

Media Directories

Ayer Directory of Publications, Ayer Press, Philadelphia, Pa.

Bacon's Publicity Checker, R. H. Bacon & Co., Chicago, Ill.

Broadcasting Yearbook, Broadcasting Publications, Washington, D. C.

Editor & Publisher International Year Book, The Editor & Publisher Co., Inc.,  
New York, N. Y.

Hudson's Washington News Media Contacts Directory, Hudson Associates,  
Washington, D. C.

Middle West Publicity Media Directory, St. Clair Press, Chicago, Ill.

New York Publicity Outlets, Public Relations Plus, Inc., Washington Depot, Conn.

Television Factbook, Television Digest, Inc., Washington, D. C.

The Working Press of the Nation, The National Research Bureau, Inc.,  
Chicago, Ill.

Public Relations Material Supplied by the Following:

American Broadcasting Company, Inc.

CBS, Inc.

National Broadcasting Company

Associated Press

United Press International

Arbitron Television - American Research Bureau

National Association of Broadcasters

A. C. Nielsen Company

Radio Advertising Bureau, Inc.

Television Bureau of Advertising, Inc.

Television Information Office