

This Report is based on sampling telephone homes in the metropolitan area of this city using the Duplex - Coincidental method of interviewing. Possession of this report or of extracts therefrom renders any non-subscriber liable for full subscription costs.

Radio

CONTINUING MEASUREMENT of BROADCAST AUDIENCES

For the confidential use of:

*Alex Burtab
304 E. Laurel St.
Atmore, Alabama*

NEW ORLEANS, LA.

February thru May, 1961

(CENTRAL STANDARD TIME)



C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS

NEW YORK

WILTON

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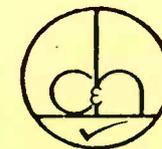
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"RADIO HOOPERATINGS" is published by C. E. Hooper, Inc., which firm pioneered and developed the methods on which this Report and other Hooper Broadcast Audience Reports are based.

It is the function of this Report to establish measurements showing the comparative size and distribution of broadcast audiences among telephone homes in the city zone of a specific city. The actual homes to which these measurements apply are telephone homes listed in the telephone directory(ies) for this city which are included in the Non-Toll Call Area.

The "RADIO HOOPERATINGS" for an individual city zone is based on interviewing which is also used to supply advertisers, agencies, talent firms, networks, stations, and station representatives with Ratings and other Indexes on their own and other competitive programs. It is typically produced with the joint financial support of the several stations serving that city. It is the aim of this statement to provide for the maximum constructive use of the Report, or of special tabulations or retabulations of its basic data without infringing on the rights and privileges of other factors in the industry, by outlining a plan of self-regulation governing its use by subscribing stations.

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Personal copies of this Report will be furnished without additional charge to subscriber for use by his executives, salesmen (including National Spot Representatives) and department heads, provided a list of the individuals with accompanying titles to whom such copies are to be sent is furnished to and approved by C. E. Hooper, Inc., in advance of publication.

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To so implement self-regulation as to make it an actuality, we are providing below a procedure by which a station violating this "Code" may be suspended:

Upon presentation of proof by a subscriber(s) which convinces C. E. Hooper, Inc. of a violation of "Your Code of Practice" by a subscriber, we will suspend service to the violating station or company, when application is made by the remaining group of subscribers in that city and upon declaration of their willingness to share proportionately the violating station's subscription allotment.

If facts or figures are quoted or any statement is made on the authority of this Report, or of special tabulations using its basic data or similar measurements as source, C. E. Hooper, Inc. reserves the following right as a matter of policy:

- To confirm the accuracy of facts or figures taken from this Report.
- To publish the accurate facts when and if data accredited C. E. Hooper, Inc., are at variance with its records.
- To cancel the subscription covering the affected period and to delete the subscribing station's measurements, Ratings, Radio Sets-in-Use and/or other affected measurements, from the Reports if that station by a promotional campaign or otherwise invalidates such measurements as a reflection of actual listenership.

* * * *

This Report is furnished on request under a continuing subscription and with the understanding that use of it will conform strictly with "Your Code of Practice" set forth herein. The Report is based on responses obtained by field investigators who are trained to interview respondents in the manner set forth in the Field Manual for Hooper Radio Reporters. Measurements, constantly in operation, are taken to test the validity of each interviewer's work. Safeguards to the accuracy of the responses are also introduced in the interviewing. The contents of this Report are believed by C. E. Hooper, Inc. to be reliable within the limits of statistical variations inherent in all sampling operations. However, since the contents are based on acceptance of responses as made, they cannot properly be guaranteed by C. E. Hooper, Inc.



HOOPER RADIO AUDIENCE INDEX

CITY: NEW ORLEANS, LA.

MONTHS: FEBRUARY - MARCH, 1961

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS- IN-USE	WBOK	WDSU	WJBW	WJMR	WNOE	WSMB	WTIX	WWL	WWOM	WYLD		OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	11.3	7.1	11.5	3.4	1.4	22.0	6.7	17.0	11.9	8.1	10.4		0.7	9,730
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	8.9	6.8†	8.0	5.2	1.0†	22.9	7.5	17.2	9.7	10.7†	10.8		0.5	11,486

† The above measurements are adjusted to compensate for the fact that Radio Stations WBOK, WJMR and WWOM sign off at 5:45 P.M. in February.

