Vice Pres., TV..Eugene B. Dodson, WTVT,
Tampa
Treas.....Norman O. Protsman, WNER,
Live Oak
Exec. Secy.....Kenneth F. Small, WRUF,
Gainesville

STATE BROADCASTERS ASSOCIATIONS

Georgia Association of Broadcasters, Inc.

c/o Exec. Secy., 24 Ivy St., S.E., Atlanta
Phone: 524-2311

Meetings: August and January
Elections: August
Members: 225
President.....Charles C. Smith, WDEC,
Americus
Vice Pres., Radio.....Charles Doss, WROM,
Rome
Vice Pres., TV...Raymond E. Carow, WALB-
TV, Albany
Treas.....Esther Pruett, WTOC, Savannah
Exec. Secy.....Jack Williams, Atlanta

Hawaiian Association of Broadcasters

P.O. Box 2399, Honolulu

Meetings: On President's Call
Elections: December
Members: 22
President.....Harry Chu, KAHU, Waipahu
Vice Pres.....Jack Irvine, KLEI, Kailua
Secy.-Treas...Milt Hibdon, KULA, Honolulu

Idaho Broadcasters Association

c/o President

Meetings: Annual (July)
Elections: Annual
Members: 34 Radio; 6 TV
President...Henry Fletcher, KSEI, Pocatello
Vice Pres.....R. W. Burden, KEEP,
Twin Falls
Secy.-Treas....Mrs. Gale Mix, KRPL, Moscow

Illinois Broadcasters Association

c/o Pres.,
Box 460, Springfield

Meetings: May and November
Elections: November
Members: 77 Active; 11 Assoc.
President.....Gordon Sherman, WMAY,
Springfield
V.P. Radio.....Robert W. Frudeger, WIRL,
Peoria
V.P. TV.....Clark B. George, WBBM-TV,
Chicago
Secy.-Treas.....M. H. Stuckwisch, WSOY,
Decatur
Exec.-Secy...Philip E. Hanna, Illinois Bldg.,
Springfield

Indiana Broadcasters Association, Inc.

c/o Executive Secretary
307 N. Pennsylvania, Indianapolis
Phone: ME1rose 5-1541

Meetings: Spring and Fall
Elections: October
Members: 62 Radio; 16 TV
President...Don Menke, WFBM, Indianapolis
V.P. AM....Wm. C. Fowler, WBAT, Marion
V.P. FM.....Martin Williams, WFMS,
Indianapolis
V.P. TV.....Reid G. Chapman, WANE,
Ft. Wayne
Secy.-Treas.....John B. Babcock
Exec. Secy.....Mrs. Helen B. Huber,
WIRE, Indianapolis

Iowa Broadcasters Association

c/o President

Meeting: Annual
Elections: Annual
Members: 56
President...Don Sullivan, KQTV, Sioux City
Vice Pres.....Gene Claussen
TreasurerDave Steinle
Secy.....James Duncan, Drake
University, Des Moines
Directors...Bob Erickson, KOKX, Keokuk;
Ken Hastie, WMT, Cedar Rapids; Harold
Heath, WHO, Des Moines; Glen Stanley,
KBOE, Oskaloosa

Kansas Association of Radio Broadcasters

c/o President

Meetings: May
Elections: May
Members: 45
President.....Max Falkenstein, WREN,
Topeka
Vice Pres.....Robert Schmirt, KAYS, Hays
Secy.-Treas....Robert McKune, KSAL, Salina

Kentucky Broadcasters Association

c/o Secy.-Treas., Box 930, Bowling Green

Meetings: October and May
Elections: October
Members: 65
President...William M. Whittaker, WMOR,
Morehead
1st Vice Pres.....Art Grunewald, WCTT,
Corbin
2nd Vice Pres...Charles W. Stratton, WNGO,
Mayfield
Secy.-Treas.....Al Temple, WKCT,
Bowling Green
Directors.....William F. Russell, WSON,
Henderson; James M. Caldwell, WAVE,
Louisville; C. A. McClain, WFKY, Frank-
fort; Thomas Kerr, WTCO, Campbellsville;
Sam Livingston, WPSD-TV, Paducah

STATE BROADCASTERS ASSOCIATIONS

Louisiana Association of Broadcasters

c/o Exec. Secy.
Box 2706, Baton Rouge, La.
Phone: 343-1742

Meetings: September
Elections: September
Members: 75
President.....Winston Linam, KSLA-TV,
Shreveport
V.P., Radio.....Donald Bonin, KANE,
New Iberia
V.P., TV.....Willard Cobb, KALB-TV,
Alexandria
Treasurer...Si Willing, KMAR, Winnsboro
Exec. Secy.....Rolfe McCollister,
Box 2706, Baton Rouge, La.
Directors.....Louis Basso; John Knight;
John Screen; John Vath; Bottillman
Bailey; James A. Noe, Jr.; Roger Davison;
Bob Earle; Clarence Faulk

Maine Assoc. of Broadcasters

c/o Secy.-Treas., Box 307, Augusta
Phone: MAYfair 3-3878

Meetings: Annual (November)
Elections: November
Members: 28 Radio; 6 TV
President.....Edward Guernsey, WLBZ,
Bangor
Vice Pres...Stanley Lyons, WAGM-AM-TV,
Presque Isle
Secy.-Treas.....Norman G. Gallant, WFAU,
AM-FM, Augusta
Dist. 1 Rep....John McCorrill, WMTW-FM,
Poland Spring
Dist. 2 Rep.Harold Dutch, WLAM, Lewiston
Dist. 3 Rep....Dick Bronson, WABI-AM-TV,
Bangor

Maryland-D. C. Broadcasters Association

c/o Secretary-Treasurer

Meetings: June and October
Elections: October
Members: 34 Active; 44 Assoc.
President.....Joseph Goodfellow, WRC,
WRC-TV, Washington, D. C.
Vice Pres.....Thomas S. Carr, WBAL,
Baltimore
Secy.-Treas.....Morris Blum, WANN,
Annapolis

Massachusetts Broadcasters Association, Inc.

c/o Pres., WNEB, Worcester
Phone: PL 6-4672

Meetings: Annual
Elections: Annual
Members: 36
President..George Steffy, WNEB, Worcester
Vice Pres...Gerald Harrison, WLLH, Lowell
Secy.....Donald A. Thurston, WMNB,
North Adams
Treas.....John Crohan, WCOP, Boston

Michigan Association of Broadcasters

c/o Exec. Secy.,
453 Rosewood, East Lansing, Mich.
Phone: 332-5788

Meetings: February-September
Elections: September
Members: 79 Active, 22 Associate
President.....Willard Schroeder, WOOD,
Grand Rapids
Vice Pres.....E. L. Byrd, WILS, Lansing
Secy.-Treas..John O. Gilbert, WXYZ, Detroit
Exec. Secy.....Robert J. Coleman
Directors.....A. Don Faust, WJRT, Flint;
Edwin R. Huse, WKHM, Jackson; Walter
Patterson, WKMH, Dearborn; Raymond
Plank, WKLA, Ludington

Minnesota Broadcasters Association

c/o Pres., 50 South Ninth St., Minneapolis

Meetings: Annual, convention in Sept.
Elections: Bi-annual
Members: 69 Active, 9 Associate
President.....Sherman Headley, WCCO-TV,
Minneapolis-St. Paul
Vice Pres.....James Hambacher, KBUN,
Bemidji
Vice Pres...John Lemme, KLTF, Little Falls
Secy., Treas.....Thomas Young, KMMT-
KAUS, Austin

Mississippi Broadcasters Association

c/o Secy.-Treas., Univ. of Miss., Oxford, Miss.
Phone: 1154

Meetings: August & April
Elections: April
Members: 65
President...James Reese, WGCM, Gulfport
Vice Pres....Bill Jones, WCHJ, Brookhaven
Secy.-Treas....Marrin Mathis, WSJC, Magee
Exec. Secy.....Duncan Whiteside, Box 5,
University

Missouri Broadcasters Association

1144 Hampton Ave., St. Louis 10, Mo.
Phone: ST 1-2345

Meetings: Spring & Fall
Elections: Fall
Members: 84
President.....Don Dailey, KGBX,
Springfield, Mo.
Vice Pres.....Harold Douglas, KMMO,
Marshall
Secy.-Treas.....William A. Bates, WDAF,
Kansas City
Directors.....Robert F. Neathery, KWPM,
West Plains; James F. Collins, KFMO, Flat
River; William R. Natsch, Jr., KWOS,
Jefferson City

STATE BROADCASTERS ASSOCIATIONS

Montana Broadcasters Association

c/o President
P.O. Box 1453, Great Falls, Mont.
Meetings: Annual (May)
Elections: Annual
Members: 27
President... Paul Crain, KRTV, Great Falls
Vice Pres.... Dick Smiley, KZZL, Bozeman
Secy.-Treas..... Pat Goodover, KARR,
Great Falls
Exec. Secy... Thomas L. Judge, Wheat Bldg.,
Helena

Nebraska Broadcasters Association

c/o Secy. Treas.
KFOR, 804 Stuart Bldg., Lincoln, Neb.
Phone: 432-6606
Meetings: Annual
Elections: January
Members: 42 AM, 10 TV
President... Arden Swisher, KMTV, Omaha
Vice Pres.... Bob Thomas, WJAG, Norfolk
Secy.-Treas.... Dick Chapin, KFOR, Lincoln

New Hampshire Association of Broadcasters, Inc.

c/o President
Meetings: October
Elections: October
Members: 10
President..... Bernie Mack, WGIB,
Manchester
Secy.-Treas..... Roland Hale, WKBR,
Manchester

New Jersey Broadcasters Association

c/o President
Meetings: Semi-annually
Elections: October
Members: 21 Active; 11 Assoc.
Pres.... Fred Wood, WMVB, Millville, N. J.
Vice Pres.... Ron Hickman, WNNJ, Newton
Exec. Committee..... Paul Alger, WSNJ,
Bridgeton; Howard Green, WOND, Pleas-
antville; Gordon Giffen, WKDN, Camden;
Glenn C. Jackson, WTTM, Trenton; Frank
Matrangola, WCMC, Wildwood

New Mexico Broadcasters Association

c/o Exec. Secy., Box 1297, Gallup
Phone: UN 3-4444
Meetings: April & August
Elections: April
Members: 28 Active; 4 Assoc.
President.... Odis Echols, Jr., KCLV, Clovis
Vice Pres..... Bob Williams, KENN,
Farmington
Treas.... Dino Ianni, KQEO, Albuquerque
Exec. Secy.... L. Thomas Christison, KGAK,
Gallup

Directors... Darrel Burns, KRSN, Los Alamos;
E. N. Thwaites, KFUN, Las Vegas; Carter
Waid, KARS, Belen; Max Sklower, KOAT-
TV, Albuquerque

New York State Broadcasters Association

Suite 1114, 75 State St., Albany
Phone: HE 4-5718
Meetings: March
Elections: March
Members: 100
President..... Merl Galusha, WRGB, WGY,
Schenectady
Vice Pres..... R. Peter Straus, WMCA,
New York
Secretary..... Elliott Stewart, WIBX, Utica
Treas..... John Lynch, WWSC, Glens Falls
Exec. Dir..... Howard M. Van de Car
Legal Counsel..... John Tabner
Directors... Michael Hanna, WHCU, Utica;
Lowell MacMillan, WHEC-TV, Rochester;
Thomas Murphy, Capital Cities Bestg.
Corp.; Harry Novik, WLIB, New York;
Paul Adanti, WHEN-AM-TV, Syracuse;
Robert Dreyer, Metromedia, N. Y. C.;
Harold L. Neal, WABC, New York;
R. Peter Straus, WMCA, New York; Sam
Slate, WCBS, New York; Sam Nielsen,
WTRY, Troy; Herbert Mendelsohn,
WKBW, Buffalo.

North Carolina Association of Broadcasters Inc.

c/o Exec. Secy., Box 907, Raleigh
Phone: TEMple 4-3461
Meetings: Spring & Fall
Elections: October
Members: 135
President... Jack Starnes, WBAG, Burlington
V.P., Radio..... Harry Severance, WVOT,
Wilson
V.P., TV... Earle Gluck, WSOC-TV, Charlotte
Secy.-Treas.... Mrs. Doris B. Potter, WKBC,
No. Wilkesboro
Exec. Secy..... E. L. Rankin, Jr., Raleigh

North Dakota Broadcasters Association

c/o Secretary-Treasurer, Box 10, Minot
Phone: TEMple 4-1146
Meetings: October and May
Elections: October
Members: 20 Radio, 10 TV, 5 Associate
President... Stanley Deck, KDIX, Dickinson
Vice Pres.... Chet Reiten, KXMC-TV, Minot
Secy.-Treas..... Les Maupin, KLPM, Minot

Ohio Association of Broadcasters

c/o Secy. Treas.,
218 E. State St., Columbus
Phone: CAPital 8-5895
Meetings: Spring & Fall
Elections: Fall meeting
Members: 91

STATE BROADCASTERS ASSOCIATIONS

Pres.....Joseph Bradshaw, WRFD,
Worthington
1st Vice Pres.....James Hanrahan, WEWS,
Cleveland
2nd Vice Pres.....Lawrence H. Rogers, II,
Taft Besting.
Secy., Treas.....Carlton Dargusch, Jr.
218 E. State St., Columbus

Oklahoma Broadcasters' Association

c/o President
Meetings: January and August
Elections: January
Members: 49
President.....Ray Van Hoser, KNED,
McAlester
Vice Pres.....Wm. S. Morgan, KNOR,
Norman
Secy. Treas.....C. Hewel Jones, KJEM,
Oklahoma City

Oregon Association of Broadcasters

210 Allen Hall, Eugene
Phone: DI 2-1411, Ext. 538
Meetings: November & April
Elections: November
Members: 43 Radio; 11 TV; 10 Assoc.
President.....Irwin Adams, KGON,
Oregon City
Vice Pres.....Robert Chopping, KAST,
Astoria
Secy.-Treas.....Bob LaBonte, KERG, Eugene
General Mgr.....Karl J. Nestvold

Pennsylvania Association of Broadcasters

c/o Exec. Sec., Box 606, Harrisburg, Pa.
Phone: CEdar 6-5607
Meetings: May
Elections: May
Members: 110 Active; 30 Assoc.
President.....Robert R. Williams, WHLM,
Bloomsburg
Vice Pres.....Samuel M. Altdorffer,
WLAN, Lancaster
Secretary...Tom Metzger, WMRF, Lewiston
Exec. Secy.....Robert H. Maurer, Box 606,
Harrisburg

Broadcasters Association of Puerto Rico

c/o Exec. Secy., Box 10144, Santurce
Meetings: March and as called
Elections: March
Members: Radio 27; TV 6
President.....Ventura Lamas, Jr., WKAQ,
San Juan
Vice Pres.....Clement Littauer, WRSJ,
Bayamon
Secretary.....Carmina Mendez, WHOA,
Hato Rey

Treasurer....Segismundo Quinones, WAPA,
San Juan
Exec. Secy....Roberto Bocanegra, P. O. Box
10144, Santurce

Rhode Island Broadcasters Association

c/o President
Meetings: Quarterly
Elections: June
Members: 15
Pres.....Joseph P. Dougherty, WPRO-TV,
Providence
V.P.....Joseph S. Sinclair, WJAR-TV,
Providence
Secy.....Zel Levin, WWON, Woonsocket
Treas.....Maury Lowe, WLKW, Providence

South Carolina Broadcasters Association

Box 30, Sumter
Phone: 773-7306
Meetings: January & Summer
Elections: January
Members: 73 Radio; 6 TV; 21 Assoc.
President....W. F. Harden, WIS, Columbia
V.P., Radio....Cleatus O. Brazzell, WELP,
Easley
V.P., TV...J. Wilton Quinn, WBTW, Florence
Secy.-Treas....T. Doug Youngblood, WFIG,
Sumter
Directors.....Harry Weaver, WOKE,
Charleston; F. F. Creech, Jr., WFIG, Sum-
ter; J. A. Gallimore, WSNW, Seneca;
Bruce Buchanan, WFBC, Greenville;
Wayne Sawyer, WGCD, Chester; J. F.
Ramsey, WJAY, Mullins.

South Dakota Broadcasters Association

c/o Secy.-Treas.
Meetings: Annual
Elections: Annual
Members: 15
President.....Helen Duhamel, KOTA,
Rapid City
Vice Pres.....Mort Henkins, KSOO,
Sioux Falls
Secy.-Treas....William F. Turner, Box 1752,
Sta. KOTA, Rapid City

Tennessee Association of Broadcasters

c/o Exec. Secy., 14 Ayres Hall
U. of Tenn., Knoxville
Meetings: September
Elections: September
Members: 94 Active; 8 Assoc.
President....Jack Michael, WREC, Memphis
Vice Pres..Carroll Wilson, WIRJ, Humboldt
Vice Pres.....Arthur Kelsey, WETB,
Johnson City
Vice Pres.....Virgil Trimm, WMTS,
Murfreesboro
Secy.-Treas....Alex Bonner, WHBQ, Memphis
Exec. Secy.....Kenneth D. Wright

STATE BROADCASTERS ASSOCIATIONS

Texas Association of Broadcasters

c/o Exec. Secy.

1004 International Life Bldg., Austin, Tex.

Phone: GR 6-6031

Meetings: Semi-annual

Elections: Fall

Members: 173

President... Jack Roth, KONO, San Antonio

Vice Pres..... Wendell Mayes, Jr., KCRS, Midland

Secy.-Treas..... Lee Glasgow, WACO, Waco

Exec. Secy..... Bonner McLane

Directors... Bill Hicks, KSOX, Raymondville;

Warren Woodward, KTBC-FM, Austin;

Roy Bacus, WBAP-TV, Ft. Worth; Jay

Harpole, KVOU, Uvalde; Dave Morris,

KNUZ, Houston; Tony Bridge, KMHT,

Marshall; Gene Hendryx, KVLf, Alpine;

Vann Kennedy, KZTV, Corpus Christi

Utah Broadcasters Association

c/o Exec. Secy.

239 Surety Life Bldg., Salt Lake City

Phone: IN 7-4498

Meetings: Semi-annual

Elections: Annual

Members: 26

President..... Glenn Shaw, KOVO, Provo

Vice Pres..... Thomas Ivory, KWIC,

Salt Lake City

Treas..... Kim Ward, KLO, Ogden

Exec. Secy..... Des Barker, 239 Surety Life

Bldg., Salt Lake City

Vermont Association of Broadcasters

c/o Secy. WTWN, Box 662, St. Johnsbury

Meetings: June

Elections: June

Members: 17

Pres..... Craig S. Parker, WDEV, Waterbury

Vice Pres..... Daniel B. Ruggles III, WSKI, Montpelier

Treas..... Daniel B. Ruggles, WSKI, Montpelier

Secy..... Douglas Drown, WTWN, St. Johnsbury

Virginia Association of Broadcasters

c/o Exec. Secy., Box DE, Williamsburg, Va.

Meetings: June

Elections: June

Members: 71 Active; 11 Assoc.

Pres..... Hamilton Shea, WSAV, Harrisonburg

Vice Pres..... Horace Fitzpatrick, WSLs, Roanoke

Secy.-Treas..... Arthur Gates, WYVE, Wytheville

Exec. Secy... Hugh De Samper, Williamsburg

Washington State Association of Broadcasters

c/o Exec. V.P. & Counsel

462 Olympic Natl. Bldg., Seattle

Phone: MAin 2-2991

Meetings: April and October

Elections: April

Members: 58 Radio; 13 TV; 9 Assoc.

Ch. of Bd... Saul Haas, KIRO-AM-TV, Seattle

Pres..... Thomas C. Bostic, Cascade Bestg Co.

Exec. V.P. & Counsel..... James A. Murphy

Secy.-Treas... Allen Miller, KWSC, Pullman

West Virginia Broadcasters Association Inc.

c/o Exec. Secy.

P. O. Box 3032, Charleston

Phone: DI 2-2136

Meetings: Spring and Fall

Elections: Fall

Members: 47

Pres..... Mel S. Burka, WTIP, Charleston

Vice Pres..... A. G. Ferrise, WMMN, Fairmont

Secy.-Treas... Don Hays, WKAZ, Charleston

Exec. Secy..... Mrs. Mary Sonis, P.O. Box 3032, Charleston, W. Va.

Wisconsin Broadcasters Association

c/o Exec. Secy.

Meetings: Jan-June

Elections: January

Members: 48

Pres..... Bruce Wallace, WTMJ-AM-TV, Milwaukee

V.P., Radio..... George Frechette, WFHR, Wisconsin Rapids

V.P., TV... Howard Dahl, WKBT, La Crosse

Sect..... Carl Kolata, WTTN, Watertown

Treas... Richard Dudley, WSAU-TV, Wausau

Exec. Secy..... Henry Buslee, 202 Monona Ave., Madison

Wyoming Association of Broadcasters

c/o President

Meetings: Annually

Elections: Annually

Members: 18

Pres.... Lawrence Birleffi, KFBC, Cheyenne

Vice Pres.... Jack Rosenthal, KBBS, Buffalo

Secy.-Treas..... Kermit G. Kath, KGOS, Torrington

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SYMPHONIC

HENRY COWELL—1962 Henry Hadley Medal. Awarded by the National Association of American Composers and Conductors for outstanding service to American music.

JAZZ

GIL EVANS, THELONIOUS MONK, GEORGE RUSSELL, JOHN LEWIS, CHARLES MINGUS. Winners in Downbeat's 10th Annual International Jazz Critics Poll.

COUNTRY & WESTERN

"Big Bad John"—Written and recorded by JIMMY DEAN. Voted most popular record of the year by the Music Operators of America.

MOTION PICTURES

The score of "Lawrence of Arabia," by MAURICE JARRE, published in the U.S. by Gower Music, Inc.

POP

"I Can't Stop Loving You" by DON GIBSON. Number 1 "Favorite Single" in the Billboard's 15th Annual Record Artist Popularity Poll.

OPERA

ROBERT WARD—1962 Pulitzer Prize "The Crucible," an opera after the play by Arthur Miller.

CHAMBER

ARTHUR BERGER—"String Quartet." New York Music Critics Circle Award 1962.

BALLET

ROBERT PRINCE—"New York Export: Opus Jazz." First performance of Ballet at the White House.

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presents

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TWENTY-SIXTH
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CHAS. A. ALICOATE
Editor-in-Chief

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1963

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TV as a Mover of Ideas— Key to Corporate Survival



By
NORMAN E. CASH
President
Television Bureau
of Advertising

LATE in 1962 television entered the 50 millionth American home. That this fact was, for the most part, unheralded by the communications industry speaks to the awareness of the medium as it is held by marketers and the public alike. As a force in our economy, TV is no longer measured solely by the sheer numbers that marked its earlier years. Today, it is more often measured in terms of its social and economic impact, in terms of its importance as a mover of goods and ideas.

It is the aforementioned power of TV—the ability to move ideas—that gives the medium its very special importance as a communications force.

As we pointed out in our eighth annual industry presentation, "Jericho," today the ideas of "enlightened corporate citizenship" extend beyond the products of industry; they reach now to the ideas of industry, the concepts upon which industry was built and without which it cannot grow.

In today's increasingly complex society, to whom can industry delegate the responsibility of informing the total public about industry? Can it be left to teachers who learned from other teachers? Can it be left to government? If the public hasn't been told, industry surely cannot expect the public to know.

Telling the story of industry through the pages of business publications like "Fortune" and "The Wall Street Journal" is no more than industry speaking to industry. While the sound may be loud and reassuring within the walls, little of the message drifts over to the public. In other words, the wall between industry and the public cannot be removed by the annual report regardless of its circulation.

Television not only communicates ideas, it also brings with it the power to move people. And for the ideas of industry, the avenue of communications is as wide as the imagination of industry itself.

In the recent past American Cyanamid told of the problems in Algeria while Purex told of the problem child . . . Prudential presented recent history, Gulf presented current events, Olin Mathieson presented the future . . . Shell brought great sporting events, Corning Glass brought great cultural events . . . Ralston Purina brought educational programs, Ford brought great music.

Reaching the public is no longer just a question of corporate image. It is a question of corporate responsibility exercised for corporate survival. Unfortunately, the responsible corporations that are already telling industry's story often carry upon their shoulders their less responsible competitors.

If we accept the fact that TV today is an essential ingredient in industry's communication of ideas to the public, is it not a virtual certainty that many of our major electronics, basic metals, aviation, chemical and related industries could bring themselves much closer to their many publics through use of the medium? Is it not highly likely that such companies could bring themselves even closer to achievement of their goals if they were to use TV as their basic means of communicating?

I believe that the answer to these questions is an unqualified yes.

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The 25 Leading Brand Advertisers In Network TV, by Quarters, 1962

1962

FOURTH QUARTER 1962

1. Anacin Tablets	\$3,395,199	14. Kent Cigarettes	1,286,287
2. Salem Cigarettes	3,031,306	15. Alka Seltzer	1,235,567
3. Chevrolet Pass. Cars	2,812,267	16. Marlboro Cigarettes	1,234,194
4. Winston Cigarettes	2,122,421	17. Campbell Soups	1,222,245
5. Bufferin	2,112,117	18. Chesterfield Cigarettes	1,201,291
6. L & M Filter Tip Cigarettes	1,899,159	19. Contac	1,129,275
7. Dristan Tablets	1,666,674	20. Camel Cigarettes	1,115,945
8. Ford Passenger Cars	1,656,368	21. Tide	1,069,634
9. Polaroid Land Camera	1,538,644	22. Goodyear Tires (Car)	1,064,659
10. Crest Toothpaste	1,537,021	23. Pillsbury Chilled Products	1,027,052
11. Pall Mall Cigarettes	1,443,223	24. Prudential Ins. Co. Am.	1,022,115
12. Colgate Dental Cream	1,420,549	25. Oldsmobile Passenger Cars	1,007,665
13. Excedrin Tablets	1,402,187		

THIRD QUARTER 1962

1. Bufferin	\$2,812,743	14. Nabisco Cookies	1,310,726
2. Anacin Tablets	2,605,958	15. Bayer Aspirin Tablets	1,287,419
3. Salem Cigarettes	2,217,831	16. Tide	1,284,120
4. Colgate Dental Cream	2,206,884	17. Texaco Gasoline	1,273,398
5. Camel Cigarettes	1,963,209	18. Allerest Tablets	1,232,753
6. Winston Cigarettes	1,877,562	19. Kent Cigarettes	1,217,761
7. Chevrolet Pass. Cars	1,873,748	20. Gillette Razor Blades	1,207,631
8. Crest Tooth Paste	1,802,672	21. Ford Passenger Cars	1,169,428
9. Coca Cola	1,530,278	22. Excedrin Tablets	1,154,782
10. L & M Filter Tip Cigarettes	1,521,562	23. Viceroy Cigarettes	1,137,912
11. Falstaff Beer	1,466,805	24. Kool Cigarettes	1,126,109
12. Pall Mall Cigarettes	1,404,138	25. Alka Seltzer	1,106,073
13. Campbell Soups	1,361,093		

SECOND QUARTER 1962

1. Anacin Tablets	\$2,717,022	14. Viceroy Cigarettes	1,262,304
2. Crest Toothpaste	2,432,507	15. Kent Cigarettes	1,237,706
3. Camel Cigarettes	2,165,046	16. Falstaff Beer	1,186,564
4. Salem Cigarettes	2,035,685	17. Tide	1,185,704
5. Chevrolet Pass. Cars	2,001,709	18. Eastman Kodak Cameras	1,165,930
6. Winston Cigarettes	1,983,045	19. General Elect Co. Gen. Pr.	1,154,918
7. Bufferin	1,925,924	20. Nabisco Cookies	1,132,757
8. Colgate Dental Cream	1,772,673	21. Alka Seltzer	1,125,758
9. Beech Nut Gum	1,638,922	22. Ford Passenger Cars	1,115,606
10. L & M Filter Tip Cigarettes	1,614,290	23. Bayer Reg. & Ch. Aspirin	1,070,983
11. Pall Mall Cigarettes	1,439,477	24. Gillette Razor Blades	1,041,172
12. Campbell Soups	1,439,384	25. Prudential Ins. Co. Am.	1,034,211
13. Polaroid Land Camera	1,277,640		

FIRST QUARTER 1962

1. Anacin Tablets	\$2,719,191	14. Crest Toothpaste	1,396,572
2. Beech-Nut Gum	2,483,665	15. Campbell Soups	1,309,161
3. Camel Cigarettes	2,154,983	16. Dristan Tablets	1,307,586
4. Chevrolet Passenger Cars	2,024,304	17. Pall Mall Cigarettes	1,294,197
5. Winston Cigarettes	1,986,611	18. Tide	1,286,911
6. Bufferin	1,890,048	19. Pillsbury Chilled Products	1,145,493
7. Colgate Dental Cream	1,757,118	20. Alka-Seltzer	1,105,257
8. Salem Cigarettes	1,740,086	21. Chesterfield Cigarettes	1,069,594
9. Ford Passenger Cars	1,717,550	22. Marlboro Cigarettes	994,376
10. Kent Cigarettes	1,675,853	23. One-A-Day Vitamin Tablets	974,789
11. L & M Filter Tip Cigarettes	1,661,561	24. Oldsmobile Passenger Cars	965,965
12. Mercury & Comet Passenger Car	1,591,929	25. Savings & Loan Foundation	960,580
13. Viceroy Cigarettes	1,547,027		

Source: TvB/LNA-BAR

Estimated Expenditures of Network TV Advertisers by Product Classification

— GROSS TIME COSTS ONLY —

	1961	1962	% Change
Agriculture & Farming.....	\$ 1,821,084	\$ 102,951	- 94.3
Apparel, Footwear & Accessories.....	9,628,653	6,984,443	- 27.5
Automotive, Automotive Accessories & Equipment.....	48,199,253	52,205,183	+ 8.3
Beer, Wine	6,291,143	8,766,826	+ 39.4
Building Materials, Equipment & Fixtures	4,605,961	5,541,835	+ 20.3
Confectionery & Soft Drinks.....	18,634,340	24,147,711	+ 29.6
Consumer Services	5,853,749	5,969,917	+ 2.0
Drugs & Remedies.....	86,171,869	105,377,854	+ 22.3
Entertainment & Amusement.....	1,193,575	880,893	- 26.2
Food & Food Products.....	128,275,143	133,656,350	+ 4.2
Freight, Industrial & Agriculture Development	270,010	76,600	- 71.6
Gasoline, Lubricants & Other Fuels	18,616,658	17,289,134	- 7.1
Horticulture	179,857	304,325	+ 69.2
Household Equipment & Supplies.....	27,199,547	33,554,928	+ 23.4
Household Furnishings	3,960,891	3,545,823	- 10.5
Industrial Materials	19,834,897	19,773,350	- 0.3
Insurance	11,204,099	15,746,737	+ 40.5
Jewelry, Optical Goods & Cameras	13,798,783	12,922,268	- 6.4
Office Equipment, Stationery & Writing Supplies.....	4,050,970	3,761,541	- 7.1
Political		9,678	
Publishing & Media.....	1,699,537	1,001,646	- 41.1
Radio, TV Sets, Phonographs- Musical Instruments, Accessories.....	2,726,821	5,360,020	+ 96.6
Retail & Direct by Mail.....	145,164	157,484	+ 8.5
Smoking Materials	84,613,015	88,681,088	+ 4.8
Soaps, Cleansers & Polishes.....	76,622,011	83,755,386	+ 9.3
Sporting Goods & Toys.....	5,743,359	10,235,744	+ 78.2
Toiletries & Toilet Goods.....	121,686,728	147,910,938	+ 21.6
Travel Hotels & Resorts.....	465,299	1,088,709	+134.0
Miscellaneous	8,635,732	9,998,776	+ 15.8
TOTAL	\$712,128,148	\$798,808,138	+ 12.2

Source: TvB/LNA-BAR.

'Repertoire Workshop'—Local Showcase for New Talents

IN JUNE 1961, WBBM-TV announced plans for a new local series called "Repertoire Theatre." The station conceived the series in an effort to stimulate the development of lesser-known local creative talents from Chicago for television. In order to fulfill this plan, WBBM-TV embarked on a long-range programming plan, at that time one of the most ambitious and unique projects undertaken by a local station.

To insure that talent from all the performing arts received an opportunity to take advantage of this vehicle for television exposure, the station conducted extensive in-studio auditions on a regular basis. Local drama groups and college and university drama departments were contacted and advised of the auditions. Newspaper ads and publicity releases announced the audition schedules. As a result, WBBM-TV now has created what amounts to its own local repertoire company for "Repertoire Theatre" productions, and in addition has files on local talent who can be employed in other station productions. Moreover, the station was able to uncover some excellent talent.

During the period that "Repertoire Theatre" was being produced by WBBM-TV, the other four CBS Owned stations, WCBS-TV New York, KNXT Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis, carefully observed the progress and results of this experimental project. After observing the effort for a period of time, the decision was made by the general managers of the other four stations to expand the series to their markets.

This series basically follows the original Chicago concept with one major addition. The talents now receive

By
MERLE S. JONES
President
CBS Television
Stations



weekly exposure in all five of the markets served by a CBS Owned television station. These markets are located in the meccas of the theatrical world where performing talents are observed on center stage by some of the most important show business entrepreneurs in the world.

With each of the five stations producing seven half-hours, the "Repertoire Workshop" series will be broadcast for a 35-week period each year. The series premiered on all the stations in early January 1962, following extensive searches for talent and property. To date, the five stations have auditioned some 3,000 artists.

The "Repertoire Workshop" series has received major attention from all the stations. This is true of all local programming as the stations constantly strive to present the best possible programming supported by a major promotion effort. An extensive advertising, on-the-air and publicity campaign was undertaken to be certain that aspiring performers were aware of this series so that they could take full advantage of the opportunities it offers.

It has been most gratifying to study the initial results of the experiment, particularly the critical comments in several national publications such as Saturday Review and Newsweek.

In addition, the various local newspaper critics have paid close attention to this series. This is most important since the programs and ensuing promotion need the support of newspaper columnists and critics to gain maximum results for the performer.

NAB Television Code Subscribers



In addition to the three major networks, the following 399 stations and film affiliates are subscribers to the NAB TV Code and authorized to use the Seal of Good Practice. Stations are listed alphabetically according to call letters.

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WAGA-TV—Atlanta, Georgia
WAGM-TV—Presque Isle, Maine
WAIL—Atlanta, Georgia
WAKR-TV—Akron, Ohio
WALA-TV—Mobile, Alabama
WALB-TV—Albany, Georgia
WANE-TV—Fort Wayne, Indiana
WAPI-TV—Birmingham, Alabama
WAST—Albany, New York
WATE-TV—Knoxville, Tennessee
WAVE-TV—Louisville, Kentucky
WAVY-TV—Norfolk-Portsmouth-
 Newport News, Virginia
WBAL-TV—Baltimore, Maryland
WBAP-TV—Fort Worth, Texas
WBA Y-TV—Green Bay, Wisconsin
WBBM-TV—Chicago, Illinois
WBEN-TV—Buffalo, New York
WBIR-TV—Knoxville, Tennessee
WBKB—Chicago, Illinois
WBNS-TV—Columbus, Ohio
WBRC-TV—Birmingham, Alabama
WERZ—Baton Rouge, Louisiana
WFTV—Charlotte, North Carolina
WFTW—Florence, South Carolina
WBZ-TV—Boston, Massachusetts
WCAU-TV—Philadelphia, Pennsylvania
WCAX-TV—Burlington, Vermont
WCBS-TV—New York, N. Y.
WCCO-TV—Minneapolis, Minnesota
WCDC—Adams, Massachusetts
WCIA—Champaign, Illinois
WCKT—Miami, Florida
WCNY-TV—Watertown, New York
WCPO-TV—Cincinnati, Ohio
WCSC-TV—Charleston, South Carolina
WCSTV—Portland, Maine
WCTV—Tallahassee, Florida
WCYB-TV—Bristol, Virginia
WDAF-TV—Kansas City, Missouri
WDAU-TV—Scranton, Pennsylvania
WDAY-TV—Fargo, North Dakota
WDBJ-TV—Roanoke, Virginia
WDBO-TV—Orlando, Florida
WDEF-TV—Chattanooga, Tennessee
WDSM-TV—Duluth, Minnesota
WDSU-TV—New Orleans, Louisiana
WEAU-TV—Eau Claire, Wisconsin
WEEK-TV—Peoria, Illinois
WEHT—Evansville, Indiana
WESH-TV—Daytona Beach, Florida

WEWS—Cleveland, Ohio
WFAA-TV—Dallas, Texas
WFBC-TV—Greenville, South Carolina
WFBG-TV—Altoona, Pennsylvania
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WFGA-TV—Jacksonville, Florida
WFIE-TV—Evansville, Indiana
WFIL-TV—Philadelphia, Pennsylvania
WFLA-TV—Tampa, Florida
WFMJ-TV—Youngstown, Ohio
WFMY-TV—Greensboro, North Carolina
WFRV-TV—Green Bay, Wisconsin
WFTV—Orlando, Florida
WGAL-TV—Lancaster, Pennsylvania
WGAN-TV—Portland, Maine
WGEM-TV—Quincy, Illinois
WGN-TV—Chicago, Illinois
WGR-TV—Buffalo, New York
WHAS-TV—Louisville, Kentucky
WHBF-TV—Rock Island, Illinois
WHDH-TV—Boston, Massachusetts
WHEC-TV—Rochester, New York
WHEN-TV—Syracuse, New York
WHIO-TV—Dayton, Ohio
WHIS-TV—Bluesfield, West Virginia
WHIZ-TV—Zanesville, Ohio
WHNB-TV—New Britain, Connecticut
WHO-TV—Des Moines, Iowa
WIBW-TV—Topeka, Kansas
WIBC—Pittsburgh, Pennsylvania
WIMA-TV—Lima, Ohio
WINK-TV—Ft. Myers, Florida
WJNB-TV—Binghamton, New York
WIS-TV—Columbia, South Carolina
WISC-TV—Madison, Wisconsin
WISH-TV—Indianapolis, Indiana
WISN-TV—Milwaukee, Wisconsin
WJIT-TV—Milwaukee, Wisconsin
WJAC-TV—Johnstown, Pennsylvania
WJAR-TV—Providence, Rhode Island
WJBK-TV—Detroit, Michigan
WJHG-TV—Panama City, Florida
WJIM-TV—Lansing, Michigan
WJRT—Flint, Michigan
WJTV—Jackson, Mississippi
WJW-TV—Cleveland, Ohio
WJXT—Jacksonville, Florida
WJZ-TV—Baltimore, Maryland
WKBN-TV—Youngstown, Ohio
WKBT—La Crosse, Wisconsin
WKBW-TV—Buffalo, New York
WKJG-TV—Fort Wayne, Indiana
WKNX-TV—Saginaw, Michigan
WRCR-TV—Cincinnati, Ohio

NAB TELEVISION CODE SUBSCRIBERS

WKRG-TV—Mobile, Alabama
 WKST-TV—Youngstown, Ohio
 WKTV—Utica, New York
 WKY-TV—Oklahoma City, Oklahoma
 WKYT—Lexington, Kentucky
 WKZO-TV—Kalamazoo, Michigan
 WLAC-TV—Nashville, Tennessee
 WLBT—Jackson, Mississippi
 WLBW-TV—Miami, Florida
 WLBZ-TV—Bangor, Maine
 WLOS-TV—Asheville, North Carolina
 WLVA-TV—Lynchburg, Virginia
 WLW-C—Columbus, Ohio
 WLW-D—Dayton, Ohio
 WLW-I—Indianapolis, Indiana
 WLW-T—Cincinnati, Ohio
 WLYH-TV—Lebanon, Pennsylvania
 WMAL-TV—Washington, D. C.
 WMAR-TV—Baltimore, Maryland
 WMAZ-TV—Macon, Georgia
 WMBD-TV—Peoria, Illinois
 WMCT—Memphis, Tennessee
 WMT-TV—Cedar Rapids, Iowa
 WMTV—Madison, Wisconsin
 WMTW-TV—Poland Spring, Maine
 WNBC-TV—New York, New York
 WNBK-TV—Binghamton, New York
 WNBQ—Chicago, Illinois
 WNCT—Greenville, North Carolina
 WNDU-TV—South Bend, Indiana
 WNEM-TV—Bay City, Michigan
 WNEP-TV—Scranton, Pennsylvania
 WNHC-TV—New Haven, Connecticut
 WNYS-TV—DeWitt, N. Y.
 WOAI-TV—San Antonio, Texas
 WOAY-TV—Oakhill, West Virginia
 WOC-TV—Davenport, Iowa
 WOI-TV—Ames, Iowa
 WOKR—Rochester, N. Y.
 WOOD-TV—Grand Rapids, Michigan
 WOWL-TV—Omaha, Nebraska
 WOWT—Florence, Alabama
 WPBN-TV—Traverse City, Michigan
 WPIX—New York, N. Y.
 WPRO-TV—Providence, Rhode Island
 WPSD-TV—Paducah, Kentucky
 WPTA—Fl. Wayne, Indiana
 WPTV—Palm Beach, Florida
 WRAL-TV—Raleigh, North Carolina
 WRBL-TV—Columbus, Georgia
 WRC-TV—Washington, D. C.
 WRCV-TV—Philadelphia, Pennsylvania
 WREC-TV—Memphis, Tennessee
 WREX-TV—Rockford, Illinois
 WRGB—Schenectady, New York
 WROC-TV—Rochester, New York
 WRVA-TV—Richmond, Virginia
 WSAU-TV—Wausau, Wisconsin
 WSAZ-TV—Huntington, West Virginia
 WSB-TV—Atlanta, Georgia
 WSBT-TV—South Bend, Indiana
 WSFA-TV—Montgomery, Alabama
 WSIX-TV—Nashville, Tenn.
 WSJS-TV—Winston-Salem, North Carolina
 WSJV—Elkhart, Indiana
 WSLS-TV—Roanoke, Virginia
 WSM-TV—Nashville, Tennessee
 WSOC-TV—Charlotte, North Carolina
 WSPA-TV—Spartanburg, South Carolina
 WSPD-TV—Toledo, Ohio
 WSUN-TV—St. Petersburg, Florida
 WSVN-TV—Harrisonburg, Virginia
 WSYR-TV—Elmira, New York
 WSYR-TV—Syracuse, New York
 WTAE—Pittsburgh, Pennsylvania
 WTAP-TV—Parkersburg, West Virginia
 WTAR-TV—Norfolk, Virginia
 WTCN-TV—Minneapolis, Minnesota
 WTEN—Albany, New York
 WTHI-TV—Terre Haute, Indiana
 WTIC-TV—Hartford, Connecticut
 WTMJ-TV—Milwaukee, Wisconsin
 WTQC-TV—Savannah, Georgia
 WTOK-TV—Meridian, Mississippi
 WTOL-TV—Toledo, Ohio
 WTOM-TV—Cheboygan, Michigan
 WTOP-TV—Washington, D. C.
 WTPA—Harrisburg, Pennsylvania
 WTRF-TV—Wheeling, West Virginia
 WTV-C—Chattanooga, Tennessee
 WTV-D—Durham, North Carolina
 WTVJ—Miami, Florida
 WTVM—Columbus, Georgia
 WTVN-TV—Columbus, Ohio
 WTVT—Tampa, Florida
 WTVW—Evansville, Indiana
 WUSN-TV—Charleston, South Carolina
 WVEC-TV—Norfolk-Hampton, Virginia
 WVUE—New Orleans, Louisiana
 WWJ-TV—Detroit, Michigan
 WWL-TV—New Orleans, Louisiana
 WWTW—Cadillac, Michigan
 WXIX-TV—Richmond-Petersburg, Virginia
 WXYZ-TV—Detroit, Michigan
 KABC-TV—Los Angeles, California
 KAKE-TV—Wichita, Kansas
 KALB-TV—Alexandria, Louisiana
 KARD-TV—Wichita, Kansas
 KARK-TV—Little Rock, Arkansas
 KATC—Lafayette, Louisiana
 KATU—Portland, Oregon
 KATV—Little Rock, Arkansas
 KAYS-TV—Hays, Kansas
 KBOI-TV—Boise, Idaho
 KBTV—Denver, Colorado
 KCBT-TV—Lubbock, Texas
 KCEN-TV—Temple, Texas
 KCKT-TV—Great Bend, Kansas
 KCMT-TV—Kansas City, Missouri
 KCMT—Alexandria, Minnesota
 KCOP—Los Angeles, California
 KCPX—Salt Lake City, Utah
 KCRA-TV—Sacramento, California
 KCRG-TV—Cedar Rapids, Iowa
 KCRL—Reno, Nevada
 KCTV—San Angelo, Texas
 KDAL-TV—Duluth, Minnesota
 KDIX-TV—Dickinson, North Dakota
 KDKA-TV—Pittsburgh, Pennsylvania
 KDUH-TV—Hay Springs, Nebraska
 KEDY-TV—Big Spring, Texas
 KELO-TV—Sioux Falls, South Dakota
 KDLO-TV—Sioux Falls, South Dakota*
 KPIOTV—Sioux Falls, South Dakota*
 *(Satellites of KELO-TV)
 KENS-TV—San Antonio, Texas
 KEPR-TV—Pasco, Washington
 KERO-TV—Bakersfield, California
 KETV—Omaha, Nebraska
 KEYC-TV—Mankato, Minnesota
 KEY-T—Santa Barbara, California
 KEZI-TV—Eugene, Oregon
 KFBB-TV—Great Falls, Montana
 KFBC-TV—Cheyenne, Wyoming
 KFDA-TV—Amarillo, Texas
 KFDM-TV—Beaumont, Texas
 KFDX-TV—Wichita Falls, Texas
 KFMB-TV—San Diego, California
 KFRE-TV—Fresno, California
 KFVS-TV—Cape Girardeau, Missouri
 KFYR-TV—Bismarck, North Dakota
 KGBT-TV—Harlingen, Texas
 KGBM-TV—Albuquerque, New Mexico
 KGHM-TV—Billings, Montana
 KGLD-TV—Garden City, Kansas
 KGLO-TV—Mason City, Iowa
 KGMH-TV—Honolulu, Hawaii
 KGNC-TV—Amarillo, Texas
 KGO-TV—San Francisco, California
 KGUN-TV—Tucson, Arizona
 KGW-TV—Portland, Oregon
 KHAS-TV—Hastings, Nebraska
 KHBC—Hilo, Hawaii
 KHOU-TV—Kearney, Nebraska
 KHOU-TV—Houston, Texas
 KHPL-TV—Hayes Center, Nebraska
 KHQ-TV—Spokane, Washington
 KHQA-TV—Hannibal, Missouri
 KHSL-TV—Chico, California
 KHVH-TV—Honolulu, Hawaii
 KID-TV—Idaho Falls, Idaho
 KIMA-TV—Yakima, Washington
 KING-TV—Seattle, Washington
 KIRO-TV—Seattle, Washington

(Continued on Next Page)

NAB TELEVISION CODE SUBSCRIBERS

(Continued from Previous Page)

KIVA-TV—Yuma, Arizona
 KJEO-TV—Fresno, California
 KKTU-TV—Colorado Springs, Colorado
 KLBK-TV—Lubbock, Texas
 KLEW-TV—Lewiston, Idaho
 KLFY-TV—Lafayette, Louisiana
 KLIX-TV—Twin Falls, Idaho
 KLOE-TV—Goodland, Kansas
 KLTU-TV—Tyler, Texas
 KLZ-TV—Denver, Colorado
 KMAU-TV—Wailuku, Hawaii
 KMED-TV—Medford, Oregon
 KMID-TV—Midland, Texas
 KMJ-TV—Fresno, California
 KMMT-TV—Austin, Minnesota
 KMOT-TV—Minot, North Dakota
 KMOX-TV—St. Louis, Missouri
 KMSO-TV—Missoula, Montana
 KMTV-TV—Omaha, Nebraska
 KNBC-TV—Los Angeles, California
 KNDO-TV—Yakima, Washington
 KNDR-TV—Richland, Washington
 KNOE-TV—Monroe, Louisiana
 KNOX-TV—Grand Forks, N. D.
 KNTV-TV—San Jose, California
 KNXT-TV—Los Angeles, California
 KOA-TV—Denver, Colorado
 KOAA-TV—Pueblo, Colorado
 KOAM-TV—Pittsburg, Kansas
 KOB-TV—Albuquerque, New Mexico
 KOGO-TV—San Diego, California
 KOIN-TV—Portland, Oregon
 KOLD-TV—Tucson, Arizona
 KOLN-TV—Lincoln, Nebraska
 KOMC-TV—McCook, Nebraska
 KOMO-TV—Seattle, Washington
 KOMU-TV—Columbia, Missouri
 KONO-TV—San Antonio, Texas
 KOOL-TV—Phoenix, Arizona
 KORN-TV—Mitchell, So. Dakota
 KOSA-TV—Odessa, Texas
 KOTA-TV—Rapid City, South Dakota
 KOTV-TV—Tulsa, Oklahoma
 KPAC-TV—Port Arthur, Texas
 KPAR-TV—Abilene-Sweetwater, Texas
 KPHO-TV—Phoenix, Arizona
 KPIC-TV—Roseburg, Oregon
 KPIX-TV—San Francisco, California
 KPLC-TV—Lake Charles, Louisiana
 KPRC-TV—Houston, Texas
 KPTV-TV—Portland, Oregon
 KRBC-TV—Abilene, Texas
 KRCA-TV—Los Angeles, California
 KRDO-TV—Colorado Springs, Colorado
 KREM-TV—Spokane, Washington
 KREX-TV—Grand Junction, Colorado
 KREY-TV—Montrose, Colorado
 KRGV-TV—Weslaco, Texas
 KRIS-TV—Corpus Christi, Texas
 KRLD-TV—Dallas, Texas
 KRNT-TV—Des Moines, Iowa
 KROC-TV—Rochester, Minnesota
 KROD-TV—El Paso, Texas
 KRON-TV—San Francisco, California

KSBW-TV—Salinas, California
 KSBY-TV—San Luis Obispo, California
 KSD-TV—St. Louis, Missouri
 KSL-TV—Salt Lake City, Utah
 KSLA-TV—Shreveport, Louisiana
 KSOO-TV—Sioux Falls, South Dakota
 KSTP-TV—Scottsbluff, Nebraska
 KSTP-TV—Minneapolis, Minnesota
 KSWO-TV—Lawton, Oklahoma
 KSWB-TV—Roswell, New Mexico
 KSYD-TV—Wichita Falls, Texas
 KTAL-TV—Shreveport, Louisiana
 KTAR-TV—Phoenix, Arizona
 KTBC-TV—Austin, Texas
 KTBS-TV—Shreveport, Louisiana
 KTHV-TV—Little Rock, Arkansas
 KTIU-TV—Sioux City, Iowa
 KTLA-TV—Los Angeles, California
 KTNT-TV—Tacoma, Washington
 KTRF-TV—Lufkin, Texas
 KTRG-TV—Honolulu, Hawaii
 KTRK-TV—Houston, Texas
 KTSM-TV—El Paso, Texas
 KTTS-TV—Springfield, Missouri
 KTTU-TV—Los Angeles, California
 KTUL-TV—Tulsa, Oklahoma
 KTVA-TV—Anchorage, Alaska
 KTVB-TV—Boise, Idaho
 KTVE-TV—El Dorado, Arkansas
 KTVH-TV—Wichita, Kansas
 KTVI-TV—St. Louis, Missouri
 KTVK-TV—Phoenix, Arizona
 KTVQ-TV—Ottumwa, Iowa
 KTVT-TV—Ft. Worth, Texas
 KTVU-TV—Oakland, California
 KTWV-TV—Casper, Wyoming
 KUMV-TV—Williston, North Dakota
 KUTV-TV—Salt Lake City, Utah
 KVAL-TV—Eugene, Oregon
 KVIT-TV—Amarillo, Texas
 KVKM-TV—Monahans, Texas
 KVOA-TV—Tucson, Arizona
 KVOO-TV—Tulsa, Oklahoma
 KVOS-TV—Bellingham, Washington
 KVVU-TV—Sioux City, Iowa
 KWTU-TV—Oklahoma City, Oklahoma
 KWWL-TV—Waterloo, Iowa
 KXAB-TV—Aberdeen, So. Dakota
 KXGO-TV—Fargo, North Dakota
 KXJB-TV—Valley City, North Dakota
 KXLY-TV—Spokane, Washington
 KXMB-TV—Bismarck, No. Dakota
 KXMC-TV—Minot, No. Dakota
 KXTV-TV—Sacramento, California
 KYTV-TV—Springfield, Missouri
 KYW-TV—Cleveland, Ohio
 KZTV-TV—Corpus Christi, Texas
 Number of Code Stations.....399
 Number of Networks.....3
 TOTAL.....402
 Number of Code Film Affiliates.....15
 GRAND TOTAL.....417

Members of the Alliance of Television Film Producers, Inc.