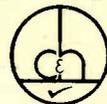
"Radio Sets-in-Use" is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the "Radio Sets-in-Use" and in the individual station "Shares." "Share of Radio Audience" represents the proportion of the total radio audience listening to a particular station.

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

The Code of Practice governing the use of "RADIO HOOPER RATINGS" applies to this "RADIO AUDIENCE INDEX."

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1
1
1
100
200
300
400
1



HOOPER RADIO AUDIENCE INDEX

CITY: NEW ORLEANS, LA.

MONTHS: MARCH - APRIL, 1961

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	WBOK	WDSU	WJBW	WJMR	WNOE	WSMB	WTIX	WWL	WWOM	WYLD		OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	11.8	8.6	9.4	2.9	0.8	23.9	6.7	17.2	10.1	9.8	9.8		0.7	9,433
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	9.8	9.6	8.7	4.3	1.1	24.6	7.1	17.0	5.7	11.5	9.9		0.4	11,356

"Radio Sets-in-Use" is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the "Radio Sets-in-Use" and in the individual station "Shares." "Share of Radio Audience" represents the proportion of the total radio audience listening to a particular station.

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HOOPER RADIO AUDIENCE INDEX

CITY: NEW ORLEANS, LA.

MONTHS: FEBRUARY THRU MAY, 1961

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	800	1280	1230	990	1060	1350	670	810	600	940	OTHER AM & FM	SAMPLE SIZE
		WBOK	WDSU	WJBW	WJMR	WNOE	WSMB	WTIX	WWL	WWOM	WYLD		
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	11.4	8.7	10.4	2.9	1.1	23.0	6.9	18.4	10.6	7.8	9.6	0.6	19,170
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	9.4	7.8†	7.6	4.4	1.2†	24.9	7.7	18.2	7.9	10.7†	9.1	0.5	22,893

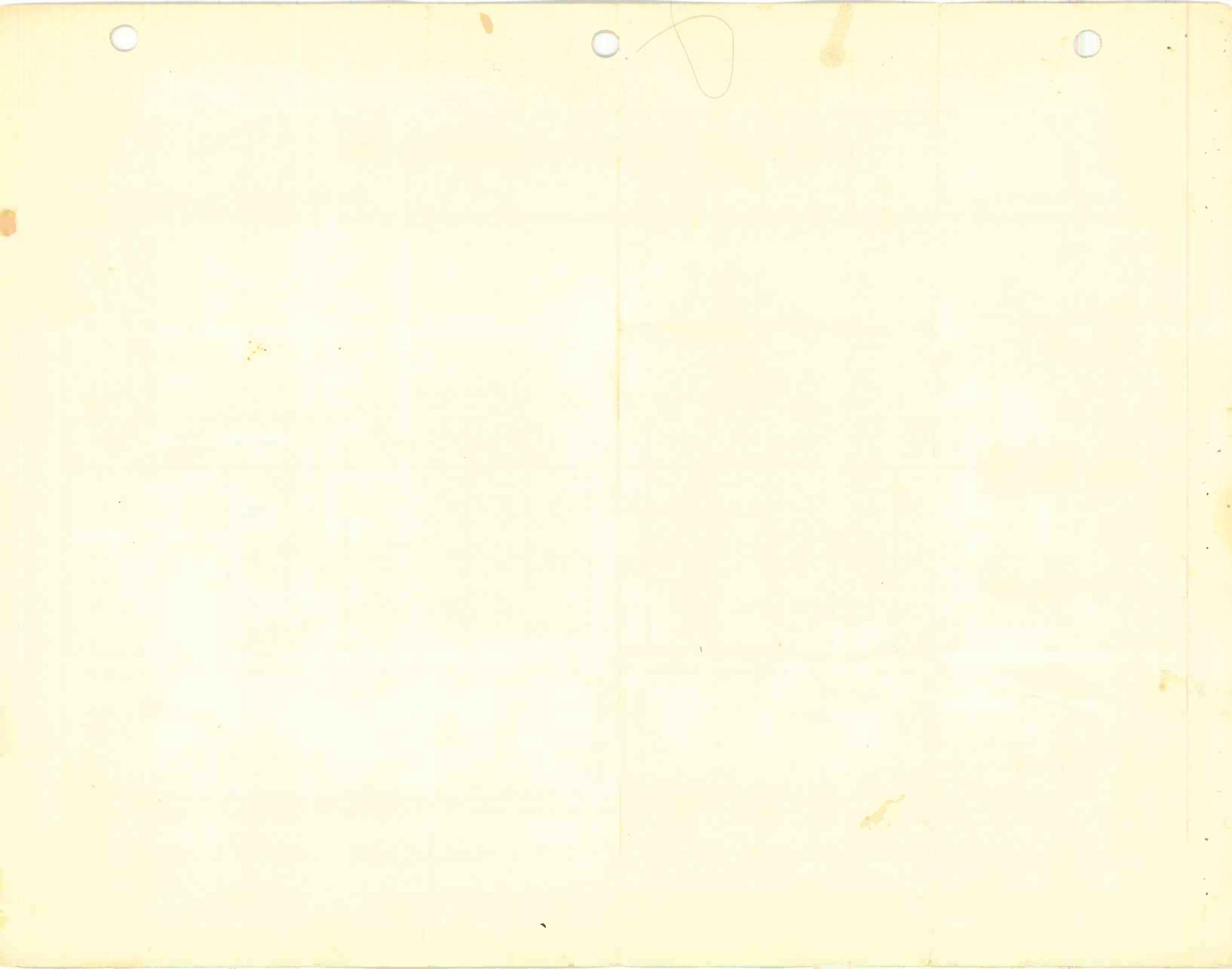
† The above measurements are adjusted to compensate for the fact that Radio Stations WBOK, WJMR and WWOM sign off at local sunset.