Bellmar Enterprises
 151 El Camino Drive
 Beverly Hills
 California
 Bing Crosby Productions
 711 Fifth Avenue
 New York 22, New York
 Brennan-Westgate Productions
 151 El Camino Drive
 Beverly Hills
 California
 Calvada Productions
 151 El Camino Drive
 Beverly Hills, Calif.

Desilu Productions, Inc.
 780 North Gower Street
 Hollywood 38
 California
 Four Star Television
 4030 Radford Avenue
 North Hollywood
 California
 Lassie Television, Inc.
 270 North Canon Drive
 Beverly Hills
 California

Mayberry Enterprises
 151 El Camino Drive
 Beverly Hills, Calif.
 Revue Studios
 Universal City
 California
 T & L Productions
 151 El Camino Drive
 Beverly Hills
 California
 United Artists Television, Inc.
 7324 Santa Monica Boulevard
 Hollywood 46
 California

Independent Producers

CBS Films, Inc.
 485 Madison Ave.
 New York 22, N. Y.

Jack Douglas Organizations
 8833 Sunset Boulevard
 Hollywood 29, Calif.

Kiplinger Washington
 Editors, Inc.
 1729 H St., N.W.
 Washington 26, D. C.

Screen Gems
 711 Fifth Ave.
 New York 22, N. Y.

Network Television Gross Time Billings

January-December 1962

	<i>December</i>			<i>January-December</i>		
	<i>1961</i>	<i>1962</i>	<i>Percent Change</i>	<i>1961</i>	<i>1962</i>	<i>Percent Change</i>
ABC-TV ...	\$16,572,900	\$18,296,385	+ 10.4	\$190,615,140	\$205,224,342	+ 7.7
CBS-TV ...	26,195,871	28,525,466	+ 8.9	268,676,875	311,709,771	+16.0
NBC-TV ...	23,030,151	24,555,202	+ 6.6	252,836,133	281,874,025	+11.5
Total	\$65,798,922	\$71,377,053	+ 8.5	\$712,128,148	\$798,808,138	+12.2

Month by Month — 1962

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January	\$16,673,662	\$25,528,518	\$23,578,579	\$65,780,759
February	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,731,519	24,100,566	67,595,066
April	17,237,755	24,193,144	21,899,207	63,330,106
May	17,227,296	25,380,092	23,494,373	66,101,761
June	16,031,277	25,081,505	22,609,590	63,722,372
July	15,708,722	25,793,374	22,788,918	64,291,014
August	16,075,143	24,969,181	23,160,760	64,205,084
September	16,601,454	25,851,332	21,416,265	63,869,051
October	19,219,752	28,774,414	26,098,632	74,092,798
November	18,632,551	28,352,411	26,215,561	73,200,523
December	18,296,385	28,525,466	24,555,202	71,377,053

By Day Parts

	<i>December</i>			<i>January-December</i>		
	<i>1961</i>	<i>1962</i>	<i>Percent Change</i>	<i>1961</i>	<i>1962</i>	<i>Percent Change</i>
Daytime ...	\$19,634,102	\$23,490,098	+ 19.6	\$212,350,673	\$255,265,294	+20.2
Mon.-Fri. ..	14,448,810	17,058,461	+18.1	171,966,903	206,166,700	+19.9
Sat.-Sun. ..	5,185,292	6,431,637	+24.0	40,383,770	49,098,594	+21.6
Nighttime ..	46,164,820	47,886,955	+ 3.7	499,777,475	543,542,844	+ 8.8
Total	\$65,798,922	\$71,377,053	+ 8.5	\$712,128,148	\$798,808,138	+12.2

Source: TvB/LNA-BAR.

Good-bye Omaha—Ha! —And Federal Hoopla?



By
ARTHUR PERLES
Editor
Radio-Television Daily

I CUT my journalistic eye-teeth on the Teapot Dome scandal. Here was my first involvement with big-league exposure of corruption. It was shocking to discover the depths to which humans will degrade themselves for profit and power. At the same time, it was indeed comforting to see the lumbering wheels of government grind over the rough trails until it reached and destroyed the heart of villainy.

Over those impressionable Police Card Years, I covered lots of other big 'uns, such as the "See Lockpipe John Phillips" multi-million-dollar sewer scandal, the Seabury Quiz, and Murder, Inc., so that, by the time of my entry into broadcasting, I was quite inured to the processes of digging up malfeasance, misfeasance and non-feasance—and very much in favor of stomping the wrongdoers.

I participated directly in that period when the late Senator Burton K. Wheeler headed the ICC committee as it diligently ploughed up the already rich fields of radio to make sure the taxpayers were receiving maximum values from burgeoning stations and networks.

Under the system of benign—but far from asleep—regulation, the private industry of broadcasting was encouraged to flourish and widen its areas of serving the public. Within such a climate, the government and the new electronic mass communicator worked in tandem. The networks forged the links in their chains of global news coverage, FM took root, television was born and peripheral developments—i.e., long-playing records materialized and scores of industries devoted themselves to the manufacture of transmitting and receiving

equipment — provided opportunities and jobs for hundreds of thousands of citizens.

But, within the past decade, we have witnessed the unhappy spectacle of a wild-eyed Federal evangelism that has a potential of actually turning radio and TV into a vast wasteland of Bureaucratic Big Brotherism.

I refer, of course, to the interminable calendar of industry hearings that hangs on the walls of official Washington. Staged there, they have now developed a proclivity for the road-show with full circus panoply. FCC and FTC now jape and caper to the accompaniment of the publicity tom-toms. And, as if this cacophony is not enough, their sounds are intermingled with those emanating from a slough of committees and subcommittees in the House and Senate.

If only they could learn that a democracy is unsafe when its leaders play at being gods. If they would apply the resources at hand to help build the arts and sciences of communications for a world at peace, they would fulfill a greater—albeit, less sensational—destiny than would result from the present state of affairs.

Can broadcasters, then, look to a year of relatively less upheaval by probe and hearing than heretofore? Frankly, I have grave doubts. But, this much is certain: Unless the broadcasters, individually and en masse, really demonstrate their resentment toward constant harassment, the demagogues will not cease pouring their shot and shell of half-truths and the big lie.



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TELEVISION NETWORKS



EXECUTIVE PERSONNEL
BIOGRAPHIES
NETWORK MAPS
OWNED & OPERATED STATIONS

1963

Rising TV Production Costs A Concern to Nets & Sponsors



By
THOMAS W. MOORE
President
ABC TV Network

A TREND in television which is of concern to both networks and advertisers is the rising cost of television production.

Some 15 years ago, half-hour filmed television programs were being brought in for anywhere from \$5,500 to \$18,500. Today the average price for a half-hour show is close to \$60,000.

Just a few seasons back, hour-long shows were commanding around \$80,000. That figure now is closer to \$120,000.

The costs are not yet prohibitive. But they are climbing even higher and giving pause to a number of advertisers—the advertisers who are being asked to pay more each year for their show.

There are many reasons, as well as rationalizations, for this cost spiral.

Unfortunately, there are few solutions.

And the people who should be most aware of the problem—and of what it could lead to—are, I am afraid, the least concerned with finding a solution. Here I am speaking of the film producers.

It seems to be the philosophy of many to get what the traffic will bear.

They had better keep awake. They may be running into a traffic jam.

Imagination, not higher bills, is what producers should concentrate on. If television is going to continue to grow as it has and attract numerous new advertisers each season, it must

cost itself so that it can be afforded by more than the biggest advertisers.

There are many factors that advertisers look for in selecting programs and networks. They have many and diverse needs to fill in their selling efforts. A network has the essential task of seeking the interest of its primary customer — the viewers — and that is with appealing programming of all kinds that will strike a responsive chord. It is in the search for this responsive chord that new forms of television are created.

Television must exhibit daring creativity and increasing quality at a cost that will not only be appealing to advertisers, but so attractive that it becomes a "must."

There are advertisers who, because of special marketing needs, would rather buy a full half-hour or alternate half-hour sponsorship than participating sponsorships in a number of shows.

The networks are aware of their particular needs and are trying to find ways to help them accomplish their desires. It is our hope that the producers will now become aware of the problem on the horizon for these advertisers as well as the whole industry and help in finding the solution.

American Broadcasting Co. Television Network

(A Division of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: *SUSquehanna 7-5000*

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Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & President of American Broadcasting Company
 Simon B. Siegel... Exec. V.P., AB-PT & ABC
 Martin Brown... Treas. of AB-PT & V.P. & Treas. of ABC
 Thomas W. Moore... Pres., ABC TV Network
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 Charles Ayres... Vice-President
 Julius Barnathan... TV Net. V.P. & Gen. Mgr.
 Alfred Beckman... Vice-President
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 Michael P. Boland... Vice-President
 Ben Brady... Vice-President
 Slocum Chapin... Vice-President
 Robert Coe... Vice President
 Donald Coyle... Vice-President
 James E. Duffy... Vice-President
 Omar Elder... Vice-President
 Theodore Fetter... Vice-President
 Don Foley... Vice-President
 Michael J. Foster... Vice-President
 Vincent Francis... Vice-President
 Richard Freund... Vice President
 William C. Gillogly... Vice-President
 Armand Grant... Vice-President
 James C. Hagerty... Vice-President
 Henry T. Hede... Vice President
 Ben Hoberman... Vice President
 Robert Lang... Vice-President
 Jack Mann... Vice-President
 Frank Marx... Vice-President
 Daniel Melnick... Vice-President
 William P. Mullen... Vice-President
 Earl Mullin... Vice-President
 Harold Neal... Vice-President
 Sterling C. Quinlan... Vice-President
 William T. Rafael... Vice-President
 James G. Riddell... Vice President
 Stephen Riddleberger... Vice President
 Elton Rule... Vice President
 David Sacks... Vice President
 Edgar J. Scherick... Vice-President
 Alfred Schneider... Vice-President
 Theodore Shaker... Vice-President
 Thomas Velotta... Vice-President
 Mortimer Weinbach... Vice-President

TELEVISION

Thomas W. Moore... President, ABC-TV Network
 Julius Barnathan... Network V.P. & Gen. Mgr.

Engineering

Frank Marx... V.P. & Pres. for Engr. & Gen. Ser.
 Merle Worster... Dir. of Tech. Oprs. TV
 Frederick Zellner... Dir. of Tech. Oprs. AM
 Joseph Sauer... Traffic Manager
 Richard Hamilton... Supervisor of Communications
 George Milne... Dir. of Traffic & Comm.
 Clure Owen... Administrative Assistant
 John Preston... Director of Engineering Facilities
 Lawrence A. Ruddell... Recording Director
 Robert Gabrielson... Mgr., TV Oprs.
 John Bourcier... Spv., AM Oprs.
 Royce Pointer... Dir., Audio-Video Eng.

Production Services

John Kneeshaw... Business Manager
 Ruth K. Blainey... Operations Manager
 David Eschelbacher... Studio Svcs. Mgr.
 Frederick J. Schuhman... Dir. of Prod. Serv.
 Arthur Segal... Scenic Svcs. Mgr.

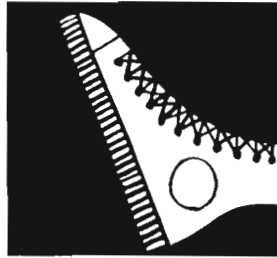
Finance, Personnel & General Svcs.

Simon B. Siegel... Exec. V.P. of AB-PT & ABC
 Martin Brown... V.P. & Treas. of ABC & Treas. of AB-PT
 George Ast... Purchasing Agent
 Michael P. Boland... V.P., Chg. of Fin. Controls
 Edward Graessle... Manager of Treasury Affairs
 Marie McWilliams... Director of Personnel
 Joseph Spagnola... Dir. of Office & Studio Services
 David Sweeney... Chief Accountant
 Sam Barr... Mgr. of Data Processing
 Grace Johnsen... Dir. of Continuity Accept.
 Henry Epstein... Art Director
 J. Lawrence Lecky... Mgr. of Print Prod.

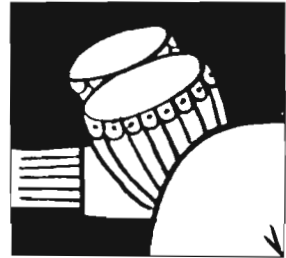
Legal

Everett H. Erlick... V.P. & Gen. Counsel AB-PT
 Mortimer Weinbach... V.P. & Asst. Gen. Counsel AB-PT

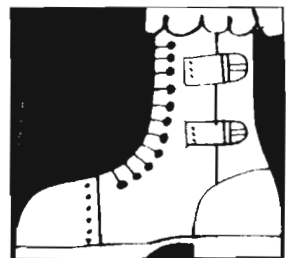
(Continued on Page 657)



Sports



Variety



Adventure

It's the way we put them together that counts.

Programming, of course, is a network's basic product.

And frankly, our programming is slanted. A blend of many types, it is aimed, principally, at attracting the *young* viewing family. It is therefore characterized by a constant search for *new* forms of quality television entertainment and information to supplement our many established favorites.

In comedy, for example, where two years ago *The Flintstones* added the new, successful twist of animation, this year *McHale's Navy* finds its fun in

the lighter side of the War in the Pacific and *I'm Dickens...He's Fenster* adds a new dimension in comedy.

To the serious business of responsible programming for children, ABC has contributed *Discovery*, which entertains as it informs, and is the only network show to do so every weekday.

On the action-adventure front, where ABC pioneered with the first hour formats, we've again taken off in a new direction. In *Combat!* and *The Gallant Men* we dramatize the lives of men in bat-



Comedy



News and Public Affairs



Drama



Mystery



Westerns

e, against an authentic World War II backdrop.

In Public Affairs programming, *Close-Up!* has been consistently penetrating and far-ranging in its subject matter.

In news, with four daily network programs, including the only late-night network news, we have expanded our efforts enormously to provide a responsible full, daily and weekly coverage.

Sports? Indeed. Highlighted by ABC's *Wide World of Sports*, which covers the field on a global scale, our programming provides arm-chair buffs

with 20 hours of sports activity a month.

And, as becomes a young network, we've concentrated on developing new, young talent. Witness Vince Edwards, Ingels and Astin, Vic Morrow, Tim Conway, ABC discoveries, all of them!

When you are dedicated to creating new programming trends, not following them, you'll find these virtues reflected in your viewers.

They, too, are young, alert, responsive.

ABC Television Network



ABC Television Network

THOMAS W. MOORE
PRESIDENT, ABC TELEVISION NETWORK

Joining the American Broadcasting Company in November, 1957 as Vice President in Charge of Sales, Mr. Moore made the unusual shift from sales to Vice President in Charge of TV Programming only four months later. He assumed his present position in April of this year. He came to the American Broadcasting Company from the Columbia Broadcasting System where he was General Sales Manager of CBS-TV Film Sales. Mr. Moore joined CBS Films in 1950 as an Account Executive. Born in Meridian, Mississippi, Mr. Moore attended Mississippi State College and the University of Missouri, from which he received a bachelor's degree in journalism in 1939.



JAMES C. HAGERTY
**VICE PRESIDENT IN CHARGE OF NEWS, SPECIAL EVENTS
AND PUBLIC AFFAIRS**



News Secretary to former President Eisenhower during his administration, James Hagerty took over the top ABC news job on January 23, 1961, three days after leaving the White House. A top news reporter for the New York Times from 1934 to 1943, Mr. Hagerty became former New York Governor Thomas Dewey's Press Secretary in 1943. In 1952 he took leave from his New York State position to work with General Eisenhower, then became his News Secretary when Eisenhower was elected President.

JULIUS BARNATHAN
VICE PRESIDENT & GENERAL MANAGER OF TV NETWORK

After joining ABC in 1954, Mr. Barnathan embarked on a steady course up through the executive ranks until he assumed his present post in March, 1962. He became Director of Research in 1957, Research Vice President in 1959 and Vice President of Affiliated Television Stations later that same year. From January to March of 1962, he held the post of President of the ABC Owned Television Stations. He is a graduate of Brooklyn College, a member of Phi Beta Kappa and holds a Master's Degree from Columbia University.



(Continued from Page 653)

Omar Elder.....V.P. & General Attorney
 Richard Freund.....V.P. Chg. of Labor Rel.
 Edward Masket.....Dir. of Pgm. Bus. Aff.
 Robert Kaufman.....Gen. Attorney, Sls. & Pgm.
 Contracts
 Charles DeBare.....Gen. Attorney AM Net. &
 O&O Stas.

Programming

Theodore H. Fetter.....V.P. & Program Director
 Armand Grant.....V.P. in Charge of
 Daytime Programs
 Daniel Melnick.....V.P. in chg. Nighttime Pgms.
 Douglas Cramer.....Dir. Pgm. Planning
 Theodore Lyman.....Mgr. Anncg. Div.
 Charles H. Barris.....Mgr. Daytime Prog.
 John B. Green.....Exec. Producer
 Frederick P. Laffey.....Program Service Mgr.
 Leonard Maskin.....Admin. & Budget Manager
 Julian Bercovici.....Dir. of TV Daytime Pgms.
 Stanley Chase.....Dir. Prog. Devel.
 George Patrick.....Pgm. & Comm. Prod. Mgr.

News, Special Events & Public Affairs

James C. Hagerty.....V.P. in Chg.
 Robert Lang.....V.P. in Chg. of Oprs.
 Thomas Velotta.....V.P., Administration
 Donald G. Coe.....Asst. to VP—Operations
 Wiley Hance.....Mgr. of Public Affairs
 John Madigan.....Dir. of News
 John Secondari.....Producer, Sp. Projects
 William McSherry.....Asst. Dir. of News
 Jules Bergman.....Science Editor
 Thomas O'Brien.....Nat'l News Editor-AM
 Sidney Darion.....Associate Producer
 Jack Powers.....Dir. of News & Sp. Events, WABC
 Jack Bush.....Director of Films
 Ben Blank.....Creative Graphic Arts Dir.
 Fred Sheehan.....Assoc. Producer

Press Information

Michael J. Foster.....Vice-President in Charge
 Stephen Strassberg.....Director of Press Information
 Sidney R. Mesibov.....Dir. of Spec. Exploit. Proj.
 Catharine Lynch.....Librarian
 Philip Bernstein.....Asst. Dir.
 Ellen MacKinnon.....Superv. Audience Info.
 George Hoover.....Trade News Editor
 Richard Sarno.....Photo Editor
 Mari Yanofsky.....Magazine Editor

Continuity Acceptance

Grace Johnson.....Director

Advertising & Promotion

Donald Foley.....Vice-President in Charge
 Andre Gebstaedt.....Advertising Mgr.

Sales

Edgar J. Scherick.....V.P. in Charge
 Edward Bleier.....V.P., Nat'l Sales Mgr.
 Slocum Chapin.....V.P., West Div. TV-Net Sales
 Henry T. Hede.....V.P. Admin. Sls. Mgr.
 Charles Ayres.....V. P. & Assoc. Sales Dir.
 Charles Allen.....Dir. of Sales Service
 Peter Reinheimer.....Eastern Sls. Mgr.
 Yale Roe.....Dir. of Daytime Sales

Owned & Operated Stations

Stephen Riddleberger.....V.P. & Pres. AM
 O&O Stas.
 Theodore F. Shaker.....V.P. & Pres. of TV O&O Stas.

Affiliated Stations, Station Relations, Station Clearance

Robert Coe.....V.P. in Chg. TV Sta. Rel.
 Donald S. Shaw Jr.....Director of Station Relations
 Joseph Giaquinto.....Director, Station Clearance

Research and Sales Development

Frederick Pierce.....Dir., Plan. & Sales Devel.
 Jerome Zucker.....Mgr. of Sls. Develop.

ABC International Television, Inc.

Donald W. Coyle.....President
 James T. Larkin.....Mgr., Sta. Devel.
 Donald Hine.....Program Manager
 Harvey Jacobs.....Mgr. of Adv., Sls., Prom.
 & Public Rel.
 Charles Dwyer.....Sales Manager

ABC Films, Inc.

1501 Broadway

Henry G. Plitt.....President
 John Tobin.....V.P., U. S. Sales Mgr.
 Harold Klein.....V.P., Business Affairs
 Gilbert Cohen.....Film Supervisor
 Raymond Fox.....Administrative Vice-Pres.
 Irving Paley.....Advertising & Prom. Director

ABC-Paramount Records, Inc.

1501 Broadway

Samuel Clark.....President
 James L. Brown.....Vice-President
 David Berger.....N. Y. Promo. Dir.
 Romeo Fabrizio.....Prod. Mgr.
 Sidney Feller.....Artist & Rep. Dir.
 Irwin Garr.....V.P., West Coast Opera.
 Albert Genovese.....Accountant
 Natt Hale.....Asst. to the Pres.
 Raymond Kissel.....Chg. of Stereo Prod.
 Harry Levine.....Chg. of Artist Booking Bur., Inc.
 Larry Newton.....Nat'l Sales Mgr.
 Allan Parker.....Dir. of Album Sales

ABC-Television Spot Sales, Inc.

James E. Conley.....Exec. V.P. & Gen. Mgr.
 Walter Stein.....Research & Promo. Mgr.
 Fred Nettere.....East. Sales Mgr.
 Mark Ellentuck.....Business Mgr.
 D. Thomas Miller.....V.P., Central Div. Chicago
 John McElfresh.....Chicago Sales Mgr.
 Charles Barrickman.....Los Angeles Sales Mgr.
 James Osborn.....San Francisco Sales Mgr.

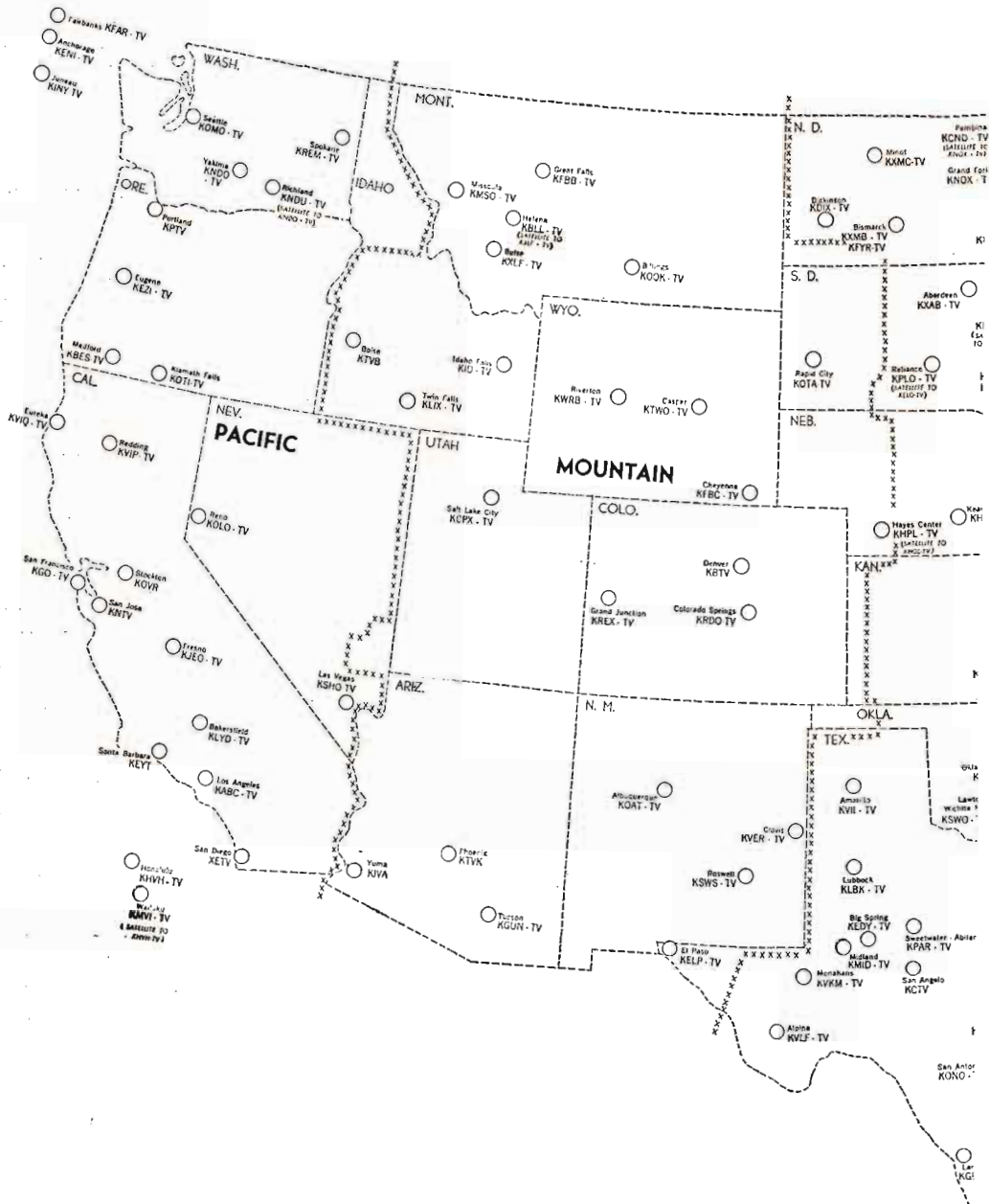
CHICAGO (WBKB)

360 N. Michigan Ave., Chicago Ill.

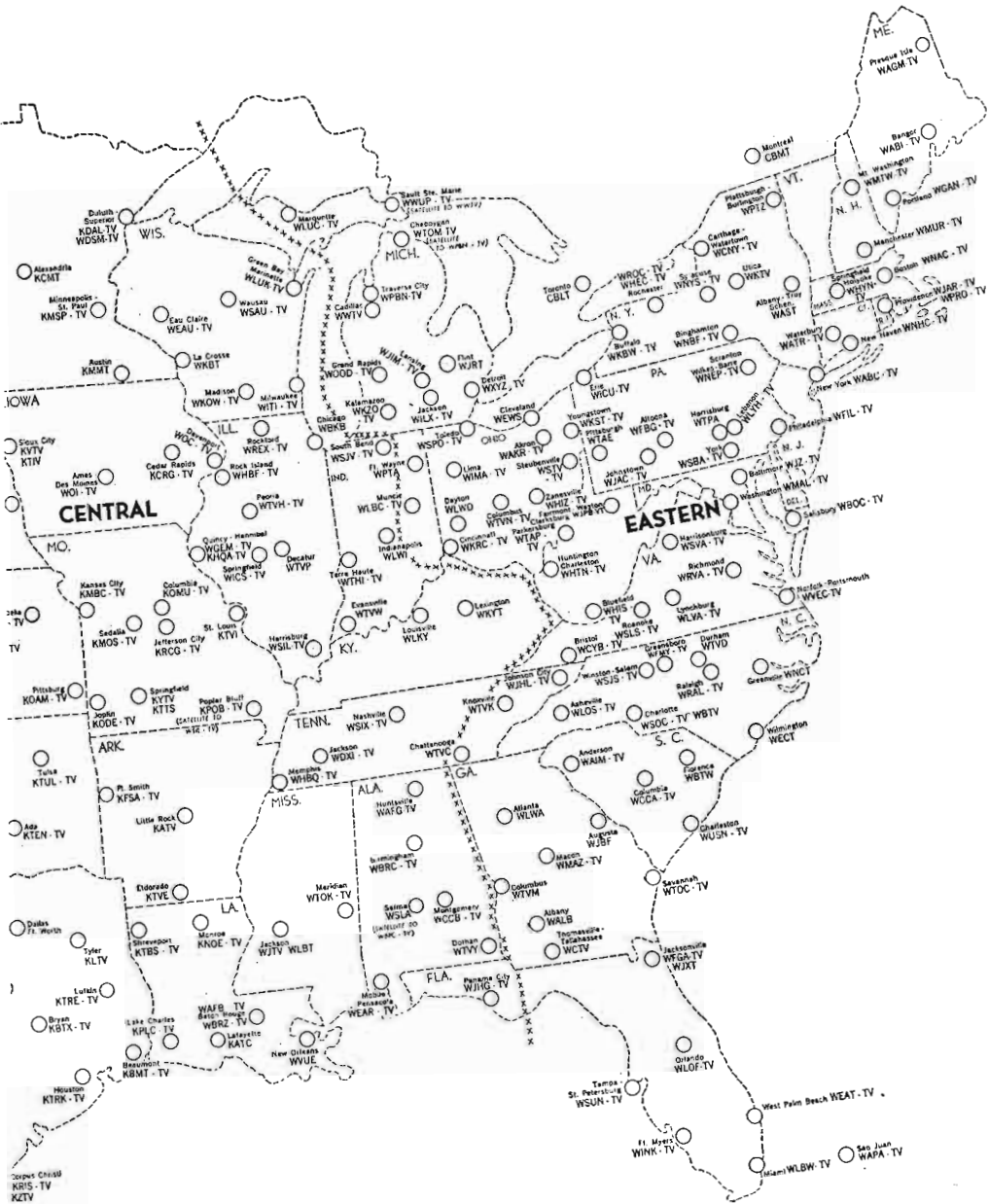
Sterling C. Quinlan.....V.P. in Chg. & Gen. Mgr.
 William C. Gillogy.....V.P. in Chg. TV Net Sales
 Donald Peterson.....Dir. Pub. & Prom.
 Ralph Andrews.....Film Director

(Continued on Page 660)

American Broadcasting



Company Television Network



all-gan
GBT-TV

ABC TELEVISION NETWORK

(Continued from Page 657)

Manuel Fingerhut Controller
Joseph Corey Personnel Dir.
William P. Kusack Chief Engineer
Rex Maupin, Dir. of Music for WBKB & ABC C. D.
Con O'Dea Dir. WBKB News & Sp. Events
Daniel Schuffman Program Manager, WBKB
Robert F. Adams Dir. of Sales, WBKB
Arne Nordmark Mgr. Sls. Svc. TV Net. C.D.
Marcella Braun Continuity Dir.
John Fitzpatrick Prod. Mgr. WBKB-TV

DETROIT (WXYZ) 2077 West Ten Mile Rd. Detroit 41, Mich.

John Pival President, Gen. Mgr.
Elizabeth Ashton Traffic Manager
Harold Christian V. P., in Charge of
Merchandising
Ralph Dawson Mgr. Tape Comm. Dept.
Kent Fredericks TV Nat'l Sales Mgr.
William Hendricks Sales Mgr.
Edward Stocke Mgr. of Prod. Svcs.
Kenneth Layden Promotion Mgr.
Earl Moore Business Mgr.
Jan Coil Sales Service Mgr.
Kenneth Sims Film Director
Richard Fimmel Editorial Director
Charles Kocher Chief Engineer
John Reynolds Controller
Peter Strand Program Mgr.

HOLLYWOOD (KABC-TV) ABC Television Center Hollywood 27, Calif.

James G. Riddell Vice-President, Western Div.
Ben Brady V.P. in Chg. TV Net. Pgms. W.D.
Edward Parish Mgr. Pgm. Svcs., TV Net. W.D.
J. Clifford Anderson Director of Special Servs.
Jack Brembeck Manager, Pub., Promo.
Dorothy L. Brown Continuity Acceptance Editor,
Western Division
Milt Fishman Dir. Radio-TV News
Rowe S. Giesen Mgr. TV Net Prgs.
William Edwards Mgr. Adv. Prom. TV Net W.D.
Bert Nodella Dir., Pgm. Dev., TV Net
Theodore Grenier Chief Eng., West Div.
Vincent Francis V.P. in Chg. TV Net. Sls. W.D.
Arthur Harvey Dir. Labor Rel. & Bus. Affairs
Courtney McLeod Regional Mgr., TV Sta. Rel.
Norma T. Olsen Director TV Program Opera.
Hugh Hole ABC Co-Ord TV Network Pgms.
Donald Kraatz ABC Co-Ord TV Network
Richard Loeb ABC Co-Ord. TV Net. W. D.
Richard O'Leary Sales Mgr. KABC-TV
Louis Sanman Mgr. Program Prod. Services
Robert Trachinger Mgr. TV Eng. Opera.
James Patterson Program Dir. KABC-TV
John Mills Production Mgr. KABC-TV
George Pierce Sls. Svc. Mgr., KABC-TV
Ronald Gleason Dir. of Research, Sales Devel. &
Merchandising, KABC-TV

Jerome Bredouw, Dir. of On-the-Air Prom., TV
Net.
Henry Miller ABC Co-ord. TV Net. W.D.
Frank G. Ralston, Jr. Network Film Dept. Dir.
Elton Rule V.P. Gen.-Mgr. KABC-TV
Florence T. Schiro Personnel Director
John C. Wagner Controller, Western Division
Elliott Henry Dir. of TV Net. Press Info.
Western Division
Mitchell L. Gamson ABC Coordinator-
Warner Bros. TV
Howard H. Lipstone Mgr. Film Dept. KABC-TV
Norman Sloane Business Mgr. KABC-TV

SAN FRANCISCO (KGO) 277 Golden Gate Ave. San Francisco, Calif.

George Rodman Dir, Publicity, Adv. Promo.
Harry Jacobs Chief Engineer
Edith Kirby Traffic Manager
Robert Mitchell Mgr., Film Dept.
Tosca Lemont Sales Svc. Mgr., KGO-TV
Russ Baker Operations Director
James Monroe Dr. of Rsrch., Sales Develop.
Victor Reed Dir. of News & Sp. Events
Lorraine Pedersen Continuity Acceptance Editor
David Sacks V.P. Gen. Mgr. KGO-TV
Henry Saroyan Controller
Russ Coughlan Sales Mgr. KGO-TV
Calvin Thomas Prod. Mgr. KGO-TV

WASHINGTON 1735 DeSalle St., N.W. Washington, D. C.

Alfred Beckman V.P. in Chg.

WABC-TV, NEW YORK 7 West 66th St., New York 22, N. Y.

Arthur Dorfner Business Mgr.
Richard Bessemyer Gen. Sales Mgr.
John Doyle Sls. Svc. Mgr.
Takashi Kako Film Director
Gordon Kunz Production Manager of WABC-TV
Frank Little Publicity Director
Clarence Johnson Art Director
Lawrence Pollock Dir. of Research & Adv. Svcs.
Monroe Mendelsohn Dir. of Adv. & Sls. Prom.
Seymour Horowitz Dir. of Programming

ABC-TV Station Affiliates Association Board of Governors

Michael Shapiro, Chmn. WFAA-TV, Dallas, Tex.
Thomas Chisman, V. Chmn. WVEC-TV, Norfolk,
Va.
Herbert Cahan, Sec'y WJZ-TV, Baltimore
Martin Umansky, Treas. KAKE-TV, Wichita
Joseph L. Brechner WFTV (TV), Orlando
Lawrence Rogers Taft Stations
Joseph Hladky KCRG-TV, Cedar Rapids, Ia.
William Warren KOMO, Seattle, Wash.
Norman Louvou KCPX, Salt Lake City, Utah

Informational B'casting Rise Key to TV Progress & Maturity



By
RICHARD S. SALANT
President
CBS News Division

AT THE May 1961 meeting of CBS Television Network affiliates, I first put forth the proposal to the affiliates for a 30-minute nightly network news broadcast.

There were many problems to be worked out, and the matter moved slowly—but steadily. Finally, in 1962, we received the green light; and, following a meeting of the affiliates' advisory board in the fall of 1962, the precedent was established with the announcement that in the fall of 1963 we would present a 30-minute evening news broadcast, Monday through Friday. Apparently, this much-needed advance in electronic journalism has been well received and will be the rule rather than the exception henceforth from 1963.

The expanded news service will be the result of months of study and will relate dynamically to the increased flow and complexity of the news. It will enable our world-wide news organization to cover many more important stories in the depth we have longed for. This is a great leap forward in realizing the potential of electronic journalism.

In three short decades, electronic journalism has come a long way. We have not, of course, reached the millennium; we shall never reach it, for our sights are always rising higher. But, now, informational broadcasting is occupying more and more of our Network schedule, and the healthiest phenomenon in informational broadcasting is the sharp growth of competition within the last few years. I would hope that the competition will increase—with the emphasis on quality rather than quantity.

I do not believe that time on network schedules should be carved out for news and public affairs broad-

casts as a matter of right, grace—or Washington. Rather, ideas—the program concepts themselves—must come first and must earn their way into greater portions of the broadcast schedule. I believe that we shall never attain full journalistic maturity until this is recognized. Any other course will bring us into the television schedule by forced feeding. We must examine the world of reality and determine what needs to be done and said, and then do it and say it as clearly, as interestingly, and as accurately as possible. As we learn how information can be more effectively moved by making it more interesting and imperative, we shall increase our share of the broadcast schedule.

The real advances, however, will come as the American people themselves advance. One of the social phenomena of contemporary American society is the increase in educational levels.

Electronic journalism provides a vividness and impact and a sense of personal involvement, which is the beginning of national concern and national understanding. We in electronic journalism have to make sure that we do our best—that we don't program by press release, that we don't add news and public affairs in our schedules merely for the sake of a statistic to enrapture or mollify the government and the critics, or ourselves. We must continue to improve our informational broadcasting according to the highest journalistic standards and the most demanding sense of history.

Annual

report!

For the eighth
consecutive year the
CBS Television Network
is attracting television's
biggest audiences
at night and for the fifth
consecutive year,
the biggest audiences
in the daytime.

ninth

sixth

CBS Television Network

JAMES T. AUBREY, JR.

PRESIDENT, CBS TELEVISION NETWORK

James T. Aubrey, Jr., was appointed President of the CBS Television Network on December 8, 1959, and elected to the Board of Directors of the Columbia Broadcasting System the following day. Since June 1 of the same year he had been Executive Vice President of the CBS Television Network. Mr. Aubrey entered broadcasting in 1948 as an account executive for KNXT and KNX-Radio, the CBS-owned stations in Los Angeles. After serving as Sales Manager of KNXT he was General Manager of KNXT and of the CBS Television Pacific Network from October, 1952, to June 1956. In June, 1956, he was named Manager of Network Programs, Hollywood, for the CBS Television Network. From December 1956 until he rejoined CBS as Vice President, Creative Services, Columbia Broadcasting System, Inc., on April 28, 1958, Mr. Aubrey was with the ABC Television Network as Vice President in Charge of Programming and Talent. He was associated with Street & Smith Publications and Conde Nast Publications after World War II service in the U. S. Air Force.



THOMAS H. DAWSON

CBS TELEVISION NETWORK VICE PRESIDENT — SALES



Thomas H. Dawson was appointed CBS Television Network Vice President-Sales on April 22, 1963. In this capacity he directs all phases of Network sales and services. Mr. Dawson joined CBS in 1938 as a salesman with WCCO, CBS Radio station in Minneapolis, following a year on the advertising staff of Pillsbury Mills in Minneapolis. In 1940, he transferred to CBS Radio Spot Sales in Chicago, returning to WCCO in 1941 as Sales Manager. In 1942, he enlisted in the U.S. Navy, remaining in service until 1945, when he resumed his post as WCCO Sales Manager. In 1948, Mr. Dawson moved to the New York office of CBS Radio Spot Sales as an account executive, and later became Eastern Sales Manager. In 1950 he joined Edward Petry & Co. as Director of Television, returning to CBS a year later as General Sales Manager of CBS Television Spot Sales. He was named Sales Manager for the CBS Television Network in December, 1952, and became a Network Sales Vice President in February, 1957. Mr. Dawson was born in Appleton, Minn., in 1914. He attended the University of Minnesota. He is married, has two children and lives in Greenwich, Conn.

MICHAEL H. DANN

CBS TELEVISION NETWORK VICE PRESIDENT—PROGRAMS

Michael H. Dann was appointed CBS Television Network Vice President-Programs on March 11, 1963. He had joined the CBS Television Network in March, 1958, as Vice President, Network Programs-New York. Mr. Dann was born in Detroit, Michigan, September 11, 1921, and was graduated from the University of Michigan in 1943. After serving in the Army, he first entered broadcasting as a comedy writer for Louis Nye. He joined NBC subsequently as Trade and Business News Editor and then became Director of the Program Department, Director of Special Programs and Vice President in Charge of Program Sales. During his years at NBC Mr. Dann was associated with such shows as "Today," "Tonight" and such NBC-TV specials as "Producers Showcase," "Ford Anniversary Show," "Peter Pan" and others. At CBS-TV he was an important factor in the conception of such successful series as "Garry Moore Show," "The Defenders," "The Nurses," "East Side, West Side" and others. Mr. Dann is married, has three children and lives in Chappaqua, New York.



CBS Television

A Division of CBS, Inc.

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUDson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel, will be found on Page 192.

CBS TELEVISION DIVISION OFFICERS

James T. Aubrey, Jr. President
 Frank Shakespeare, Jr. V.P. & Ass't. to the Pres.
 John T. Reynolds Sr. V.P.—Hollywood
 Michael H. Dann Vice President—Programs
 Robert Lewine V.P., Programs, Hollywood
 Alan Courtney V.P., Network Programs
 Oscar Katz V.P., Pgm. Administration
 Hunt Stromberg V.P. Pgm. Devel., Hollywood
 Joseph H. Ream Vice Pres., Program Practices
 Edward L. Saxe V.P. in Charge of Operations
 Thomas H. Dawson Vice President—Sales
 John Karol V.P., Special Proj. Netwk. Sales
 William B. Lodge V.P. Eng. & Affiliate Relations
 Carl Ward Vice Pres., Affiliate Relations
 Salvatore Iannucci V.P., Business Affairs
 Merritt Coleman V.P. & Business Mgr., Talent
 & Contract Properties, Hollywood
 John P. Cowden Vice Pres., Information Serv.
 Charles S. Steinberg V.P., Public Information
 William MacPhail Vice President, Sports
 James Geer Controller

Network Sales

Thomas H. Dawson Vice President—Sales
 John Karol V.P., Special Proj. Netwk. Sales
 Carl Tillmanns V.P., Eastern Sales
 Joseph Curl V.P., Daytime Sales
 Roy Porteous V.P., Central Sales
 Robert Swats Detroit Sales Manager
 Robert Livingston Pacific Coast Sales Mgr.
 William J. Fagan Business Manager
 Robert Jamieson Mgr., Sta. Sls. & Clearances
 George Zurich Manager, Station Clearances
 James Aberle Sales Mgr., Extended Mkt. Plan
 Robert Philpot Sales Coordinator
 Herbert Gross Mgr., Sales Development
 Dale Dannenberg Admin., Comm. Co-ord.

Affiliate Relations

Carl Ward Vice-President in Charge
 Gordon Hayes National Mgr.
 Donald Clancy Administrative Manager
 Robert Wood Mgr., Contracts & Records
 Edward E. Hall Western Manager
 Ed Scovill Midwest Manager
 David R. Williams Eastern Manager

Network Programs

Michael H. Dann Vice President—Programs
 Oscar Katz V.P., Program Admin.
 John T. Reynolds Sr. Vice Pres.—Hollywood
 Robert Lewine V.P., Net. Pgms., Hollywood
 Hunt Stromberg V.P., Pgm. Devel. Hollywood
 Bruce Lansbury Gen. Program Exec., Hollywood
 Paul Levitt Dir., Daytime Pgms., Hollywood
 Robert Milford Director, Netwk. Progs., N. Y.
 Tom Loeb Spvr. of Live Pgmng.—N. Y.
 Alan Wagner Dir., Pgm. Development
 Marc Merson Gen. Program Exec., N. Y.
 James Lavenstein Administrative Mgr.

Operations

Edward L. Saxe Vice-President
 Staff: Joseph A. Flaherty, Paul Wittlig, Plant
 Engng. & Devel.; Robert Bridges, Joel Hymson,
 Planning & Analysis

Operating Components

New York: Hugh T. Graham, Gen. Mgr.; E. Carl-
 ton Winckler, Asst. Gen. Mgr.
 Staff: Harold Meier, On-Air Services; David White,
 Facilities Scheduling; Albert Raymond, Labor
 Rel.; Walter Pierson, Plant Svcs.; Fred Faviano,
 Prod. Control.

Operating Dept. Heads:

Gordon Shadwick, Film Svcs.; E. C. Winckler,
 Shops & Staging Evcs.; Robert Hammer, Tech.
 Svcs.

Hollywood: James Heslen, Gen. Mgr.
 Staff: Harry Zipper, Admin. Svcs.; Everett Sears,
 Scheduling; Herbert Pangborn, Quality Control.

Operating Dept. Heads:

Morton Granas, Film Svcs.; Edwin Gale, Prod.
 Svcs.; Gilbert Wyland, Studio Svcs.

Information Services

John Cowden Vice President
 (Continued on Page 668)

Columbia Broadcasting



System Television Network



(Continued from Page 665)

Advertising & Sales Promotion

Louis Dorfsman Creative Director
 George Bristol..... Operations Director
 Robert Strunsky..... Copy Chief
 Alex Kennedy..... Director of Audience Promotion
 Richard Golden..... Director of Market Planning
 David Fuchs..... Director, Market Development
 Daniel Taylor..... Manager, Station Promotion
 Edward Side..... Production Manager

Press Information

Charles Steinberg..... V.P., Public Information
 Leonard Spinrad..... Exec. Editor
 Hank Warner..... Director, Press Information
 Edward Reynolds..... Ass't. Director
 Ernest Stern..... Director, Hollywood
 Harry Feeny..... Manager of Trade & Bus. News
 James Kane..... Mgr., Affiliate Press Relations

Research

Jay Eliasberg Director
 Philip Luttinger..... Asst. Director
 Rose Marie O'Reilly..... Manager of Ratings
 Arnold Becker..... Mgr., Coverage & Rsch. Analysis

Engineering

William B. Lodge..... V.P., Engineering
 and Affiliate Relations
 Richard O'Brien..... Director of Engineering
 H. A. Chinn..... Chief Engineer
 Kenneth Benson..... Director, Audio-Video
 Engineering

Business Affairs

Sal Iannucci..... V.P., Business Affairs
 Merritt Coleman..... V.P. & Bus. Mgr., Talent
 & Contracts, Hollywood
 Bernard Krause..... Dir. of Bus. Aff. & Admin.
 Robert Jeliner..... Dir., Contracts, Talent & Rights
 Franklin Rohner..... Dir., Bus. Aff., Hollywood

Accounting

James Geer..... Controller
 Louis I. Teicher..... Dir. of Music Opera.

CBS TELEVISION STATIONS DIV.

Merle S. Jones..... President
 Craig Lawrence..... Vice President in Charge of
 CBS Television-Owned Stations

WCBS-TV, 485 Madison Ave.

New York 22, N. Y.

Norman E. Walt, Jr..... General Manager
 Jerry Danford..... Sales Manager
 Ned Cramer..... Director, Public Affairs
 Dan Gallagher..... Program Director
 Phil King..... Dir., Info., Service & Adv.
 William C. Lacey..... Film Manager
 Arthur Hecht..... Dir. Advertising

WBBM-TV, 630 N. McClurg Ct.

Chicago, Ill.

Clark George..... Vice President & Gen'l Mgr

KNXT, 6121 Sunset Blvd.

Los Angeles 28, Calif.

Robert Wood..... Vice President, Gen'l Mgr

WCAU-TV, City Line & Monument Aves.; Phila., Pa

John Schneider..... Vice President, Gen'l Mgr

**KMOX-TV, 12th & Cole Streets
St. Louis 4, Mo.**

Gene Wilkey..... Vice President, Gen'l Mgr.

CBS TV Stations Nat'l. Sales

Bruce Bryant..... Vice President, Gen'l Mgr.
 Gerald E. Marenoff..... Business Manager
 Ted O'Connell..... Eastern Sales Manager
 William Hohmann..... Dir. Sls. Prom. & Rsch.

Branch Offices

Richard Loftus..... Midwestern Sales Manager
 630 N. McClurg Ct., Chicago
 William Miller..... St. Louis Manager
 12th and Cole Sts., St. Louis, Mo.
 John Logan..... Detroit Manager
 932 Fisher Bldg., Detroit 2, Mich.
 Robert Perez..... San Francisco Manager
 Palace Hotel, San Francisco
 Sam Hill..... Los Angeles Manager
 1313 N. Vine St., Los Angeles

CBS Films, Inc.

Sam Cook Digges..... Adm. Vice-President
 Fred Mahlstedt..... Dir. Oper. & Prodn.
 Eugene Moss..... Sales Promotion Manager
 Murray Benson..... Dir. of Licensing
 Robert Fuller..... Dir. of Publicity
 Howard Kany..... Dir. of Intern. Bus. Rel.

Terrytoons

William Weiss..... Vice President

Advertising & Sales Promotion

Tom Means..... Director

Information Services

Howard Berk..... Director

Legal

Thomas K. Fisher..... V.P. & Gen. Attorney

Programming

Hal Hough..... Vice President

Station Services

Harvey Struthers..... Vice President

Research

Robert Davis..... Director

CBS News

Richard Salant..... President
 Blair Clark..... Vice Pres. & General Mgr.
 David Klinger..... Vice Pres., Administration
 John W. Kiermaier..... Vice Pres., Pub. Affairs
 Ernest Leiser..... Asst. General Manager, TV
 Ralph Paskman..... Assignment Manager
 Jack Bush..... Manager of Film Production
 Pamela Ilott..... Director, Religious Programs
 Robert Skedgell..... Asst. General Mgr., Radio
 Bob Allison..... Bureau Mgr., Wash., D. C.
 Bill Small..... Dir., Wash., D. C.
 John Cooper..... Mgr., News Film Synd.
 Donald Hamilton..... Dir., Bus. Affairs

CBS Sports

William MacPhail..... Vice President
 Jack Dolph..... Director

'Instant' Programs Herald Dawn Of New Network TV Sales Age



By
WALTER D. SCOTT
Executive Vice President
NBC TV Network

WITH the enormous logistics added, our overnight sale of participations in the Giants-Dodgers "sudden life" playoff series last October was really a natural outgrowth of the network's "Instant Sponsorship." To affirm this evolutionary pattern, people in the television industry need only recall that in that same October, Gulf Oil renewed for 1963 its sponsorship of our precedent-setting "Instant News Specials."

"Instant News Specials" makes possible immediate and extensive coverage of happenings within hours after their occurrence. In terms of immediacy and impact, the speed with which electronic journalism goes about its work is the kind of pace that hitherto was made conspicuous by newspaper "extras."

In the TV market place this speed, as welded to vivid, moving pictorialization, received another nationwide boost last spring when, within 24 hours of the scheduling of a special half-hour news program on May 24, for a recapitulation of that day's orbit flight of astronaut Scott Carpenter, full sponsorship was bought by Kemper Insurance. The films of Carpenter's recovery had arrived only minutes before broadcast.

Our gamble included a challenge, the previously mentioned logistics, and no challenge of this sort is greater than prompt delivery of the goods. Our Sports and Special Program Sales faced the challenge when the Dodgers lost and the Giants won the last game of the pennant race, thus producing a tie and triggering the network's coverage of the pennant playoff, to commence 21 hours later.

The 21-hour countdown by the divisional sales unit became a minute-by-

minute operation as a 22-member sales force was alerted into action by the "command post" to announce availability of participations to prospects through their agencies. During that 21-hour alert, 10 companies, representing 60 per cent sponsorship of the first game, affixed their banners to the playoff mast. The ensuing 24 hours brought another 14 sponsors, or a 93 per cent fill for the second game—accompanied all the way by constant juggling to assure product protection.

There was a "third nine" on the playing field Wednesday of that week. In the 21-hour period between the tie at regular season's end and the start of the first playoff game, nine advertisers had purchased participation in the series. Hours later, five more were contracted. With the latter, participation had reached sold-out status before the third and final game.

A similar story unfolded at NBC Radio, which signed a one-quarter sponsor exactly 55 minutes before airtime. For the second and third games, NBC Radio clicked off four additional sponsors in one string, and a few hours later these were joined by three other companies, to mark a sellout.

The results with these "instant" programs suggest the dawn of a new age in network TV sales. The intricacies of product protection, commercial placement, strength and composition of audience—those TV sales complexities which must be resolved and coordinated before a sponsored broadcast—are swiftly surmounted by network sales forces.

**NBC—
the network
that attracts
more people whenever
all networks cover
a national event...
whether it is
election night
or the flight
of an astronaut
or a Telstar broadcast
or a president's
report on a crisis.**

**The reason?
NBC News leads
in bringing world news
to the nation
rapidly, accurately,
responsibly. **

NBC Television Network

WALTER D. SCOTT

EXECUTIVE VICE PRESIDENT, TELEVISION NETWORK

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 20 years' service at NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.



DON DURGIN

VICE PRESIDENT, NETWORK SALES



Don Durgin, who was appointed vice president, television network sales, in February, 1959, first joined NBC in 1949 as assistant to the manager of advertising and promotion for NBC Spot Sales. In 1951, he joined the ABC Television Network as a sales presentation writer, subsequently holding several positions there until he was elected vice president in charge of the ABC Radio Network in November, 1955. Returning to NBC in March, 1957, he became vice president in charge of sales planning for the television network. He was appointed vice president, national sales manager, television network sales, in January, 1958, holding that position until he was named to his present post. He is a summa cum laude graduate of Princeton University and a graduate of New York University Law School.