"Radio Sets-in-Use" is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the "Radio Sets-in-Use" and in the individual station "Shares." "Share of Radio Audience" represents the proportion of the total radio audience listening to a particular station.

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

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"DAYTIME AUDIENCES"

EXPLANATION OF PROGRAM LISTINGS

Space has been provided in the "Radio Hooperatings" section of this Report for program names to be inserted for each station by time-periods.

The programming in this Report is representative of the period reported. Absence of program names indicates that more than one program was broadcast during the time-period reported.

It is to be noted that where regular program talent is listed instead of program name, there may have been substitute talent within the period comprehended by this Report.

Should mistakes in names occur, the percentages of "Radio Sets-in-Use", "Rating" and "Share of Radio Audience" may nevertheless be considered correct for the station.

NOTE: Radio Stations WBOOK, WDSU, WJBW, WSMB, WTIX, WWOM and WYLD are authority for their own program listings. May, 1961 Standard Rate and Data Service is used as guide to program names for Radio Station WNOE.



RADIO HOOPER RATINGS

CITY: NEW ORLEANS, LA.

MONTHS: FEBRUARY THRU MAY, 1961

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME	RADIO SETS-IN-USE	W B O K			W D S U			W J B W			W N O E			W S M B		
		PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.
7:00	14.4	Okey Dokey	0.5	3.7	Morning Call #	1.6	11.0	Downbeat	0.4	2.8	Jim Stewart	3.6	24.8	Music Time	1.3	9.2
7:15	12.6	" "	0.6	5.0	" "	1.5	12.0	"	0.3	2.0	" "	2.6	21.0	" "	1.4	11.0
7:30	13.5	" "	1.1	8.5	" " #	1.5	11.3	"	0.3	1.9	" "	2.6	18.9	" "	1.0	7.5
7:45	12.7	" "	0.6	5.0	" "	1.5	11.9	" #	0.1	1.0	" " #	3.1	24.8	" " #	0.7	5.9
8:00	13.1	" "	0.6	4.9	Patio Party #	1.5	11.8	"	0.3	2.0	" "	3.5	26.5	" "	0.9	6.9
8:15	12.0	" "	0.5	4.2	" "	0.8	6.3	"	††		" "	3.1	26.0	" "	0.5	4.2
8:30	8.3	Mama Lou's House	0.1	1.5	" " #	0.8	9.2	"	0.3	3.1	" "	1.4	16.9	" "	0.3	3.1
8:45	9.6	" " "	0.5	5.4	" "	0.8	8.1	" #	0.3	2.7	" " #	1.6	16.2	" " #	0.7	6.8
9:00	10.6	" " "	1.2	11.0	" " #	1.3	12.2	"	0.4	3.7	Charles Clavin Greg Mason Mike McCoy	1.9	18.3	Breakfast Club	1.2	11.0
9:15	11.5	" " "	1.5	13.1	" "	1.2	10.7	"	0.4	3.6	" "	2.1	17.9	" "	1.2	10.7
9:30	9.0	" " "	0.8	9.1	" " #	1.2	13.6	"	0.3	3.0	" "	2.9	31.8	" "	0.7	7.6
9:45	10.7	" " "	2.1	19.5	" "	1.1	10.4	" #	††		" " #	2.5	23.4	" " #	0.6	5.2