MORT WERNER

VICE PRESIDENT, PROGRAMS

Mort Werner was appointed vice president, programs, television network, in July, 1961. Mr. Werner came to NBC from Young and Rubicam, Inc., where he had been senior vice president and member of the executive committee. He previously was with NBC from 1951 until July, 1957, when he left to become vice president in charge of broadcast activities of Kaiser Industries Corporation. Mr. Werner joined NBC in 1951 as producer of "Today," later becoming executive producer of the program and then executive producer of "Today," "Home" and "Tonight." In February, 1955, he was named director of participating programs for the NBC-TV Network, and in November of that year was appointed national program director. He was elected vice president, national programs, in Dec., 1955, and in February, 1957, was appointed vice president, television daytime programs. He continued in that post until he joined Kaiser Industries in July, 1957. Mr. Werner joined Young & Rubicam in October, 1959, as vice president and director of radio and television, becoming senior vice president and member of the executive committee one year later, a position he held until he joined NBC in July, 1961.



National Broadcasting Co., Inc.

NBC Television Network

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

A full listing of the NBC Board of Directors and Officers, as well as Radio Division Executive personnel and West Coast Executive personnel, will be found on page 214.

OFFICERS

Walter D. Scott..... Exec. V.P., TV Network
Charles R. Abry..... V.P., Gen. Sls. Exec., TV Network
Max E. Buck..... V.P., Eastern Sls., TV Network
Giraud Chester..... V.P., Pgm. Admin., TV Network
Don Durgin..... V.P., Sales, TV Network
Edwin S. Friendly, Jr..... V.P., Special Pgms.,
TV Network
Nicholas C. Gilles..... V.P., Bus. Affairs, TV Network
Felix Jackson..... V.P., TV Network Pgms.,
West Coast
Harold F. Kemp..... V.P., Nighttime Pgms., TV
Network, West Coast
John M. Otter..... V.P., Natl. Sls., TV Network
Angus Robinson..... V.P., Central Sls., TV Network
Herbert S. Schlosser..... V.P., Talent & Pgm.
Admin., TV Network
Robert L. Stone..... V.P. & Gen. Mgr., TV Network
David W. Tebet..... V.P., Talent Rel., TV Network
Grant A. Tinker..... V.P., Pgm. Opera., TV Network,
West Coast
William H. Trevarthen..... V.P., Opera. & Eng.,
TV Network
Mort Werner..... V.P., Pgms., TV Network

Television Network Programs

Walter D. Scott..... Exec. V.P., TV Network
Mort Werner..... Vice President, Pgms.
Giraud Chester..... V.P., Program Admin.
Edwin S. Friendly Jr..... V.P., Special Programs
Ross Donaldson..... Dir. Program Services
Donald B. Hyatt..... Dir., Special Projects
Robert F. Aaron..... Dir., Daytime Pgms.
Joseph P. Cunneff..... Dir., Nighttime Pgms.
Arch Robb..... Dir., Special Programs
Thomas S. Gallery..... Director, Sports
David W. Tebet..... V.P., Talent Relations
Felix Jackson..... V.P., Pgms., West Coast
Grant Tinker..... V.P., Pgm. Opera., West Coast
Harold F. Kemp..... V.P., Nighttime Pgms.,
West Coast

Television Network Sales

Walter D. Scott..... Exec. V.P., TV Network
Don Durgin..... Vice President, Sales
John M. Otter..... V.P., National Sales
Max E. Buck..... V.P., Eastern Sales
Charles R. Abry..... V.P., Gen. Sls. Exec.
John H. Dodge..... General Sls. Exec.
Angus Robinson..... V.P., Central Sales
Harry T. Floyd..... Manager, Western Sales
Walter Tolleson..... Mgr., San Francisco Sales
Walter W. Gross..... Manager, Detroit Sales
James Hergen..... Dir., Daytime Pgm. Sales
Sam Maxwell..... Dir., Special Pgm. Sales
William Storke..... Dir., Partic. Pgm. Sales
Stephen Flynn..... Dir., Sales Services
Harvey Gannon..... Mgr., Special Services
Joseph Iaricci..... Dir., Sales Admin.
Dean Shaffner..... Dir., Sales Planning
Nicholas Gordon..... Dir., Sales Develop.
Raymond Eichmann..... Dir., Client Presentations
& Sales Promo.
Dave Hedley..... Dir., Pgm. Presentations

TV Network Business Affairs

Walter D. Scott..... Exec. V.P., TV Network
Robert L. Stone..... V.P., General Manager
Nicholas Gilles..... V.P., Business Affairs
Robert O'Connor..... Mgr., Business Admin.
Stephen Weston..... Mgr., Pgm. Budgets & Svcing.
Donald Carswell..... Mgr., Pricing & Finan. Svcs.

Operations and Engineering

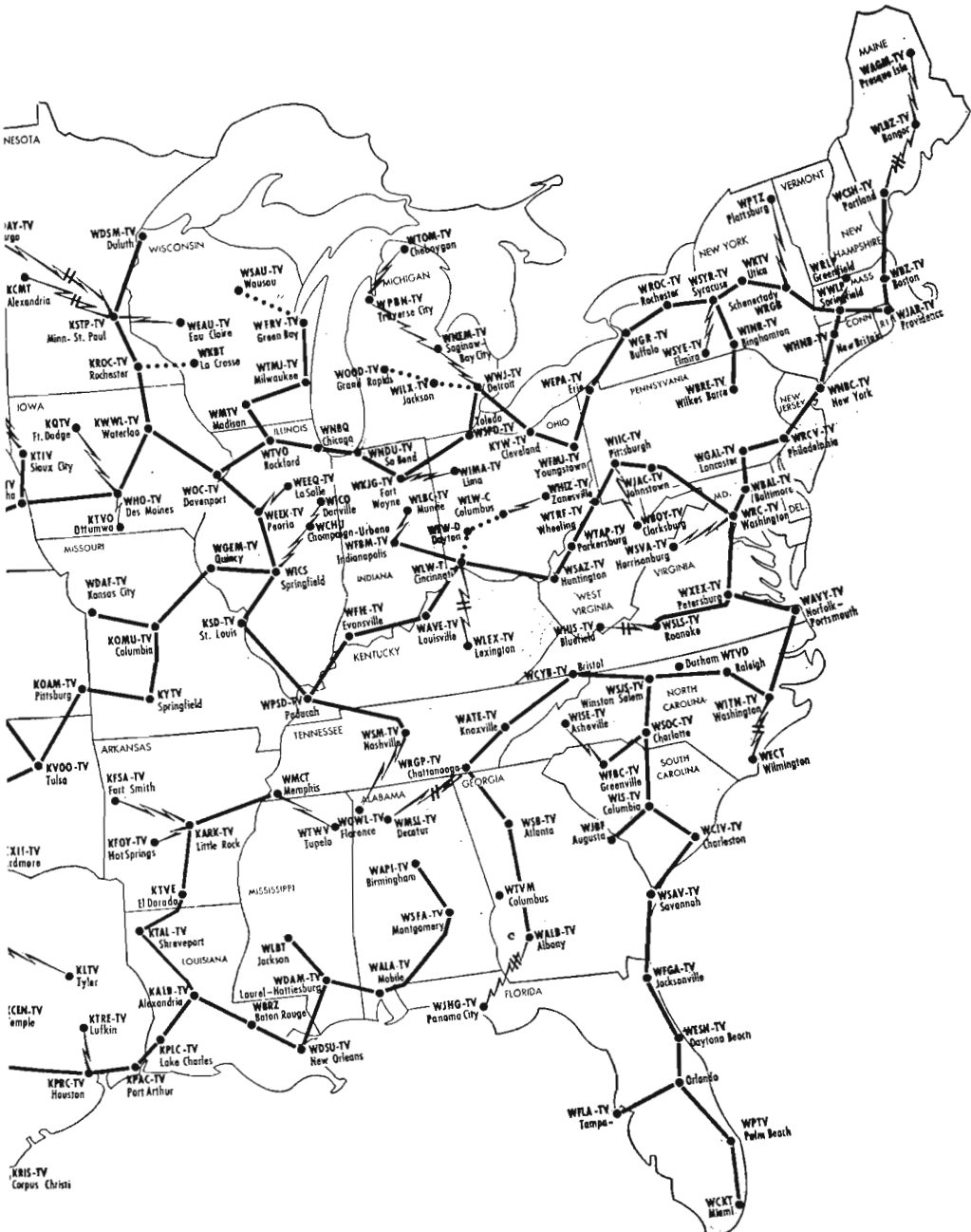
William H. Trevarthen..... Vice President
Neil J. Murphy..... Mgr., Business Admin.
Bernard I. Paulson..... Dir., Prod. Svcs.
Charles E. Corcoran..... Dir., TV Network Opera.
John Weir..... Mgr., Facilities Plan. & Opera.
Control
Robert Calvin..... Mgr., Video Tape, Film
& Kinescope Opera.
Thomas Phelan..... Mgr., Tech. Facil. & Maint.
John Rogers..... Mgr., Studio-Field Tech. Opera.
Edward M. Lowell..... Mgr., Facilities Admin.
James L. Wilson..... Dir., Engineering
George M. Nixon..... Mgr., Equip. Devl. & Standards
Donald Castle..... Mgr., Systems Plan. & Estimating
Chester A. Rackey..... Mgr., Facil. Design
& Construct.
Joseph J. Arnone..... Mgr., Design & Construct.

(Continued on Page 676)

National Broadcasting



Company Television Network



NBC TELEVISION NETWORK

(Continued from Page 673)

Talent & Pgm. Administration

Herbert S. Schlosser.....Vice President
Robert Dunne.....Manager
Robert Hanna.....Mgr., Music & Literary Rights
Joseph Milroy.....Mgr., Contract Admin.
Edward Rosenberg.....Mgr., Talent & Pgm.,
Admin., West Coast

Treasurer

Aaron Rubin.....Executive V.P. & Treasurer
Howard P. Swanson.....Dir., Tax Administration
Richard J. Raburn.....Controller
Anthony J. Dente.....Mgr., Operating Budgets &
Financial Evaluation
Julius Ross.....Manager, Audits
Ulrich F. Caro.....Dir., Capital Budgets &
Office Services
Randall McMillin.....Dir., Purchasing & Materials
James White.....Director, Accounting
Patrick J. Burke, Jr.....Chief Accountant
Charles Ochsenreiter.....Mgr., Systems & Data
Processing
Albert E. Walker.....Manager, Transportation
William A. Williams.....Assistant Treasurer
Jerrold Wollison.....Manager, Contract Admin.

Personnel

George H. Fuchs.....Vice President
J. Noel Deutscher.....Manager, Organization
Planning & Management Devel.
Richard Goldstein.....Director, Labor Relations
Dr. Bernard J. Handler.....Company Physician
Henry O. Lumb.....Director, Personnel
Oscar C. Turner.....Manager, Personnel & Labor
Rel., West Coast

Planning & Research

Hugh M. Beville.....Vice President
Allen R. Cooper.....Dir., Corporate Planning
Barry T. Rumble.....Mgr., Broadcast Economies
Thomas E. Coffin.....Director, Research
Marvin Baiman.....Mgr., Research Projects
William Rubens.....Mgr., Audience Measurement
William S. Duttera.....Dir., Allocations Eng.

General Executive

Louis Hausman.....Vice Pres., Gen. Exec.

Public Information

Sydney H. Eiges.....V.P., Public Information

Press and Publicity

Ellis O. Moore.....Vice President
Cornelius K. Sullivan.....Mgr., Admin. & Svcs.
Joseph Derby.....Director, News Publicity
Merryle S. Rukeyser.....Director, Pgm., Publicity
Sidney Desfor.....Manager, Photo Unit
J. Alan Baker.....Mgr., Bus. & Trade Pub.
Malcolm Oettinger.....Coordinator, News Info.,
Washington
Ralph Shawhan.....Dir., Press & Pub., West Coast

Advertising

Lawrence Grossman.....Director, Advertising
David Bellin.....Manager, Special Projects
John J. Graham.....Art Director
Gerald Rowe.....Mgr., Audience Adv. & Promo.

Promotional Services

Alexander S. Rylander.....Vice President
John Scuoppo.....Manager, Promotion
Peter M. Tintle.....Manager, Guest Relations
Paul Mosher.....Manager, Pgm. Merchandise

Corporate Affairs

Robert D. Kasmire.....Director, Corporate Info.
Kathryn S. Cole.....Manager, Information
Willis Grant.....Co-ordinator, Corp. Information

Standards and Practices

Ernest Lee Jahncke Jr.....Vice President
John A. Cimperman.....Director, Practices
Carl M. Watson.....Director, Broadcast Standards
Doris S. Williams.....Coordinator

Legal

Thomas E. Ervin.....V.P. & General Attorney
James A. Stabile.....V.P. & Assoc. Gen. Attorney
Richard H. Graham.....V.P., Law, West Coast
Howard Monderer.....Asst. Gen. Attorney,
Washington

News

William R. McAndrew.....Exec. Vice President
Julian Goodman.....Vice President
Elmer W. Lower.....V.P., General Manager
Carl Lindemann, Jr.....V.P., Special News Projects
Irving Gitlin.....Exec. Prod., Creative Projects
Rex Goad.....Director
Eugene Juster.....Director, News Film

NBC TELEVISION NETWORK

Edward Stanley..... Dir., Public Affairs
William Monroe..... Dir., News, Washington
James A. Jurist..... Director, Bus. Affairs
Donald Meaney..... Directors, News Programs
Leonard Allen..... Manager, News
Russell Tornabene..... Mgr., News Opera., N. Y.
Arthur Wakelee..... Weekend Manager
George Heinemann..... Manager, Public Affairs
Milton Brown..... Coordinator, NBC News
Information Services
Burroughs H. Prince..... Manager, Local News
Frank Jordan..... Manager, News, Chicago
John Thompson..... Mgr., News, Los Angeles

Station Relations

Thomas E. Knode..... Vice President
Donald J. Mercer..... Director
Sheldon B. Hickox, Jr..... Director, West Coast
Regional Managers..... Joseph J. Berhalter,
Anthony A. Cervini, William M. Kelley, Mal-
colm B. Laing, Raymond T. O'Connell, Theodore
Reinhard, Paul Rittenhouse

NBC OWNED STATIONS & NBC SPOT SALES

Administration

Raymond W. Welpott..... Executive Vice President
Marvin V. McCormick..... Dir. Business Affairs

Television Spot Sales

Richard H. Close..... V.P., NBC Spot Sales
Byron E. Goodell..... Director
Robert H. Anderson..... Mgr., San Francisco Office
William A. Loudon..... Mgr., Burbank Office
Charles Bergh..... Mgr. Central Office
Caroline Wynkoop..... Mgr., Sales Service
Wilbur Fromm..... Dir., New Bus. & Promo.
Robert Sullivan..... Mgr., Sales Development
Howard Selger..... Manager, Research

NBC Owned Stations (Television)

WNBC-TV, New York

30 Rockefeller Plaza, N. Y. 20, N. Y.

Theodore H. Walworth..... V.P. & General Mgr.
Peter M. Affe..... Station Manager
Richard B. Barnhill..... Mgr., Operations
Jay J. Heitin..... Director, Sales
Edward A. Warren..... Manager, Pgms.
Alvin Slep..... Mgr., Publ. & Exploitation
Earl M. Harder..... Dir., Bcst. Standards
Frederick E. Acker..... Mgr., Business Affairs
John Reynolds..... Mgr., Public Affairs

WRCV-TV, Philadelphia

1619 Walnut St., Philadelphia 3, Pa.

Raymond W. Welpott..... Vice Pres. & Gen. Mgr.
Arthur A. Watson..... Station Manager
Neal Van Ells..... Manager, Programs
John P. Wiley..... Manager, Sales
Jack Dorr..... Mgr., Adv. & Promo.
William P. Keeney..... Business Manager

WRC-TV, Washington

4001 Nebraska Ave., N.W.,

Washington 16, D. C.

Joseph W. Goodfellow..... V.P. & Gen. Mgr.
Thomas E. Paro..... Station Manager
Eugene Walz..... Director, Programs
Edward Ryan..... Mgr., Adv. & Promo.
William Callaway..... Business Manager
Arthur Faircloth..... Manager, Sales

KNBC, Burbank

3000 West Alameda, Burbank, Calif.

Thomas C. McCray..... V.P. & Gen. Mgr.
James F. Parks..... Station Manager
Robert Kennedy..... Mgr., Adv. & Promo.
Noyes A. Scott..... Mgr., Local Sls. & Sls. Svc.
John Kenaston..... Manager, Programs
John B. Knight..... Mgr., Tech. Operations
John Wehrheim..... Business Manager
Christopher B. Bose..... Admin., Bcst. Stand.

WNBQ, Chicago

Merchandise Mart, Chicago 54, Ill.

Lloyd E. Yoder..... V. P. & Gen. Mgr.
Robert Lemon..... Station Manager
Kenneth Christiansen..... Mgr., Opera.
Norman Cissna..... Mgr., National Sales
Harry Trigg..... Manager, Programs
Hugh Del Regno..... Dir., Business Affairs
Wilfred Prather..... Mgr., Tech. Opera.
Chester Champbell..... Dir., Adv. & Promo.

Enterprises

George A. Graham Jr..... V.P., Entp. Div.
William J. Schmitt..... General Manager
David H. Horowitz..... Mgr., Business Affairs
James W. Dodd..... Mgr., Sales Services
Morris Rittenberg..... Dir., Domestic Enter.
Norman Nunenfeld..... Mgr., Merchandising
Ira Wolff..... Mgr., Sales Planning
William P. Breen..... V.P., Sales, NBC Films Inc.
Joseph M. Klein..... Dir., Internat'l. Enter.
George W. Harper..... V.P., Gen. Mgr., NBC Ltd.

Population, Families, Television Homes And Television Stations, Listed by State

January 1, 1963*

<i>State</i>	<i>Population</i>	<i>Families</i>	<i>TV Homes</i>	<i>TV Stations</i>
Alabama	3,320,000	880,000	665,000	11
Alaska	250,000	65,000	43,000	5
Arizona	1,410,000	415,000	348,000	8
Arkansas	1,775,000	500,000	333,500	7
California	16,300,000	5,321,500	4,838,000	35
Colorado	1,850,000	515,500	421,000	9
Connecticut	2,670,000	788,500	748,000	6
Delaware	475,000	140,000	125,000	—
District of Columbia	770,000	224,500	211,500	5
Florida	5,115,000	1,564,500	1,270,000	18
Georgia	4,070,000	1,064,000	839,000	11
Hawaii	670,000	206,000	140,000	4
Idaho	685,000	203,500	157,000	5
Illinois	10,275,000	3,161,000	2,980,000	17
Indiana	4,798,000	1,479,500	1,385,000	17
Iowa	2,790,000	860,000	797,000	12
Kansas	2,205,000	699,000	586,000	10
Kentucky	3,055,000	841,000	626,000	7
Louisiana	3,375,000	959,000	754,500	13
Maine	980,000	283,000	260,000	6
Maryland	3,275,000	945,000	857,000	4
Massachusetts	5,235,000	1,517,000	1,447,000	7
Michigan	8,000,000	2,333,000	2,199,000	17
Minnesota	3,500,000	1,032,000	907,000	10
Mississippi	2,180,000	576,000	397,500	8
Missouri	4,500,000	1,409,500	1,247,000	16
Montana	685,000	210,000	142,500	8
Nebraska	1,430,000	442,000	371,500	8
Nevada	305,000	99,500	79,000	5
New Hampshire	615,000	186,000	173,000	1
New Jersey	6,275,000	1,847,000	1,740,500	—
New Mexico	1,025,000	282,000	209,000	6
New York	17,225,000	5,225,000	4,836,000	24
North Carolina	4,660,000	1,188,500	926,000	13
North Dakota	637,000	173,000	132,000	9
Ohio	9,925,000	2,998,500	2,850,000	20
Oklahoma	2,380,000	728,000	595,000	10
Oregon	1,825,000	596,000	475,000	11
Pennsylvania	11,500,000	3,318,000	3,088,000	21
Rhode Island	875,000	258,000	241,000	3
South Carolina	2,400,000	607,500	465,000	10
South Dakota	690,000	199,500	142,500	6
Tennessee	3,625,000	998,000	767,500	14
Texas	10,050,000	2,972,000	2,405,000	44
Utah	940,000	268,500	240,000	3
Vermont	393,000	111,500	100,500	1
Virginia	4,125,000	1,101,000	894,000	12
Washington	2,950,000	937,000	798,000	11
West Virginia	1,850,000	495,000	390,000	9
Wisconsin	4,025,000	1,192,000	1,086,000	13
Wyoming	340,000	102,000	78,000	3
Total	184,278,000	54,519,000	47,807,500	534

* From Census Bureau and other sources.



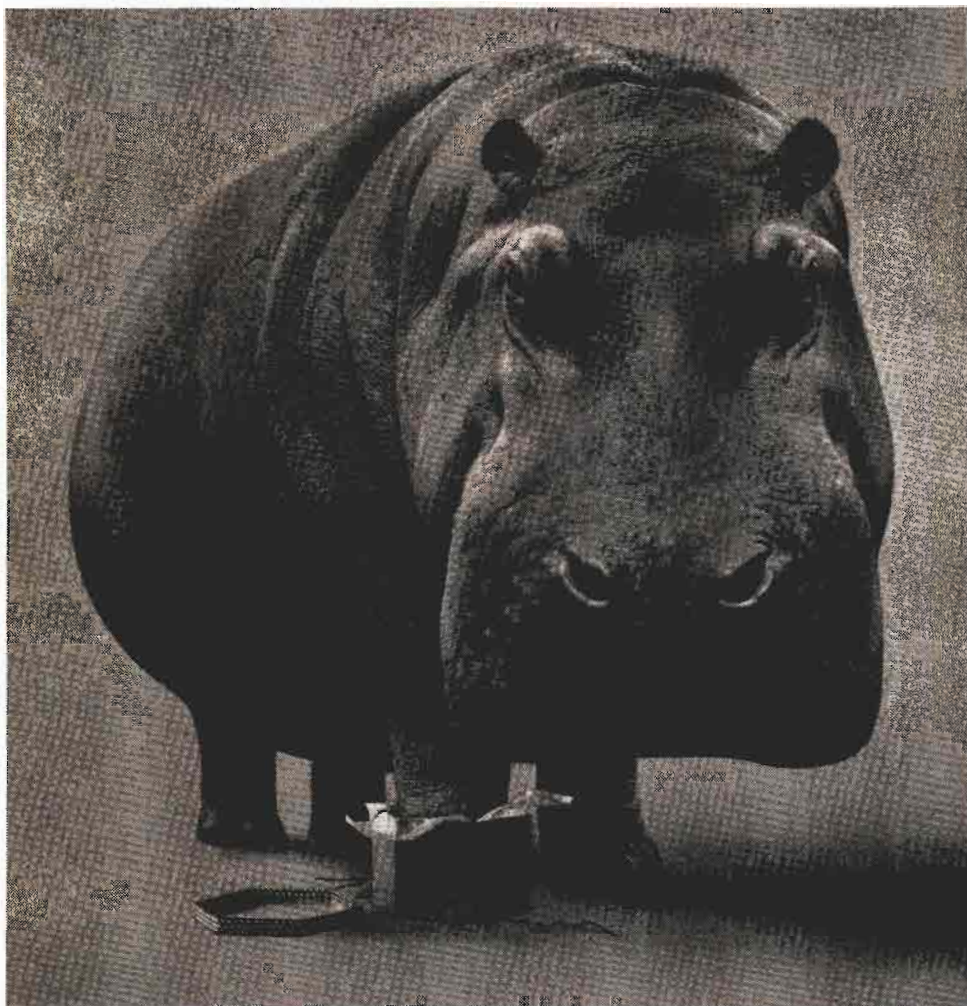
presents

TELEVISION STATIONS



STATION INDEX
TV STATIONS LISTED
BY STATE AND CITY
EXECUTIVE PERSONNEL

1963




how do you fit a hippo into a hatbox?

You can! . . . if you're interested in just his foot. Like ranking TV markets. You can take a small portion of the market by using the SMSA metro approach . . . but if you want the whole hippo, you gotta rank by total market! *Consider.* More than 90% of the Charlotte Market is located outside the metro area *and the total* Charlotte TV Market contains 574,800 TV homes . . . ranking 20th in the nation!* We throw our weight around too, with an 87% lead over the market's second station.* Throw your hat into our coverage ring — it's a whopper!

WBTV
CHARLOTTE
JEFFERSON STANDARD BROADCASTING COMPANY

*ARB TV Market Digest

Represented Nationally by Television Advertising  Representatives, Inc.

Television Station Index

—Commercial Stations of the U. S., Territories and Possessions—

Call Letters	Page	Call Letters	Page	Call Letters	Page	Call Letters	Page
CKLW-TV . . .	719	KFMB-TV . . .	691	KNDO . . .	766	KRTV . . .	726
KABC-TV . . .	690	KFOY-TV . . .	687	KNOE-TV . . .	714	KSBW-TV . . .	691
KAIL-TV . . .	689	KFRE-TV . . .	689	KNOP-TV . . .	727	KSBY-TV . . .	692
KAIT-TV . . .	687	KFSA-TV . . .	687	KNOX-TV . . .	735	KSD-TV . . .	726
KAKE-TV . . .	713	KFVS-TV . . .	723	KNTV . . .	692	KSHO-TV . . .	728
KALB-TV . . .	714	KFYR-TV . . .	734	KNXT . . .	690	KSL-TV . . .	763
KARD-TV . . .	713	KGBT-TV . . .	759	KOA-TV . . .	693	KSLA-TV . . .	715
KARK-TV . . .	687	KGGM-TV . . .	729	KOAA-TV . . .	695	KSLN-TV . . .	712
KATC . . .	714	KGHL-TV . . .	726	KOAM-TV . . .	712	KSOO-TV . . .	751
KATU . . .	740	KGLO-TV . . .	711	KOAT-TV . . .	729	KSTP-TV . . .	722
KATV . . .	687	KGMB-TV . . .	703	KOB-TV . . .	729	KSWB . . .	738
KAVE-TV . . .	729	KGNC-TV . . .	755	KOCO-TV . . .	738	KSWO-TV . . .	738
KAYS-TV . . .	712	KGNS-TV . . .	761	KODE-TV . . .	725	KSWV-TV . . .	729
KBAK-TV . . .	689	KGO-TV . . .	692	KOGO-TV . . .	691	KSYD-TV . . .	763
KBES-TV . . .	740	KGUN . . .	686	KOIN-TV . . .	740	KTAL-TV . . .	715
KBLL . . .	727	KGW-TV . . .	740	KOLD-TV . . .	686	KTAR . . .	686
KBMT-TV . . .	755	KHAS-TV . . .	727	KOLN-TV . . .	727	KTBC-TV . . .	755
KBOI-TV . . .	703	KHJ-TV . . .	690	KOLO-TV . . .	728	KTBS-TV . . .	715
KBTV . . .	693	KHOL-TV . . .	727	KOMO-TV . . .	765	KTEN . . .	738
KBTX-TV . . .	757	KHOU-TV . . .	759	KOMU-TV . . .	723	KTHV . . .	687
KCBD-TV . . .	761	KHJ-TV . . .	690	KONA-TV . . .	703	KTIV . . .	712
KCBY-TV . . .	739	KHQA-TV . . .	723	KONO-TV . . .	762	KTLA . . .	691
KCEN-TV . . .	762	KHSL-TV . . .	689	KOOK-TV . . .	726	KTNT-TV . . .	766
KCHU . . .	691	KHVH-TV . . .	703	KOOL-TV . . .	685	KTRE-TV . . .	761
KCKT-TV . . .	712	KICA-TV . . .	729	KORK-TV . . .	728	KTRG-TV . . .	703
KCMO-TV . . .	725	KICU-TV . . .	693	KORN-TV . . .	751	KTRK-TV . . .	761
KCMT . . .	721	KID-TV . . .	705	KOSA-TV . . .	762	KTSM-TV . . .	758
KCND-TV . . .	735	KIEM-TV . . .	689	KOTA-TV . . .	751	KTTS-TV . . .	725
KCOP . . .	690	KIFI-TV . . .	705	KOTI-TV . . .	740	KTTV . . .	691
KCPX-TV . . .	763	KIMA-TV . . .	766	KOTV . . .	739	KTUL-TV . . .	739
KCRA-TV . . .	691	KING-TV . . .	766	KOVR-TV . . .	692	KTVA . . .	685
KCRG-TV . . .	711	KINY-TV . . .	685	KPAC-TV . . .	762	KTVB . . .	703
KCRL-TV . . .	728	KIRO-TV . . .	765	KPAR-TV . . .	755	KTVC-TV . . .	712
KCTV . . .	762	KIVA . . .	686	KPHO-TV . . .	686	KTVE . . .	686
KDAL-TV . . .	721	KJEO . . .	689	KPIC-TV . . .	740	KTVF . . .	685
KDCD-TV . . .	761	KKTV . . .	693	KPIX . . .	692	KTVH . . .	712
KDIX-TV . . .	734	KLAS-TV . . .	728	KPLC-TV . . .	714	KTVI . . .	726
KDKA-TV . . .	747	KLBK-TV . . .	761	KPLR-TV . . .	726	KTVK . . .	686
KDUH-TV . . .	727	KLfy-TV . . .	714	KPRC-TV . . .	761	KTVQ . . .	711
KELO-TV . . .	751	KLIX-TV . . .	705	KPTV . . .	740	KTVR-TV . . .	693
KELP-TV . . .	758	KLTV . . .	762	KQTV . . .	711	KTVT . . .	759
KENI-TV . . .	685	KLYD-TV . . .	689	KRBC-TV . . .	755	KTVU . . .	692
KENS-TV . . .	762	KLZ-TV . . .	693	KRCG-TV . . .	723	KTVW . . .	766
KERO-TV . . .	689	KMBC-TV . . .	725	KRDO-TV . . .	693	KTWO-TV . . .	769
KETV . . .	727	KMED-TV . . .	740	KREM-TV . . .	766	KUAM-TV . . .	770
KEYC-TV . . .	721	KMEX-TV . . .	690	KREX-TV . . .	693	KUTV . . .	763
KEYT . . .	692	KMID-TV . . .	761	KREY-TV . . .	695	KVAL-TV . . .	739
KEZI-TV . . .	739	KMJ-TV . . .	689	KRGV-TV . . .	763	KVII-TV . . .	755
KFAR-TV . . .	685	KMMT . . .	721	KRIS-TV . . .	757	KVIP . . .	691
KFBB-TV . . .	726	KMOS-TV . . .	725	KRLD-TV . . .	758	KVIQ-TV . . .	689
KFBC-TV . . .	769	KMOX-TV . . .	725	KRNT-TV . . .	711	KVKM-TV . . .	761
KFDA-TV . . .	755	KMSO-TV . . .	727	KROC-TV . . .	722	KVLF-TV . . .	755
KFDM-TV . . .	755	KMSP-TV . . .	722	KROD-TV . . .	758	KVOA-TV . . .	686
KFDX-TV . . .	763	KMTV . . .	728	KRON-TV . . .	692	KVOO-TV . . .	739
KFEQ-TV . . .	725	KNBC . . .	690	KRSD-TV . . .	751	KVOS-TV . . .	765

Call Letters	Page	Call Letters	Page	Call Letters	Page	Call Letters	Page
KVTV . . .	712	WANE-TV . . .	708	WCHS-TV . . .	767	WIIC . . .	747
KWAB-TV . . .	757	WAPA-TV . . .	770	WCIA . . .	705	WILX-TV . . .	720
KWEX-TV . . .	762	WAPI-TV . . .	684	WCIU . . .	705	WIMA-TV . . .	737
KWHT-TV . . .	712	WARD-TV . . .	743	WCIV-TV . . .	750	WINK-TV . . .	696
KWRB-TV . . .	770	WAST . . .	730	WCKT . . .	697	WINR-TV . . .	730
KWTV . . .	739	WATE-TV . . .	752	WCNV-TV . . .	730	WIS-TV . . .	750
KWIX-TV . . .	763	WATR-TV . . .	695	WCOV-TV . . .	684	WISC-TV . . .	768
KWWL-TV . . .	712	WAVE-TV . . .	713	WCPO-TV . . .	735	WISE-TV . . .	733
KXAB-TV . . .	751	WAVY-TV . . .	764	WCSC-TV . . .	750	WISH-TV . . .	708
KXGN-TV . . .	726	WBAL-TV . . .	716	WCSH-TV . . .	716	WISN-TV . . .	769
KXGO-TV . . .	735	WBAP-TV . . .	759	WCTV . . .	701	WITI-TV . . .	769
KXII . . .	738	WBAY-TV . . .	768	WCYB-TV . . .	764	WITN . . .	734
KXJB-TV . . .	735	WBBM-TV . . .	705	WDAM-TV . . .	725	WJAC-TV . . .	743
KXLF-TV . . .	726	WBEN-TV . . .	730	WDAM-TV . . .	722	WJAR-TV . . .	750
KXLY-TV . . .	766	WBIR-TV . . .	752	WDAU-TV . . .	749	WJBF . . .	702
KXMB-TV . . .	734	WBJA-TV . . .	730	WDAY-TV . . .	735	WJBK-TV . . .	719
KXMC-TV . . .	735	WBKB . . .	705	WDBJ-TV . . .	765	WJHG-TV . . .	700
KXTV . . .	691	WBNB-TV . . .	770	WDBO-TV . . .	699	WJHL-TV . . .	752
KYTV . . .	725	WBNS-TV . . .	736	WDEF-TV . . .	752	WJIM-TV . . .	720
KYW-TV . . .	736	WBOC-TV . . .	717	WDSM-TV . . .	721	WJMY-TV . . .	719
KZTV . . .	757	WBOY-TV . . .	767	WDSU-TV . . .	715	WJPB-TV . . .	767
WABC-TV . . .	731	WBRC-TV . . .	684	WDXI-TV . . .	752	WJRT . . .	720
WABG-TV . . .	722	WBRE-TV . . .	749	WEAR-TV . . .	700	WJTV . . .	723
WABL-TV . . .	715	WBRZ . . .	714	WEAT-TV . . .	701	WJW-TV . . .	736
WAFB-TV . . .	714	WBTW . . .	733	WEAU-TV . . .	768	WJXT . . .	697
WAFG-TV . . .	684	WBTW . . .	750	WECT . . .	734	WJZ-TV . . .	716
WAGA-TV . . .	702	WBZ-TV . . .	718	WEEK-TV . . .	706	WKAQ-TV . . .	770
WAGM-TV . . .	716	WCAU-TV . . .	745	WEHT . . .	708	WKBM-TV . . .	770
WAIL . . .	702	WCAX-TV . . .	764	WESH-TV . . .	696	WKBN-TV . . .	738
WAIM-TV . . .	750	WCBI-TV . . .	722	WEWS . . .	736	WKBT . . .	768
WAKR-TV . . .	735	WCBS-TV . . .	731	WFPA-TV . . .	757	WKBW-TV . . .	730
WALA-TV . . .	684	WCCA-TV . . .	750	WFAM-TV . . .	710	WKJG-TV . . .	708
WALB-TV . . .	701	WCCO-TV . . .	721	WFBC-TV . . .	751	WKNX-TV . . .	720
				WFBG-TV . . .	743	WKOW-TV . . .	768
				WFBM-TV . . .	708	WKRC-TV . . .	736
				WFGA-TV . . .	697	WKRK-TV . . .	684
				WFIE-TV . . .	708	WKST-TV . . .	738
				WFIL-TV . . .	745	WKTV . . .	733
				WFLA-TV . . .	701	WKY-TV . . .	739
				WFMJ-TV . . .	737	WKYT . . .	713
				WFMY-TV . . .	733	WKZO-TV . . .	720
				WFRV-TV . . .	768	WLAC-TV . . .	753
				WFTV . . .	700	WLBC-TV . . .	710
				WGAL-TV . . .	745	WLBTV . . .	723
				WGAN-TV . . .	716	WLBW-TV . . .	699
				WGEM-TV . . .	706	WLBZ-TV . . .	715
				WGN-TV . . .	705	WLEX-TV . . .	713
				WGR-TV . . .	730	WLKY . . .	713
				WHAS-TV . . .	713	WLOS-TV . . .	733
				WHBF-TV . . .	707	WLOX-TV . . .	722
				WHBQ-TV . . .	753	WLTW . . .	713
				WHCT . . .	695	WLUC-TV . . .	720
				WHDH-TV . . .	718	WLUK-TV . . .	768
				WHEC-TV . . .	732	WLVA-TV . . .	764
				WHEN-TV . . .	732	WLW-C . . .	736
				WHIO-TV . . .	737	WLW-D . . .	737
				WHIS-TV . . .	767	WLW-I . . .	710
				WHIZ-TV . . .	738	WLW-T . . .	736
				WHNB-TV . . .	695	WLYH-TV . . .	743
				WHO-TV . . .	711	WMAL-TV . . .	696
				WHP-TV . . .	743	WMAR-TV . . .	717
				WHIN-TV . . .	767	WMAZ-TV . . .	702
				WHYN . . .	718	WMBD-TV . . .	706
				WIBW-TV . . .	713	WMCT . . .	753
				WICC-TV . . .	695	WMSL-TV . . .	684
				WICD . . .	706	WMT-TV . . .	711
				WICS . . .	707	WMTV . . .	769
				WICU-TV . . .	743	WMTW-TV . . .	716

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Call Letters	Page	Call Letters	Page	Call Letters	Page	Call Letters	Page
WMUR-TV	. 729	WPTA 708	WSLS-TV 765	WTTV 708
WNAC-TV	. 718	WPTV 700	WSM-TV 753	WTVG 752
WNBC-TV	. 719	WPTZ-TV 732	WSOC-TV 733	WTVD 733
WNBE-TV	. 734	WRAL-TV 734	WSPA-TV 751	WTVH 706
WNBK-TV	. 730	WRBL-TV 702	WSPD-TV 737	WTVJ 699
WNBQ 706	WRC-TV 696	WSTV-TV 737	WTVK 752
WNCT 734	WRCV-TV 747	WSUN-TV 701	WTVM 702
WNDU-TV 710	WRDW-TV 702	WSUR-TV 770	WTVN-TV 737
WNEM-TV 719	WREC-TV 753	WSVA-TV 764	WTVQ 707
WNEP-TV 749	WREX-TV 707	WSYR-TV 732	WTVR 706
WNEW-TV 731	WRGB 732	WTAE 747	WTVR 765
WNHC-TV 695	WRGP-TV 752	WTAF-TV 710	WTVT 701
WNOK-TV 750	WRIK-TV 770	WTAP-TV 767	WTVW 708
WNYS 732	WRLP 718	WTAR-TV 764	WTVY 684
WOAI-TV 762	WROC-TV 732	WTCN-TV 722	WTWV 723
WOAY-TV 767	WRVA-TV 765	WTEN 730	WUHF-TV 769
WOC-TV 711	WSAU-TV 769	WTEV 749	WUSN-TV 750
WOI-TV 711	WSAV-TV 702	WTHI-TV 710	WUTV 733
WOKR 732	WSAZ-TV 767	WTIC-TV 695	WVEC-TV 764
WOOD-TV 720	WSB-TV 701	WIMJ-TV 769	WVUA-TV 715
WOOK-TV 696	WSBA-TV 749	WTOC-TV 703	WWJ-TV 719
WOR-TV 732	WSBT-TV 710	WTOK-TV 723	WWL-TV 715
WORA-TV 770	WSEE 743	WTOL-TV 737	WWLP 718
WOW-TV 728	WSFA-TV 685	WTOM-TV 719	WWOR 718
WOWL-TV 684	WSIL-TV 706	WTOP-TV 696	WWTV 719
WPBN-TV 721	WSIX-TV 753	WTPA 743	WXEX-TV 765
WPCA-TV 745	WSJS-TV 734	WTRF-TV 768	WXYZ-TV 720
WPIX 732	WSJV 710	WTSP-TV 701	WYAH-TV 764
WPRO-TV 749	WSLA-TV 685	WTTG 696	WZZM-TV 720
WPSD-TV 714					XETV 692

COMMERCIAL RADIO STATION INDEX

BEGINS ON PAGE 225

RADIO STATIONS LISTED BY STATE

BEGIN ON PAGE 240

Pop.: 3,320,000
Families: 880,000

Alabama

TV Homes: 665,000
TV Stas. in State: 11

WAPI-TV—Birmingham—1949

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Newhouse Bcstg. Corp.
Address.....P. O. Box 1310
Tel.: FA 3-6141.....CBS-NBC
Newspaper Affiliation.....Birmingham News
Representative..Harrington, Righter & Parsons
V.P., General Manager....Charles F. Grisham
Pub., Prom. Dir.....James Chenoweth
Program Dir.....Johnny Johnson
Chief Engineer.....J. V. Sanderson

WBRC-TV—Birmingham—1949

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Taft Bcstg. Co.
Address.....P.O. Box 6007
Tel.: 322-4701.....ABC
Representative.....Katz
President.....Hulbert Taft, Jr.
V.P., General Manager.....R. T. Schlinkert
Sales Manager.....Oliver V. Naylor
Prog. Dir., Film Mgr.....Keith E. Barze
Promotion, Publicity Director....Robert E. Lee
Chief Engineer.....Harry L. Lawson
Owners of: WKRC, AM-TV-FM, Cincinnati; WTVN,
AM-TV-FM, Columbus; WBRC, AM-FM; WKYT-
TV, Lexington.

WMSL-TV—Decatur—1954

Channel: 23 UHF..AP: 102 Kw..VP: 189 Kw.
Owned By....Tenn. Valley Radio & TV Corp.
Address.....701 Banks St.
Tel.: EL 3-0361.....ABC-CBS-NBC
Station Reps.....Masla; Clarke Brown
President, Gen. Mgr.....Frank Whisenant
Commercial Manager.....Bob Gleason
Program, Prom. Mgr.....Alice A. Whisenant
Film Manager.....Mort Hargrove
Chief Engineer.....Kenneth Casey
Owners of: WMSL-AM.

WTVY—Dothan—1955

Channel: 4 VHF..AP: 100 Kw..VP: 170 Kw.
Owned-Operated By.....WTVY, Inc.
Address.....Box 798
Tel.: 792-3195.....ABC-CBS
Station Reps.....Southeastern Reps.; Meeker
Exec. V. P., Gen. Mgr.....F. E. Busby
Local Sales Manager.....Arthur Creamer
Program Director.....John Gause
Promotion Director.....Gale Roemheld
Chief Engineer.....Ellis N. Anderson

WOWL-TV—Florence—1957

Channel: 15 UHF..AP: 11.7 Kw..VP: 20.8 Kw.
Owned By.....TV Muscle Shoals, Inc.
Business Address.....P. O. Box 600
Tel.: AT 2-7711.....CBS-NBC-ABC
Station Reps.....Jack Masla; Bernard Ochs
President.....Richard B. Biddle
V.P.....W. A. Mapes

Gen. Mgr.....Jack Worley
Comm. Mgr., Local Adv.....M. Davis
Program Director.....E. Foote
Prom., Publicity Director.....Gayle Bishop
Film Manager.....Henry Jones
Nat. Adv. Mgr.....Dick Biddle
Chief Engineer.....Larry Rohling

WAFG-TV—Huntsville—1959

Channel: 31 UHF..AP: 112 Kw..VP: 204 Kw.
Owned By.....Rocket City TV Inc.
Address.....1000 Monte Sano Blvd.
Tel.: 539-1783.....ABC
Station Reps.....Breen & Ward; Ayers
President.....James Cleary
General Manager.....John A. Higdon
Film Mgr.....Samuel Arnold
Chief Engineer.....Victor Bankowski

WALA-TV—Mobile—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Pape TV Co., Inc.
Address.....210 Government St.
Tel.: HE 3-3754.....NBC
Sta. Reps.....Bolling; Clarke Brown
President.....W. O. Pape
General Sta. Manager.....W. B. Pape
Commercial Adv. Mgr.....John E. Dixon
Promotion, Publicity Director.....Bob Grimes
Program Director.....Mal Eno
Chief Engineer.....R. Hurley
Owners of: WALA.

WKRQ-TV—Mobile—1955

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....WKRQ-TV Inc.
Address.....162 St. Louis St.
Tel.: HE 2-5505.....CBS
Newspaper Affiliation.....Press-Register
Station Rep.....Avery-Knodel
President.....Kenneth R. Giddens
Exec. V.P., General Mgr....C. P. Persons, Jr.
Program Dir.....Bob Peary
Operations Manager.....John E. Crawford
Publicity Dir.....Mrs. Mary Herring
Film Manager.....James Ellis
Chief Engineer.....Donald B. Patton
Owners of: WKRQ-AM-FM.

WCOV-TV—Montgomery—1953

Channel: 20 UHF..AP: 200 Kw..VP: 100 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....P. O. Box 2505
Tel.: 262-5361.....ABC-CBS
Sta. Rep.....Venard, Torbet, McConnell
President.....O. P. Covington
General Manager.....Hugh M. Smith
Commercial Manager.....Morris South
Prom., Publicity Director.....Martha Hall
Film Manager.....Bob House
Chief Engineer.....W. D. Weatherly

ALABAMA-ALASKA-ARIZONA

WSFA-TV—Montgomery—1954

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned By.....Broadcasting Co. of South
 Address.....10 East Delano Ave.
 Tel.: 265-1251.....NBC
 Sta. Rep.....Peters, Griffin, Woodward
 President.....B. Calhoun Hipp
 Exec. V.P.....G. Richard Shatto
 Manag. Dir.....Carter C. Hardwick
 Operations Director.....Gene Jacobsen
 Sales Manager.....Bob Villar
 Nat. Sales Mgr.....Jack Long
 Program Director.....Sam Spivey
 Public Relations Dir.....John Raines
 Promotion Director.....Jim Wilbourne

Film Manager.....Alice Mayfield
 Chief Engineer.....Richard Payne
 Owners of: WIS, AM-TV, Columbia.

WSLA-TV—Selma—1960

Channels: 8 VHF... AP: 1.5 Kw... VP: 3 Kw.
 Owned By.....Selma Television, Inc.
 Address.....Box 305
 Tel.: TR 2-0455.....Independent
 Sta. Representative.....Radio-Tv Reps. Inc.
 President.....W. J. Brennan
 General Mgr., Ch. Eng.....Cyril G. Brennan
 Commercial Manager.....John Frasier
 Program Director.....John Rogers
 Promotion Director.....Bill Wills
 Publicity Director.....Minnie Lee Frazee
 Film Manager.....Billy Morgan

Pop.: 250,000
 Families: 65,500

Alaska

TV Homes: 43,000
 TV Stas. in State: 5

KENI-TV—Anchorage—1953

Channel: 2 VHF... AP: 2.69 Kw... VP: 5.37 Kw.
 Owned By.....Midnight Sun Bcstrs., Inc.
 Business Address.....Box 1160
 Tel.: BR 5-2201.....NBC-ABC
 Station Reps.....Fletcher; Day-Wellington, Inc.
 President, Gen. Mgr.....Alvin O. Bramstedt
 Comm. Adv. Mgr.....William Stewart
 Program, Promotion Dir.....Marcia Hiber
 Film Manager.....Byra Petre
 Chief Engineer.....Charles Gray
 Owners of: KENI; KFAA, AM-TV, Fairbanks;
 KTKN, Ketchikan.

Commercial Manager.....Bob Parsons
 Program, Publicity Dir.....Marcia Hiber
 Promotion Director.....Leilani Hodge
 Film Manager.....Al Frey
 Advertising Manager.....William Ackiss
 Chief Engineer.....James O'Kelly
 Owners of: KFAA, Fairbanks; KENI, Anchorage;
 KTKN, Ketchikan; KENI-TV, Anchorage. All
 Alaska.

KTVA—Anchorage—1953

Channel: 11 VHF... AP: 1.61 Kw... VP: 3.22 Kw.
 Owned-Oper. By.....Northern Television, Inc.
 Business Address.....P.O. Box 2200
 Tel.: BR 5-4321.....CBS
 Representative.....Weed; Alaska Radio-TV
 Pres., Gen., Sta. Mgr.....A. G. Hiebert
 Chief Engineer.....John Honea

KTVF—Fairbanks—1955

Channel: 11 VHF... AP: 5.5 Kw... VP: 11.1 Kw.
 Owned-Oper. By.....Northern TV, Inc.
 Address.....Box 2200, Anchorage
 Tel.: GL 2-3636.....CBS
 Station Reps.....Weed; Alaska Radio-TV
 President.....A. G. Hiebert
 Station, Comm. Manager.....John Griffin
 Promotion Director.....Jan Ward
 Film Mgr.....Sue Yoder
 Chief Engineer.....Ken Phillips
 Owners of: KTVA-TV, Anchorage.

KFAA-TV—Fairbanks—1955

Channel: 2 VHF... AP: 2.76 Kw... VP: 5.6 Kw.
 Owned By.....Midnight Sun Bcstrs., Inc.
 Address.....Lathrop Building
 Station Rep.....Day-Wellington
 Tel.: GL 2-2125.....ABC-NBC
 Pres., General Mgr.....Alvin O. Bramstedt
 Station Manager.....D. Andon

KINY-TV—Juneau—1956

Channel: 8 VHF... AP: .13 Kw... VP: .26 Kw.
 Owned-Oper. By.....Juneau Broadcasters, Inc.
 Address.....231 So. Franklin St.
 Tel.: JU 6-1800.....CBS
 Station Reps.....Weed; Wagner
 Pres., Gen. Mgr.....J. W. McKinley
 Program Director.....Richard Peter

Pop.: 1,410,000
 Families: 415,000

Arizona

TV Homes: 348,000
 TV Stas. in State: 8

KOOL-TV—Phoenix—1953

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By.....KOOL Radio-TV, Inc.

Business Address.....511 West Adams St.
 Tel.: BR 1-2345.....CBS
 Representative.....Hollingbery
 President.....Tom Chauncey

ARIZONA-ARKANSAS

V. P., General Mgr. Homer Lane
 V. P., Comm. Mgr. Leslie Lindvig
 Station Manager John Murphy
 Program Director Robert Davies
 Publicity Director Thomas King
 Promotion Director Marge Injasoulian
 Film Manager William Hancharik
 Chief Engineer Albin Hillstrom
 Owners of: KOOL-AM-FM, Phoenix; KOLD-AM-TV,
 Tucson.

KPHO-TV—Phoenix—1949

Channel: 5 VHF . . . AP: 50 Kw . . . VP: 100 Kw.
 Owned-Oper. By . . . Meredith Broadcasting Co.
 Business Address 631 N. 1st Ave.
 Tel.: ALpine 8-4511 Independent
 Representative Katz
 V.P., General Manager Dick Rawls
 Sta., Comm. Mgr. Howard Stalnaker
 Director, Prog. & Opera Robert Martin
 Promotion Manager Blue Wright
 Film Manager Thomas Sherlock
 Dir. of Engineering George McClanathan
 Owners of: WOW-AM-FM-TV, Omaha; KCMO-AM-
 FM-TV, Kansas City; WHEN-AM-TV, Syracuse,
 N. Y.

KTAR—Phoenix—1953

Channel: 12 VHF . . . AP: 15.8 Kw . . . VP: 31.6 Kw.
 Owned-Oper. By KTAR Broadcasting Co.
 Address 1101 No. Central Ave.
 Tel.: AL 4-4161 NBC
 Representative Avery-Knodel
 Chairman of Board John J. Louis, Jr.
 Pres., Gen. Mgr. Richard O. Lewis
 V.P., Commercial Mgr. Ray C. Smucker
 Program Director Richard H. Covey
 Promotion Director Nancy Chappel
 Film Director Betty Campbell
 Sales Manager George Guyan
 Chief Engineer Cliff Stevens
 Owners of: KYCA, Prescott; KYUM, Yuma; KTAR,
 AM-FM, Phoenix.

KTVK—Phoenix—1955

Channel: 3 VHF . . . AP: 50 Kw . . . VP: 100 Kw.
 Owned-Operated By Arizona TV Co.
 Address 3435 No. 16th St.
 Tel.: AM 6-5691 ABC
 Station Representative Blair TV
 President Ernest W. McFarland
 Sta., Comm. Manager Burton B. LaDow
 Chief Engineer George McLouih

KGUN—Tucson—1956

Channel: 9 VHF . . . AP: 31.6 Kw . . . VP: 63.1 Kw.
 Owned By KGUN-TV, Inc.
 Address P. O. Box 5147
 Tel.: MA 3-3633 ABC
 Pres., Gen. Mgr. Edwin G. Richter, Jr.
 Program Director Larry Schnebly
 Comm., Adv. Mgr. Howard D. Duncan, Jr.
 Prom., Pub. Dir. Edna Hanna Strosnider
 Chief Engineer Bob Cleveland
 Owners of: WEHT-TV, Evansville, Ind.