Radio Sets-in-Use & Ratings
Share of Radio Audience

Base: Total Homes Called
Base: Total Radio Mentions

Includes five minutes of other programming.
†† Less than 0.1



RADIO HOOPERATINGS

CITY: NEW ORLEANS, LA.

MONTHS: FEBRUARY THRU MAY, 1961

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME	RADIO SETS-IN-USE	W T I X			W W L			W W O M			W Y L D			OTHER AM & FM RATING
		PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	
7:00	14.4	Lan Roberts	2.5	17.4		2.2	15.6	Wonderful World Of Music	1.2	8.3	Red Beans And Rice	0.8	5.5	0.3
7:15	12.6	" "	2.6	21.0		1.8	14.0	" " " "	0.8	6.0	" " " "	0.9	7.0	0.1
7:30	13.5	" "	2.9	21.7		1.9	14.2	" " " "	0.5	3.8	" " " "	1.7	12.3	0.0
7:45	12.7	" " #	2.9	22.8		1.8	13.9	" " " " #	0.4	3.0	" " " "	1.4	10.9	0.1
8:00	13.1	" "	2.6	19.6		1.8	13.7	" " " "	0.9	6.9	" " " "	0.9	6.9	0.1
8:15	12.0	" "	3.0	25.0		0.9	7.3	" " " "	1.4	11.5	" " " "	1.8	14.6	0.1
8:30	8.3	" "	1.9	23.1		1.0	12.3	" " " "	1.0	12.3	" " " "	1.5	18.5	0.0
8:45	9.6	" " #	3.2	33.8		1.3	13.5	" " " " #	0.4	4.1	" " " "	0.9	9.5	0.0
9:00	10.6	Ron Martin	1.3	12.2		1.5	14.6	" " " "	0.9	8.5	Old Ship Of Zion	0.9	8.5	0.0
9:15	11.5	" "	1.9	16.7		0.6	4.8	" " " "	1.4	11.9	God's Word #	1.1	9.5	0.1
9:30	9.0	" "	1.6	18.2		0.3	3.0	" " " "	0.7	7.6	Old Ship Of Zion	0.5	6.1	0.0
9:45	10.7	" " #	2.1	19.5		0.4	3.9	" " " " #	0.7	6.5	" " " "	1.3	11.7	0.0

Radio Sets-in-Use & Ratings

Base: Total Homes Called

Includes five minutes of other programming.

Share of Radio Audience

Base: Total Radio Mentions



RADIO HOOPERATINGS

CITY: NEW ORLEANS, LA.