KOLD-TV—Tucson—1953

Channel: 13 VHF . . . AP: 15 Kw . . . VP: 30 Kw.
 Owned-Oper. By Old Pueblo Bcstg. Co.
 Address 1115 Miracle Mile Strip
 Tel.: MA 4-2511 CBS
 Representative Hollingbery
 President Tom Chauncey
 V.P., General Manager E. S. Mittendorf
 Asst. Gen. Mgr. Paul Plunkett
 Commercial Manager Bernie Perlin
 Program Dir. William Spies
 Promotion, Publicity Director Jack Trustman
 Chief Engineer Howard Smith

KVOA-TV—Tucson—1953

Channel: 4 VHF . . . AP: 18 Kw . . . VP: 35 Kw.
 Owned By WGAL Television
 Address P. O. Box 5188
 Tel.: MAin 3-2555 NBC
 Station Rep. Avery-Knodel
 President Clinton D. McKinnon
 General Manager Fred L. Vance
 Station Manager Gordon E. Hamilton
 Promotion Director Holl Williams
 Program Director Henry E. Hubbard
 Film Manager James Richards
 Chief Engineer Raymond H. Holsclaw
 Owners of: KOAT-TV, Albuquerque.

KIVA—Yuma—1953

Channel: 11 VHF . . . AP: 158 Kw . . . VP: 316 Kw.
 Owned By Valley Telecasting Co.
 Business Address P. O. Bin 1671
 Tel.: 572-0211 NBC-CBS-ABC
 Station Representative George Hollingbery
 President Bruce Merrill
 General Manager Leavenworth Wheeler
 Sales Manager Walter Kubiak
 Program Director Martin Tallberg
 Promotion Director Wayne Groner
 Chief Engineer Charles Field

Pop.: 1,775,000
 Families: 500,000

Arkansas

TV Homes: 333,500
 TV Stas. in State: 7

KTVE—El Dorado—1960

Channel: 10 VHF . . . AP: 156 Kw . . . VP: 316 Kw.
 Owned By KTVE, Inc.
 Address P. O. Box 791
 Tel.: UN 2-3488 ABC-NBC

President Ervin F. Lyke
 General Station Mgr. John B. Soell
 Commercial Mgr. William deTournillon
 Program Director Lanny Ducone
 Promotion Director Kenneth Adams
 Chief Engineer John Long

KFSA-TV—Fort Smith—1956

Channel: 5 VHF ..AP: 60 Kw. ..VP: 100 Kw.
 Owned By.....American TV Co.
 Business Address.....101 N. 4th St.
 Tel.: SU 3-3131.....ABC-CBS-NBC
 Newspaper Affil.....American-Times Record
 Station Rep.Venard, Torbet & McConnell
 President.....D. W. Reynolds
 General, Sta. Manager.....J. W. Slates
 Program, Publicity Dir.....Pat Porta
 Promotion DirectorJerry Davis
 Film Manager.....Gordon Brown, Jr.
 Chief Engineer.....W. Matten
 Owners of: KFSA; KOLO, AM-TV, Reno; KBRS,
 Springdale; KOKL, Okmulgee; KORK, Las Vegas;
 KLRJ-TV, Las Vegas; KGNS-TV-AM, Laredo;
 KFOY-TV, Hot Springs.

KFOY-TV—Hot Springs—1961

Channel: 9 VHF ..AP: 1.32 Kw. ..VP: 2.63 Kw.
 Owned ByDonald W. Reynolds
 AddressDrawer Y
 Tel.: NATIONAL 4-3373.....NBC
 Station RepresentativeBolling
 PresidentDonald W. Reynolds
 General ManagerHarold E. King

KAIT-TV—Jonesboro—1963

Channel: 8 VHF ..AP: 28.2 Kw. ..VP: 56.2 Kw
 Owned ByGeorge T. Hemreich
 Address510 Church Street
 Tel.: WE 2-4288Independent
 PresidentGeorge T. Hemreich
 General, Station Mgr.Rubin L. Masters
 Owners of: KEPW, Fort Smith; KZNG, Hot
 Springs. Both Arkansas.

KARK-TV—Little Rock—1954

Channel: 4 VHF ..AP: 50 Kw. ..VP: 100 Kw.
 Owned-Oper. By..Arkansas Radio & Equip. Co.
 Business Address.....10th & Spring Streets

Tel.: FRanklin 6-2481.....NBC
 RepresentativePetry
 President.....T. K. Barton
 Commercial Mgr.....H. Lee Bryant
 Program Dir.....Fred Schmutz
 Promo. Director.....Shirley R. Kennedy
 Chief Engineer.....Champ Smith

KATV—Little Rock—1953

Channel: 7 VHF ..AP: 91.2 Kw. ..VP: 170 Kw.
 Owned-Oper. By.....Central South Sales Co.
 Address.....310 W. 3rd St.
 Tel.: FR 4-1691.....ABC
 RepresentativeAvery-Knodel, Inc.
 President.....James C. Leake
 General, Sta. Manager.....R. Doubleday
 Program Dir., Film Mgr.....Jack Bomar
 Promotion, Publicity Director.....Bruce Smith
 Chief Engineer.....A. R. Garrett
 Owners of: KTUL-TV, Tulsa; KWTV, Oklahoma
 City.

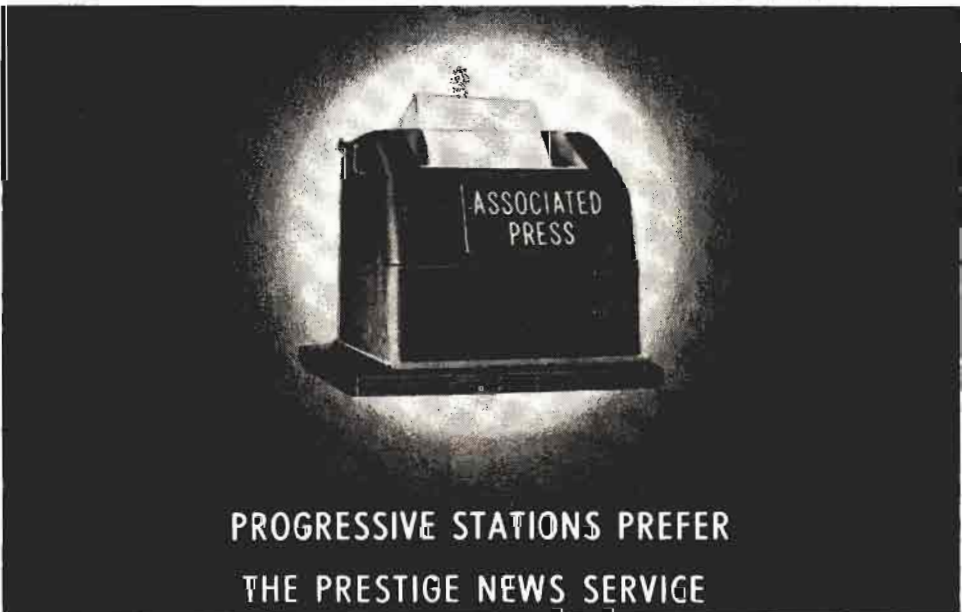
KTHV—Little Rock—1955

Channel: 11 VHF ..AP: 158 Kw. ..VP: 316 Kw.
 Owned-Operated By.....Arkansas TV Co.
 Address.....Box 269
 Tel.: FR 4-3764.....CBS
 Newspaper Affil.....Arkansas Democrat
 Station Representative.....Adv. Time Sales
 President.....K. A. Engel
 Gen., Sta. Manager.....B. G. Robertson
 Comm. Manager.....W. V. Hutt
 Program Dir.....Tom Walker
 Film Manager.....Curtis Threlkeld
 Promotion Dir.....John Pounders
 Publicity Director.....Jan Newby
 Chief Engineer.....Cecil Sutt

KTAL—Texarkana—

Shreveport—1953

(See Shreveport, La.)





KFRE-TV Market
(Grade B Contour)

Population: 1 million



Spendable Income: \$1 3/4 billion



Retail Sales: \$1 1/3 billion



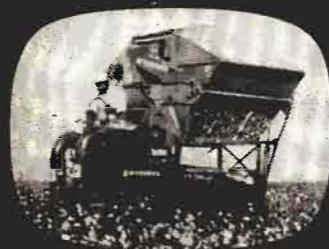
Agricultural Income: \$1.1 billion



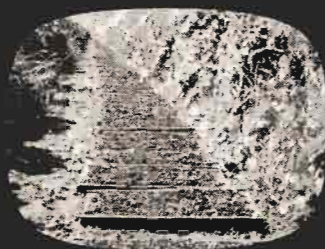
Tourists: 2 million annually



Cattle, Dairy Income: \$243 million



Cotton Income: \$213 million



Raisin Income: \$50 million



Grape Income: \$140 million

Three times the power...

in the world's richest agricultural market

By any measure — power, picture, people or spendable income — Channel 30 is the top TV buy in Central California. With three times the power of the next strongest Fresno station — 1,392,000 watts of power — KFRE-TV delivers 1/3 more families with almost \$500,000,000 more spendable income within its Grade B contour. Much more, of course, in the usable fringe area beyond.

It takes a Fresno station to cover California's richest central valley. And it takes Channel 30's power to cover it right. Ask Blair TV.

Sources: SRDS Consumer Market Data, June 1962; U.S. Census of Pop. 1960; U.S. Census of Ag. 1959; Calif. Statistical Abstract, 1961.

Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WPIL-AM • FM • TV, Philadelphia, Pa. / **WNEP-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLYH-TV**, Lancaster-Lebanon, Pa. / **KFRE-AM • TV • KRPM**, Fresno, Cal.
 Triangle National Sales Offices: New York / Chicago / Los Angeles / Baltimore

A TRIANGLE STATION
KFRE-TV
 FRESNO, CALIFORNIA
 CBS-TV Channel 30 BLAIR-TV

Pop.: 16,300,000
Families: 5,321,000

California

TV Homes: 4,838,000
TV Stas. in State: 35

KBAK-TV—Bakersfield—1953

Channel: 29 UHF...AP: 95 Kw...VP: 191 Kw.
Owned By.....Bakersfield Bcstg. Co.
Address.....P. O. Box 1448
Tel.: FA 7-7955.....CBS
Station Representative.....Young TV Corp.
President.....J. Drayton Hastie
Exec. V.P., General Mgr.....John E. Barrett
Director of Operations.....Lyle Murphy
Chief Engineer.....Richard Hoffman
Owners of: WUSN, Charleston, S. C.; WHTN,
Huntington, W. Va.

KERO-TV—Bakersfield—1953

Channel: 10 VHF...AP: 55 Kw...VP: 110 Kw.
Owned-Oper. By.....Transcontinent TV Corp.
Address.....321 21st St.
Tel.: FA 7-1441.....NBC
Representative.....Petry
President.....David C. Moore
Vice President.....George Whitney
General Manager.....Arthur M. Mortensen
Commercial Mgr.....Roland T. Kay
Program Mgr., Film Dir.....Kenneth R. Croes
Chief Engineer.....Ray Mattinson

KLYD-TV—Bakersfield—1959

Channel: 17 UHF...AP: 123 Kw...VP: 234 Kw.
Owned By.....Kern County Bcstg. Co.
Address.....2831 Eye St.
Tel.: FAirview 7-7511.....ABC
Station Representative.....Blair Television
President.....Lincoln Dellar
General Manager.....Dave Maxwell
Program, Film Mgr.....L. K. Abbott
Publicity, Adv. Mgr.....Jim Urner
Chief Engineer.....Howard McClure
Owners of: KLYD-AM, Bakersfield.

KHSL-TV—Chico—1953

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Golden Empire Bcstg. Co.
Address.....180 East 4th St.
Tel.: FI 2-0141.....CBS
Sta. Rep.....Bolling
President.....Mrs. H. McClung
General Mgr.....M. F. Woodling
Sales Manager.....G. Ross
Dir. of Engineering.....Russell Pope

KIEM-TV—Eureka—1953

Channel: 3 VHF...AP: 100 Kw...VP: 50 Kw.
Owned-Oper. By.....California-Oregon TV
Business Address.....P. O. Box 1021
Tel.: HI 3-3123.....ABC-CBS
Station Reps.....Young; Art Moore
President.....William B. Smullin
VP-Manager.....Donald H. Telford
V.P., News Director.....Newton L. Steward
Program Manager.....Robert Miller
Chief Engineer.....Donald King

KVIQ-TV—Eureka—1958

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned.....Calif. Northwest Bcstg. Co.
Address.....Box 1019
Tel.: HI 3-3061.....ABC-NBC
Station Rep.....Hollingbery
President.....Carl R. McConnell
General Mgr.....Geo. C. Fleharty
Station Mgr.....Ted Dooley
Commercial Mgr.....Sam Horel
Promotion Director.....Carolyn Hansen
Film Manager.....Buster De Brunner
Chief Engineer.....Amos Hargrave

KAIL-TV—Fresno—1961

Channel: 53 UHF...AP: 16 Kw...VP: 32 Kw.
Owned By.....KAIL Bcstg. Co.
Address.....308 So. Fruit Ave.
Station Rep.....Tele-Radio & TV Sales
Station Representative.....Harlan Oakes
General Manager.....Barney Lee Golden
Director of Operations.....Hal O'Donnell
Chief Engineer.....Elbert Dean

KFRE-TV—Fresno—1956

Channel: 30 UHF...AP: 696 Kw...VP: 1392 Kw.
Owned By.....Triangle Publications
Business Address.....733 L St.
Tel.: AM 8-6441.....CBS
Representative.....Blair-TV
Vice-President.....Roger W. Clipp
General Manager.....Leslie H. Peard, Jr.
Asst. General Mgr.....Guy Farnsworth
Commercial Manager.....Jay Sondheim
Program Director.....Pack Philips
Promotion Director.....Don Sheppard
Film Manager.....Fred Carbine
Chief Engineer.....Keith L. Mealey
Owners of: WFII, AM-TV-FM, Philadelphia;
WNBF, AM-TV-FM, Binghamton; WFBG, AM-
TV-FM, Altoona-Johnstown, Pa.; WNHC-AM-
FM-TV, Hartford-New Haven, Conn.; WLYH-TV,
Lebanon-Lancaster, Pa.; KFRE, AM-TV, KRFM,
Fresno, Calif.

KJEO—Fresno—1953

Channel 47 UHF...AP: 222 Kw...VP: 444 Kw.
Owned By.....Shasta Telecstg. Corp.
Address.....Box 1708
Tel.: BA 2-2411.....ABC
Station Representative.....Hollingbery
President, Gen. Mgr.....George C. Fleharty
Commercial Manager.....Ray Grant
Promotion, Publicity Dir.....Ruth Wall
Film Manager.....Richard Bertolin
Chief Engineer.....Jack McElwain
Owners of: KVIP-AM-TV, Redding; KVIQ-TV,
Eureka, both Calif.

KMJ-TV—Fresno—1953

Channel: 24 UHF...AP: 240 Kw...VP: 447 Kw.
Owned-Oper. By.....McClatchy Newspapers

CALIFORNIA

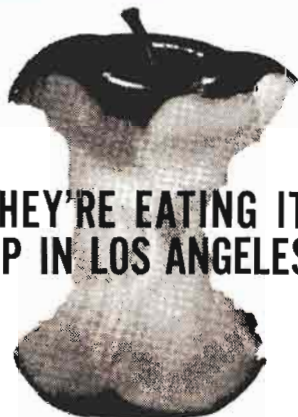
Address 1530 Van Ness Ave.
 Tel. **AM 8-6666**.....**NBC**
 Representative
 President Eleanor McClatchy
 Station Mgr..... John Edwards
 Comm., Prom. Mgr..... Wilson Lefler
 Chief Engineer..... J. B. Hancock

KCOP—Hollywood—1948

Channel: 13 VHF..AP: 83.2 Kw..VP: 170 Kw.
 Owned-Oper. By Chris-Craft Corp.
 Address 915 N. La Brea Ave.
 Tel.: Oldfield 6-6050..... Independent
 Station Representative Petry
 Pres., General Mgr. John Hopkins
 V.P. & Gen. Sales Manager..... Amos T. Baron
 Promotion, Publicity Director..... Hal K. Biard
 Chief Engineer Al Browdy

KABC-TV—Los Angeles—1949

Channel: 7 VHF..AP: 82 Kw. VP: 165 Kw.
 Owned-Oper. By ABC
 Business Address TV Center
 Tel.: NO 3-3311..... ABC
 Station Representative ABC-TV Spot Sales
 V.P., General. Sta. Mgr..... Elton H. Rule
 Gen., Sales Mgr..... Richard A. O'Leary
 Prom., Pub. Dir. Jack Brembeck
 Film Manager..... Howard Lipstone
 Chief Engineer Theodore Grenier



**"THEY'RE EATING IT
 UP IN LOS ANGELES"**



THE NEW IMAGE OF SPANISH T.V. IN LOS ANGELES

KHJ-TV—Los Angeles—1948

Channel: 9 VHF..AP: 81.3 Kw..VP: 162 Kw.
 Owned-Oper. By RKO General Inc.
 Address 5515 Melrose, Hollywood
 Tel.: HO 2-2133..... Independent
 Station Representative RKO Nat'l Sales Div.
 President..... Thomas F. O'Neil
 Divisional Mgr..... Harry Trenner
 General, Sta. Manager..... Malcolm Klein
 Div. Dir. of Operations..... Hal Phillips
 General Sales Mgr..... Don Balsamo
 Promotion, Adv. Director.... Richard L. Sinclair
 Program Dir., Film Mgr..... Wally Sherwin
 Publicity Director..... Tony Arnone
 Chief Engineer..... Bob Bullock
 Owners of: WOR, AM-TV-FM, New York; WNAC-
 AM-TV, Boston; KFRC, San Francisco; WHBQ,
 AM-TV, Memphis; CKLW-AM-FM-TV, Detroit-
 Windsor; WGMS, Washington, D. C.; WHCT,
 Hartford; KHJ, AM-TV-FM, Los Angeles;
 WRKD-FM, Boston, Mass.

KMEX-TV—Los Angeles—1962

Channel: 34 UHF ..AP: 60.5 Kw.; VP: 121 Kw.
 Owned By Spanish International Bcstg. Co.
 Address 721 N. Bronson
 Tel.: HO 6-8131 Independent
 Station Rep. Gates/Hall
 President Frank L. Fouce
 V. P., General Mgr..... Burt S. Avedon
 V. P., Program Dir. Rene Anselmo
 Vice President Julian M. Kaufman
 Operations Manager Gustavo Aguilera
 Business Manager Hermina LuKacsy

KNBC—Los Angeles—1949

Channel: 4 VHF..AP: 23.5 Kw..VP: 47 Kw.
 Owned NBC
 Address 3000 W. Alameda Ave., Burbank
 Tel.: 845-7000 NBC
 Representative NBC TV Spot Sales
 V.P., General Manager..... Thomas McCray
 Station Manager James Parks
 Operations Mgr..... Bob Henry
 Adv., Prom. Mgr. Robert Kennedy
 Prog. Dir. Jack Kenaston
 Business Manager John Wehrheim
 Public Affairs Mgr. Howard Sturm
 Film Manager..... George Burke
 Chief Engineer..... John Knight

KNXT—Los Angeles—1951

Channel: 2 VHF..AP: 23.4 Kw..VP: 45.8 Kw.
 Owned-Oper. By CBS Inc.
 Business-Studio Address.... 6121 Sunset Blvd.
 Tel.: HO 9-1212..... CBS
 Station Rep..... CBS TV Stations Nat'l Sales
 V.P., General Manager..... Robt. D. Wood
 Gen. Sales Mgr..... Ray L. Beindorf
 Program Director..... Leon Drew
 Prom., Publicity Director Robert L. Nelson
 Film Manager..... Allen Ludlum
 Engineer in Chg..... Edwin Miller
 Owners of: WCBS-AM-FM-TV, New York; WBBM-
 AM-FM-TV, Chicago; WEEL, Boston, Mass.;
 WCAU-AM-FM-TV, Philadelphia; KCBS-AM-FM,
 San Francisco; KMOX-AM-FM-TV, St. Louis,
 Mo.; KNN-AM-FM, Los Angeles.

KTLA—Los Angeles—1947

Channel: 5 VHF..AP: 25.1 Kw..VP: 50.1 Kw.
 Owned-Oper.Paramount TV Production, Inc.
 Studio Address...5800 Sunset Blvd., H'wood
 Tel.: HO 9-3181.....Independent
 RepresentativePGW
 PresidentPaul Raibourn
 V.P., General Manager.S. L. Adler
 Asst. Gen. Mgr., Prog. Dir.Robert Quinlan
 General Sls. ManagerJack Donahue
 Nat'l Sales ManagerMartin F. Connelly
 Local Sales Manager.Carlo Anneke
 Adv., Promotion Dir.Robert Nashick
 Business ManagerAlex Tovar
 Production Manager.Hal Dasbach
 Chief Engineer.John Silva

KTTV—Los Angeles—1949

Channel: 11 VHF..AP: 83 Kw..VP: 165 Kw.
 Owned-Oper. ByTimes-Mirror Bcstg. Co.
 Business Address5746 Sunset Blvd.
 Tel.: HO 2-7111.....Independent
 Newspaper Affil.L. A. Times
 PresidentRobert W. Breckner
 V. P., Program DirectorRichard Wollen
 Nat'l Sales ManagerCharles Young
 Local Sales ManagerRobert Bennett
 Dir., Promo. & Merch.James F. Hoffman
 Promotion ManagerFrank Hovore
 Publicity DirectorReavis Winckler
 Film ManagerNord Whited
 Chief EngineerAllen Gunderson

KVIP—Redding—1956

Channel: 7 VHF..AP: 57.5 Kw..VP: 115 Kw.
 Owned ByShasta Telecasting Corp.
 Business Address2770 Pioneer Drive
 Tel.: CH 1-1414.....ABC-NBC
 RepresentativeHollingbery
 Pres., Gen. Mgr.George C. Fleharly
 Commercial ManagerK. Swinehart
 Ass't Mgr., Chief Eng.Russell K. Olsen

KCRA-TV—Sacramento—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated ByKCRA, Inc.
 Address310 10th St.
 Tel.: Hickory 4-7300.....NBC
 RepresentativePetry
 President, Sta. Mgr.Robert E. Kelly
 General Mgr.Jon S. Kelly
 Asst. Gen. Mgr.Howard J. Smiley
 Program Mgr.David B. Hume
 Chief EngineerW. Herbert Hartman
 Owners of: KCRA, AM-FM.

KXTV—Sacramento—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned ByGreat Western Bcstg Corp.
 Address601 7th Ave.
 Tel.: GI 1-4041.....CBS
 Station Rep.H.R. Reps
 PresidentC. Wrede Petersmeyer
 V.P., General Mgr.Robert Wilson
 General Sales Mgr.Richard L. Cochrane
 Program DirectorDean Borba

Promotion Mgr.M. S. Bachman
 Chief EngineerDon Ferguson
 Owners of: WISH-AM-TV, Indianapolis, Ind.;
 WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa,
 Okla.; KHOV-TV, Houston, Tex.

KSBW-TV—Salinas—1953

Channel: 8 VHF..AP: 117 Kw..VP: 234 Kw.
 Owned ByCentral Calif. Comm. Corp.
 Address238 John St.
 Tel.: HA 2-6422.....CBS-NBC
 RepresentativeH.R. Television
 Pres., Gen. Mgr.John C. Cohen
 V. P., Asst. General Mgr.Bob Martin
 Commercial Mgr.Tom Boise
 Production CoordinatorFrances Postlethwaite
 Chief EngineerWes Chaney
 Owners of: KSBW-AM-FM, Salinas; KNGS, Han-
 ford; KSBY-TV, KVEC-AM-FM, San Luis Obispo.
 All Calif.

KCHU—San Bernardino—1961

Channel: 18 UHF..AP: .05 Kw..VP: .1 Kw.
 Owned BySun Co.
 AddressBox 18
 Tel.: TU 8-18181.....Independent
 General ManagerNorman H. Rogers
 Station Mgr., Prog. Dir.Elzora A. Hemenway
 Commercial Manager.Bill Bellman
 Promotion Director.Wally Boyko
 Publicity Director.Donald L. Rogers
 Film Manager.Leah Stricker
 Advertising Manager.Lowell Smith
 Chief Engineer.Richard T. Sampson

KFMB-TV—San Diego—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 OwnedTranscontinent TV Corp.
 Business Address1405 Fifth Ave.
 Tel.: BE 2-2114.....CBS
 RepresentativePetry
 PresidentDavid C. Moore
 V.P., Gen. Mgr.George Whitney
 Station, Comm. Mgr.Bill Fox
 Asst. to Sta. Mgr.Shirley Dixon
 Program, Promotion Mgr.George Stantis
 Film ManagerDel Gay
 Mgr. of EngineeringCharles Abel
 Owners of: KFMB, FM-AM; WGR-AM-TV-FM,
 Buffalo, N. Y.; WDAF-AM-FM-TV, Kansas City,
 Mo.; WNEP-TV, Scranton; KERO-TV, Bakers-
 field, Calif.; WDOK-AM-FM, Cleveland.

KOGO-TV—San Diego—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned ByTime-Life Broadcast, Inc.
 AddressBox 628
 Tel.: CO 2-2421.....NBC
 RepresentativeKatz
 PresidentHugh B. Terry
 Vice PresidentWilliam E. Goetze
 Director of SalesJay Grill
 Program, Film Mgr.Burke Ormsby
 Promotion, Publicity Dir.Keith Nicholson
 Dir. of EngineeringLeRoy A. Bellwood

CALIFORNIA

XETV—San Diego—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned By..... Radio Television S.A.
Address..... 7th & Ash, TV Hghts.
Tel.: 234-8431 ABC
Station Representative Blair
V.P., Gen. Mgr..... Julian M. Kaufman
Business Manager Louis J. Meiers
Program, Promotion Dir. Mel Hall
Sales Manager Ted C. Millan
Film Manager Wayne Ferree
Chief Engineer..... Felipe Fernandez

KGO-TV—San Francisco—1949

Channel: 7 VHF... AP: 168 Kw... VP: 316 Kw.
Owned By..... American Bcstg. Co.
Address..... 277 Golden Gate Ave.
Tel.: UN 3-0077..... ABC
Representative ABC TV Spot Sales
President..... Leonard Goldenson
V.P., Gen., Station Mgr..... D. M. Sacks
Commercial Mgr..... R. Coughlan
Sales Manager Jack Gregory
Adv., Pub., Prom. Dir..... George T. Rodman
Program Director..... Seymour Horowitz
Film Manager Bob Mitchell
Chief Engineer..... Harry N. Jacobs

KPIX—San Francisco—1948

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Westinghouse Bcstg., Inc.
Address..... 2855 Van Ness Ave.
Tel.: PR 6-5100..... CBS
Sta. Representative..... TvAR
President..... Donald H. McGannon
V.P., WBC, West Coast..... Philip G. Lasky
General Manager..... Louis S. Simon
Sales Manager Lamont Thompson
Advertising, Sales Mgr. Robert Nashick
Program Director..... Ray Hubbard
Film Mgr..... Thomas Maloney
Publicity Mgr..... A. M. Baccari, Jr.
Public Affairs Dir. Caryl Coleman
Engineering Manager..... Ben Wolfe
Owners of: WOWO, Fort Wayne, Ind.; WBZ-AM-TV, Boston, Mass.; KYW-AM-TV, Cleveland, O.; KDKA-AM-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.; WINS, New York.

KRON-TV—San Francisco—1949

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... The Chronicle Pub. Co.
Business Studio Address..... 929 Mission St.
Tel.: GA 1-1100..... NBC
Newspaper Affiliation..... Chronicle
Representative..... Peters, Griffin, Woodward Inc.
President..... Charles de Young Thieriot
V. P., General Mgr. Harold P. See
Station Manager..... A. H. Constant
Sales Manager William A. Morrison
Program Dir. Robert Glassburn
Promotion Dir..... A. Richard Robertson
Chief Engineer J. L. Berryhill

KTVU—San Francisco-Oakland—1958

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned..... S. F.-Oakland TV, Inc.
Address..... 1 Jack London Sq., Oakland
Tel.: TE 4-2000..... Independent
Representative H-R Television
President, Gen. Sales Mgr. Ward D. Ingram
Gen. Mgr..... William D. Pabst
Nat. Sales Mgr..... Frank King
Prom. Director..... Joseph P. Constantino
Publicity Director..... Chet Rhodes
Chief Engineer..... Robert Arne

KNTV—San Jose—1955

Channel: 11VHF... AP: 15.5 Kw... VP: 26.3 Kw.
Owned-Oper. By... Standard Radio & TV Co.
Address..... 645 Park Avenue
Tel.: 297-5577..... ABC
Sta. Representative..... Young TV
President..... A. T. Gilliland
General Manager Fran Conrad
Local Sales Mgr..... Norman Paul
Program, Film Mgr. Robert M. Hosfeldt
Promotion, Publicity Dir. Michael D. Kilian
Chief Engineer Robert M. Latham

KSBY-TV—San Luis Obispo—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Salinas Valley Bcstg. Corp.
Business Address..... Box 286
Tel.: LI 3-0920..... CBS-NBC
Representative H-R
President, Gen. Mgr..... John C. Cohan
Asst. General Mgr..... Gary Ferlisi
Station Manager..... Arthur V. Hapgood
Promotion Director..... Penne Bennett
Chief Engineer..... Charles Mitchell
Owners of: KSBW, AM-TV-FM, Salinas.

KEYT—Santa Barbara—1953

Channel: 3 VHF... AP: 25 Kw... VP: 50 Kw.
Owned..... Key TV, Inc.
Business Address..... 730 Miramonte Dr.
Tel.: WO 5-8533..... ABC-CBS-NBC
Station Rep. Young
President..... William F. Luton
General Manager..... Leslie H. Norins
Program Director..... Harold O'Donnell
Promotion Manager Edward J. Ryan
Traffic Manager..... Cherie Kaplun
Senior Engineer..... Ted Froming

KOVR-TV—Stockton—1954

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By..... Metropolitan Bcstg.
Address..... 1216 Arden Way
Tel.: WA 7-1313..... ABC
Representative Metro TV Sales
President..... John W. Kluge
General, Sta. Manager..... Glover DeLaney
Commercial Mgr. Frank Livermore

CALIFORNIA-COLORADO

Program Director.....Bel Lange
 Promotion, Publicity Director.....Bud Miller
 Film Manager.....Hugh Sangster
 Chief Engineer.....Richard J. Anderson

Owners of: WNEW, AM-TV, New York; WHK, Cleveland; WIP, Philadelphia; WTTG-TV, Washington, D.C.; WTUH-TV, Peoria; KMBC-AM-TV, Kansas City; KOVR-TV, Sacramento; WTUP-TV, Decatur, Ill.

KICU-TV—Visalia—1961

Channel: 43 UHF..AP: 147 Kw...VP: 280 Kw.
 Owned By.....Sierra Bcstg., Inc.
 Address.....2803 Divisadero St., Fresno, Calif.
 Tel.: AM 8-9784.....Independent
 Station Representative.....Weed Television
 President.....Norwood J. Patterson
 General Manager.....W. O. Edholm
 Director of Operations.....Don Webster
 Chief Engineer.....Curt Peterson
 Owners of: KSAN, San Francisco; KBIF, Fresno.

Pop.: 1,850,000
 Families: 515,500

Colorado

TV Homes: 421,000
 TV Stas. in State: 9

KKTV—Colorado Springs—1952

Channel: 11 VHF..AP: 117 Kw., VP: 234 Kw.
 Owned-Operated By.....TV Colorado, Inc.
 Address.....512 S. Tejon St.
 Tel.: ME 4-2844.....CBS
 Representative...Venard, Torbet & McConnell
 President, Gen. Mgr.....James D. Russell
 V.P. Commercial Manager.....Robert D. Ellis
 Prom., Pub. Director.....Hal Kennedy
 Chief Engineer.....H. Cozine Strang

KRDO-TV—Colorado Spgs.—1953

Channel: 13 VHF..AP: 112.5 Kw..VP: 225 Kw.
 Owned-Oper. By.....Pikes Peak Bcstg. Co.
 Business Address.....399 South Eighth St.
 Tel.: ME 2-1515.....ABC
 Station Reps....Adv. Time Sales; J. L. McGuire
 President, Gen. Mgr.....Harry W. Hoth, Jr.
 Station Manager.....Jay E. Gardner
 Business Mgr.....Darold A. Wilkinson
 Chief Engineer.....Charles H. Upton
 Owners of: KRDO.

KBTV—Denver—1952

Channel: 9 VHF...AP: 141 Kw...VP: 282 Kw.
 Owned By.....Mullins Bcstg. Co.
 Address.....1089 Bannock St.
 Tel. 266-3601.....ABC
 Representative..Peters, Griffin, Woodward, Inc.
 President.....John C. Mullins
 V.P., General Manager...Alvin G. Flanagan
 General Sales Manager...Robert L. Brown
 Publicity, Promotion Director..Richard J. Braun
 Program Dir., Film Mgr.....Bob Butts
 Chief Engineer.....Jim Taylor
 Owners of: KBTR, Denver.

KLZ-TV—Denver—1953

Channel: 7 VHF..AP: 135 Kw...VP: 269 Kw.
 Owned By.....Time-Life Bcstg., Inc.
 Business Address.....131 Speer Blvd.
 Tel.: MA 3-4271.....CBS
 Representative...Katz
 Pres., Gen. Mgr.....Hugh B. Terry
 Station Manager.....Jack Tipton
 Commercial Manager.....Bob Hart
 Program Director.....Stan Brown

Prom., Publicity Dir.....Jimm Seaney
 Film Manager.....William Witt
 Chief Engineer.....Eugene Jenkins
 Owners of: KLZ-AM, Denver.

KOA-TV—Denver—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....Metropolitan TV Co.
 Address.....Box 5012, Terminal Annex
 Tel.: Cherry 4-4141.....NBC
 Station Representative...Blair-TV
 President...William Grant
 Exec. V.P., General Mgr.....Ralph Radetsky
 Commercial Manager.....Dick Harris
 Program Director.....Si Palmer
 Promo., Merchandising Mgr.....Steve Fox
 Promotion, Publicity Director...Mick Schafbuch
 Film Manager.....Sam Houston
 Chief Engineer.....Sid Davidson
 Owners of: KOA-AM-FM, Denver; KOAA-TV, Pueblo.

KTVR-TV—Denver—1952

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Gotham Bcstg. Corp.
 Business Address.....550 Lincoln St.
 Tel.: KE 4-8281.....Independent
 Sta. Representative...Adam Young
 President.....J. Elroy McCaw
 General Manager.....James T. Brennan
 Commercial Mgr.....Dan H. Markham
 Program Dir.....Warren Huskie
 Publicity Dir.....Len Bermon
 Film Manager.....Thomas J. Donnegan
 Chief Engineer.....Lester J. Dunn
 Owners of: KTVW, Tacoma; KELA, Centralia, both Wash.

KREX-TV—Grand Junction 1954

Channel 5 VHF..AP: 6.46 Kw...VP: 12.9 Kw.
 Owned By.....Western Slope Bcstg Co., Inc.
 Address.....Box 270
 Tel.: 242-5000...CBS-NBC-ABC
 Station Representative...Holman
 President, General Mgr.....Rex Howell
 V.P., Station Manager...Bob McMahan
 Film Manager.....Mike Swan

WTIC TV3
Hartford, Connecticut



Broadcast House

LEADERSHIP
in rich, rich
Southern
New England



WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

COLORADO-CONNECTICUT

Chief Engineer.....James Meyer
 Owners of: KREX-AM-FM, Grand Junction;
 KGLN, Glenwood Springs, Colo.; KREY-TV,
 Montrose, Colo.

KREY-TV—Montrose—1956

Channel: 10 VHF..AP: 1.54 Kk...VP: 3.09 Kw.
 Owned-Oper. By.....Black Canon Bcstg Co.
 Address.....P. O. Box 120
 Tel.: 249-3011ABC-NBC-CBS
 Station Representative.....Hal Holman
 President, Gen. Mgr.....Rex Howell
 Station Manager.....Carl Q. Anderson

KOAA-TV—Pueblo—1952

Channel: 5 VHF...AP: 150 Kw...VP: 100 Kw.
 Owned By.....Metropolitan TV of Denver
 Business Address2226 Television Lane
 Tel.: LI 4-5782.....Independent
 Station Representative.....Meeker Co.
 Station Manager.....J. G. Croll
 Film Manager.....Jackson Cravens
 Commercial Mgr.....Ken King
 Advertising Mgr.....Al Griffith
 Chief Engineer.....Ken Renfrow

Pop.: 2,670,000
 Families: 788,500

Connecticut

TV Homes: 748,000
 TV Stas. in State: 6

WICC-TV—Bridgeport—1953

Channel: 43 UHF..AP: 9.12 Kw...VP: 18.2 Kw.
 Owned By.....Conn.-N. Y. Bcstrs., Inc.
 Address.....2190 Post Road, Fairfield, Conn.
 Tel.: Clearwater 6-0461Independent
 Station Representative.....Adam Young, Inc.
 President, Gen. Mgr.....K. M. Cooper
 Vice President.....John E. Metts
 Station, Sales Manager.....Ray Colonari
 Program Director.....Frank Delfino
 Promotion, Publicity Director.....Tony Brunton
 Film Manager.....Bob Pieger
 Pgm. Dir.....Harry Downie
 Chief Engineer.....Pat Uliano
 Owners of: WICC-AM, WJZZ-FM, Bridgeport.

WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw...VP: 186 Kw.
 Owned By.....RKO General
 Business Address.....555 Asylum St.
 Tel.: 525-2611Independent
 Station Rep.....Nat'l Sales Div., RKO General
 General Manager.....Charles O. Wood

WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
 Owned..Travelers Broadcasting Service Corp.
 Address.....Bcst. House, 3 Constitution Plaza
 Tel.: 525-0801CBS
 Representative..Harrington, Righter & Parsons
 President.....Paul W. Morency
 V.P., General Mgr.....Leonard J. Patricelli
 V.P., Sales.....Irwin C. Cowper
 Vice President.....N. Thomas Eaton
 Program Manager.....Kendall Smith
 Information Director.....Richard F. Ahles
 Prom. Dir.....Eugene J. Murlaty
 Dir. of Engineering.....Harold Dorschug
 Film Editor.....Ernest Olivieri
 Chief Engineer.....Herman D. Taylor
 Owners of: WTIC, AM-FM.

WHNB-TV—New Britain— 1953

Channel: 30 UHF..AP: 113.5 Kw...VP: 210.4 Kw.

Owned By.....Connecticut TV, Inc.
 Address.....1422 New Britain Ave.
 Tel.: 521-3030NBC
 Station Reps.....Hollingsbery; Kettell-Carter
 President.....Herbert Scheffel
 General, Sta. Mgr.....Robert W. Bray
 Commercial Mgr.....Jack Fox
 Program Dir.....Philip Corvo
 Prom., Publicity Dir.....Howard Wry
 Film Manager.....Philip B. Hale
 Chief Engineer.....Thomas Doody
 Owners of: WICS-TV, Springfield; WCGU, Cham-
 paign.

WNHC-TV—New Haven—1948

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By ..Triangle Publications, Inc.
 Business Address.....135 College St.
 Tel.: Spruce 7-3611.....ABC
 News. Affil.....Phila. Inquirer & Daily News
 Station Representative.....Blair TV
 Vice President.....Roger W. Clipp
 General Manager...Howard W. Maschmeier
 Station, Sales Mgr.....Robert Teter
 Prom., Adv., Publicity.....Peter F. Gallagher
 Program Director.....Harry Z. Shoubin
 Chief Engineer.....Carmine Iannucci
 Owners of: WFIL, AM-TV-FM, Philadelphia;
 WNBC, AM-TV-FM, Binghamton; WFBG, AM-
 TV-FM, Altoona; KFRE, AM-TV; KRFM,
 Fresno; WLYH-TV, Lebanon-Lancaster; WNHC-
 AM-TV-FM, New Haven.

WATR-TV—Waterbury—1953

Channel: 53 UHF..AP: 125 Kw...VP: 245 Kw.
 Owned-Operated By.....WATR, Inc.
 Business Address.....440 Meadow St.
 Tel.: PL 5-1121.....ABC
 Station Reps.....Masla; N. E. Spot Sales
 President.....Harold Thomas
 Gen., Sta., Commercial Mgr...Samuel Elman
 Prog. Dir., Film Manager.....Astrid Curtis
 Chief Engineer.....Robert Corbett

Pop.: 770,000
Families: 224,500

District of Columbia

TV Homes: 211,500
Television Stations: 5

WMAL-TV—Washington—1947

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Tel.: KE 7-1100.....ABC
Newspaper Affiliation.....The Evening Star
Representative.....H.R. Television
President.....John W. Thompson, Jr.
V.P., General Manager.....F. S. Houwink
Television Manager.....Neal J. Edwards
Program. Production Mgr.....Herbert Victor
Public Affairs Mgr.....Theodore N. McDowell
Prom. & Pub. Director.....E. Haywood Meeks
Film Director.....Richard Stratton
Chief Engineer.....Allan Powley
Owners of: WMAL, AM-FM; WSWA, AM-TV-FM,
Harrisonburg.

WOOK-TV—Washington—1963

Channel: 14 UHF...AP: 162 Kw...VP: 275 Kw.
Owned By.....United Bcstg. Co. Inc.
Address.....5321 First Pl. N.E.
Tel.: TU 2-2500.....Independent
Station Rep.....Dora-Clayton
President.....Richard Eaton
General Manager.....John Panagos

WRC-TV—Washington—1947

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus. Address...4001 Nebraska Avenue, N.W.
Tel.: EM 2-4000.....NBC
Representative...NBC Television Spot Sales
President (NBC).....Robert E. Kintner
V.P., General Mgr.....Joseph Goodfellow
Station Manager.....Tom Paro
Business Manager.....William Callaway
Prog. Dir., Film Buyer.....Eugene Walz
Adv. Prom. Mgr.....Ned Ryan
Publicity Coordinator.....Pat C. Humphrey

Dir. of Oper.....Sherman Hildreth
Owners of: WNBC, AM-TV-FM, New York; WRC,
AM-TV-FM, Washington; WMAQ-AM-FM, Chi-
cago; WNBQ, Chicago; WRCV, AM-TV, Phila-
delphia; KNBR-AM-FM, San Francisco; WJAS-
AM-FM, Pittsburgh; KNBC, Los Angeles.

WTOP-TV—Washington—1949

Channel: 9 VHF...AP: 174 Kw...VP: 316 Kw.
Owned By.....Washington Post Co.
Business Address...40th & Brandywine Sts.
Tel.: EM 2-9300.....CBS
Newspaper Affiliation.....Wash. Post
Station Representative.....TvAR
President.....John S. Hayes
Vice-Pres., Gen. Mgr.....George F. Hartford
Comm. Mgr.....Robert A. J. Bordley
Pub. & Prom. Director.....Robert M. Adams
Program Director.....Jim Silman
Film Manager.....William Hedgpath
Vice President for Engineering...Clyde Hunt
Chief Engineer.....Donald Cooper
Owners of: WTOP-AM-FM; WJXT-TV, Jackson-
ville, Fla.

WTTG—Washington—1947

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned By.....Metromedia, Inc.
Address.....5151 Wisconsin Ave., N.W.
Tel.: 244-5151.....Independent
Station Representative.....Metro TV Sales
Ch. of Board, President.....John W. Kluge
President, Television.....Bennet H. Korn
V.P., General Manager...Lawrence P. Fraiberg
Production Manager.....Ellis I. Shook
Promotion Manager.....Harry Moses
Local Sales Mgr.....James A. Gustafson
Business Manager.....Peter A. Whipple
Chief Engineer.....Malcolm M. Burleson
Owners of: WNEW AM-FM-TV, New York; WHK,
AM-FM, Cleveland, O.; WIP AM-FM, Philadel-
phia, Pa.; WTVH TV, Peoria, Ill.; KOVR TV,
Sacramento, Calif.; WTVP TV, Decatur, Ill.
KMBC-AM-FM-TV, Kansas City, Mo.

Pop.: 5,115,000
Families: 1,564,500

Florida

TV Homes: 1,270,000
TV Stas. in State: 18

WESH-TV—Daytona Beach —1956

Channel: 2 VHF...AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....Telrad, Inc.
Address.....Box 1551
Tel.: CL 3-6591.....NBC
Newspaper Affil...John H. Perry Newspapers
Station Rep.....Avery-Knodel
President.....John H. Perry, Jr.
VP., Gen. Mgr.....Thomas S. Gilchrist, Jr.
Station Mgr.....Walter Strouse
Program Dir.....Dan Jeiner

Comm. Mgr.....Thomas B. Newsom
Promotion Director.....Betty Gilchrist
Film Mgr.....Hank Johnson
Chief Engineer.....B. Hayford

WINK-TV—Fort Myers—1954

Channel: 11 VHF...AP: 35 Kw...VP: 65 Kw.
Owned By.....Ft. Myers Bcstg Co.
Business Address...Palm Beach Blvd.
Tel.: ED 4-1131.....ABC-CBS
Station Rep.....Forjoe
Gen., Sales Mgr.....A. J. Bauer
Program Dir.....Frank Nodine
Chief Engineer.....Bob Caughey

FLORIDA

WFGA-TV—Jacksonville—1957

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned.....Florida-Georgia TV Co., Inc.
 Address.....1070 E. Adams St.
 Tel.: EL 6-3381.....ABC-NBC
 Representative.....Peters, Griffin, Woodward
 President.....Alexander Brest
 General Manager.....Jesse H. Cripe
 Station Mgr., Prog. Dir.....Ralph W. Nimmons
 Commercial Manager.....Robert M. Reuschle
 Promotion Director.....Andy Amyx
 Film Manager.....Herb Gold
 Chief Engineer.....Harry Wingfield

WJXT—Jacksonville—1949

Channel: 4 VHF.. AP: 70 Kw.. VP: 100 Kw.
 Owned By.....Post-Newsweek Stations
 Business Address.....1851 Southampton Road
 Tel.: EX 8-0501.....ABC-CBS
 Newspaper Affil.. Wash. Post & Times Herald
 Station Representative.....TvAR
 President, General Mgr.Glenn Marshall, Jr.
 General Sales Mgr.Robert W. Schellenberg
 Prog. Dir., Film Mgr....Leonard L. Mosby, Jr.
 Prom., Pub. Dir.....Tom Mahaffey
 Chief Engineer.....Ernest Vordermark
 Owners of: WTOP-AM-FM-TV, Washington, D. C.

WCKT—Miami—1956

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned By.....Sunbeam Television Corp.
 Address.....P.O. Box 1188
 Tel.: PL 1-6692.....NBC
 Reprs. Harrington, Righter & Parsons; Lowrance
 President.....Sidney Ansin
 V.P., General Manager.....Charles Kelly
 Commercial Manager.....Charles Phillips
 Program Director.....Allen Sternberg
 Publicity, Promotion Mgr.....Donald Fischer
 Film Manager.....Frank Struzzleri
 Chief Engineer.....Robert H. Paasch

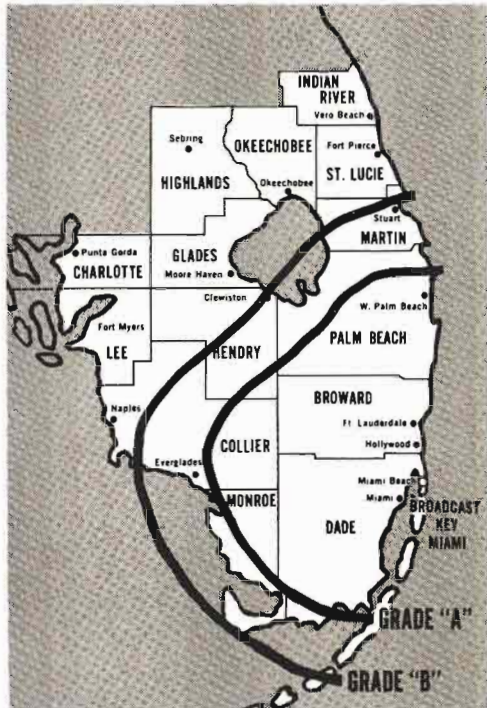
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FLORIDA

WLBW-TV—Miami—1961

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned By.....L. B. Wilson, Inc.
Address.....2133 Northwest 11th Ave.
Tel.: FR 3-4723.....ABC
Station Representative.....H-R TV, Inc.
PresidentC. H. Topmiller
V.P., General Mgr.Thomas A. Welstead
Station ManagerLin Mason
Adv., Promotion Director.....Mike Schaeffer
Publicity Director.....Patricia Alter
Film Manager.....John Murphy
Chief Engineer.....William L. Latham
Owners of: WCKY, Cincinnati.

WTVJ—Miami—1949

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By....Wometco Enterprises, Inc.
Address316 N. Miami Ave.
Tel.: FR 4-6262.....CBS
Representative.Peters, Griffin, Woodward, Inc.

President.....Mitchell Wolfson
Exec. V.P., General Mgr.Lee Ruwitch
V.P., SalesWilliam Brazzil
Program Director.....Lee Waller
Promotion DirectorGeorge Vickery
Film Manager.....Robert J. Ross
Chief Engineer.....Earl W. Lewis
Owners of: WLOS, AM-TV-FM, Asheville; KVOS-TV, Bellingham, Wash.

WDBO-TV—Orlando—1954

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Cherry Bcstg.
Business Address.....30 S. Ivanhoe Blvd.
Tel.: CH 1-1491.....CBS
RepresentativeBlair-TV
Exec. V.P. Gen. Mgr.....Arnold F. Schoen, Jr.
Sales Director.....Leonard S. Davey, Jr.
Sales Co-ordinator.....A. V. Carlson
Prog. Dir., Film Buyer.....Walter E. Sickles
Chief Engineer.....J. E. Yarbrough
Owners of: WDBO, AM-FM.

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FLORIDA

WFTV—Orlando—1958

(Formerly WLOF-TV)

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....Mid Florida TV Corp.
 Address820 W. Central Blvd.
 Tel.: CHerry 1-6543.....ABC
 Station Representative.....Young TV Corp.
 President, Gen. Mgr.....Joseph L. Brechner
 Nat. Sales Mgr.....William T. Latham
 Commercial Manager.....William V. Miller
 Program Director.....Harry Richard
 Promotion Dir.Marion B. Brechner
 Film Mgr.....Dennis Gregory
 Dir. of EngineersW. Dodd Daniel

WPTV—Palm Beach—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned ByScripps-Howard Bcstg. Co.
 Business Address5 Cocoanut Row
 Tel.: TE 3-2471.....NBC
 Newspaper Aff....Scripps-Howard Newspapers
 RepresentativeBlair TV Assoc.
 PresidentJack R. Howard
 General, Station Mgr.Chester E. Pike, Jr.
 General Sales ManagerDick Fairbanks
 Program DirectorGeorge White
 Promotion DirectorStan Doyle
 Operations Manager.....Tony Glenn

Film Mgr.....George P. Romilly
 Chief Engineer.....Lewis Evenden
 Owners of: WCPO-AM-TV, Cincinnati, Ohio;
 WMC-AM-FM, WMCT (TV), Memphis, Tenn.;
 WEWS (TV), Cleveland, Ohio; WNOX (TV),
 Knoxville, Tenn.

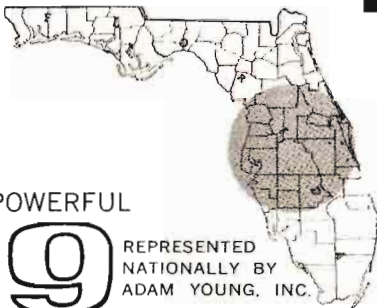
**WJHG-TV—Panama City
 1954**

Channel: 7 VHF...AP: 80 Kw...VP: 170 Kw.
 Owned By.....Herald Pub. Co., Albany, Ga.
 Address.....107 Harrison Ave., Panama City
 Tel.: PO 3-7651.....NBC-ABC
 Newspaper Affil.....Albany Herald
 Reps.Ayers; Venard, Torbet & McConnell
 President.....James H. Gray
 Managing DirectorRaymond E. Carow
 Station ManagerJames Tighe
 Program DirectorEarl Hadaway
 Promotion, Publicity Director Mrs. Tanya Felker
 Chief Engineer.....Perley Eppley

WEAR-TV—Pensacola—1954

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By.....Rollins Telecasting Inc.
 Business Address.....P.O. Box 431
 Tel.: GL 5-7311.....ABC
 Station Rep.....Blair TV
 President.....O. Wayne Rollins

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WFTV

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FORMERLY WLOF-TV