DATES: FEBRUARY THRU MAY, 1961

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME	RADIO SETS-IN-USE	W B O K			W D S U			W J B W			W N O E			W S M B		
		PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.
10:00	12.1	Sweet Chariot	1.7	13.8	Patio Party #	0.8	6.9	Downbeat	††		Greg Mason	3.2	26.4	Music Time	1.0	8.0
10:15	12.1	" "	1.1	9.1	" "	1.4	11.4	"	0.1	1.1	" "	3.4	28.4	" "	0.5	4.5
10:30	13.5	" "	1.3	9.3	" "	2.1	15.5	"	0.8	6.2	" "	3.2	23.7	" "	0.3	2.1
10:45	12.2	" "	1.2	10.0	" "	1.5	12.2	" #	0.8	6.7	" " #	2.2	17.8	" " #	1.0	7.8
11:00	11.3	Okey Dokey	1.8	15.9	" " #	0.6	5.7	"	0.5	4.5	" "	1.9	17.0	" "	1.0	9.1
11:15	9.7	" "	0.9	9.5	" "	0.7	6.8	"	0.3	2.7	" "	2.9	29.7	" "	0.8	8.1
11:30	9.4	" "	1.0	11.0	" "	1.2	12.3	"	0.4	4.1	" "	2.6	27.4	" "	0.4	4.1
11:45	10.1	" "	0.7	7.3	" "	0.7	7.3	" #	0.7	7.3	" " #	2.5	24.4	" " #	0.5	4.9
12:00	9.3	" "	0.4	4.0	Rue Royale #	0.6	6.7	"	0.3	2.7	<i>Skip Wilkerson</i> <i>Jay MacKay</i>	2.7	29.3	" "	0.7	8.0
12:15	9.4	" "	0.6	6.6	" "	0.4	3.9	"	0.4	3.9	" "	2.0	21.1	" "	0.6	6.6
12:30	8.8	" "	1.1	12.7	" "	0.2	2.8	"	0.4	4.2	" "	1.7	19.7	" "	1.0	11.3
12:45	8.1	" "	0.9	10.8	" "	0.1	1.5	" #	0.4	4.6	" " #	1.9	23.1	" " #	1.4	16.9
1:00	8.1	Hostess Show	1.3	15.6	" " #	0.4	4.7	"	0.3	3.1	" "	1.5	18.8	" "	1.4	17.2
1:15	8.0	" "	0.6	7.0	" "	0.5	5.6	"	0.1	1.4	" "	1.5	16.9	" "	0.6	7.0
1:30	9.8	Brighter Side	0.3	2.6	" "	0.6	6.6	"	0.4	3.9	" "	2.3	23.7	" "	0.6	6.6
1:45	8.9	" "	0.7	7.5	" "	0.8	9.0	" #	0.3	3.0	" " #	2.5	28.4	" " #	0.8	9.0

Radio Sets-in-Use & Ratings
Share of Radio Audience

Base: Total Homes Called
Base: Total Radio Mentions

Includes five minutes of other programming.
†† Less than 0.1



RADIO HOOPER RATINGS

CITY: NEW ORLEANS, LA.

MONTHS: FEBRUARY THRU MAY, 1961

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME	RADIO SETS-IN USE	W T I X			W W L			W W O M			W Y L D			OTHER AM & FM RATING
		PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	
10:00	12.1	Ron Martin	1.9	16.1		1.2	10.3	Wonderful World Of Music	0.7	5.7	Old Ship Of Zion	1.0	8.0	0.6
10:15	12.1	" "	1.6	13.6		1.5	12.5	" " " "	0.8	6.8	" " " "	1.4	11.4	0.1
10:30	13.5	" "	1.3	9.3		1.7	12.4	" " " "	1.1	8.2	" " " "	1.7	12.4	0.1
10:45	12.2	" "	1.9	15.6		1.0	7.8	" " " " #	1.0	7.8	" " " "	1.1	8.9	0.7
11:00	11.3	<i>See Ripley</i> Herb Holiday	1.7	14.8		1.0	9.1	" " " "	1.3	11.4	Nola Parish	0.6	5.7	0.8
11:15	9.7	" "	1.7	17.6		0.7	6.8	" " " "	0.7	6.8	" "	0.9	9.5	0.3
11:30	9.4	" "	1.5	16.4		0.9	9.6	" " " "	0.5	5.5	Red Hot And Blue	0.6	6.8	0.3
11:45	10.1	" " #	1.6	15.9		0.6	6.1	" " " " #	1.5	14.6	" " " "	1.0	9.8	0.2
12:00	9.3	" "	1.5	16.0		0.7	8.0	" " " "	1.2	13.3	" " " "	1.0	10.7	0.1
12:15	9.4	" "	1.7	18.5		1.5	15.8	" " " "	1.2	13.2	" " " "	0.7	7.9	0.2
12:30	8.8	" "	1.4	15.5		1.2	14.1	" " " "	1.1	12.7	" " " "	0.5	5.6	0.1
12:45	8.1	" " #	1.4	16.9		0.6	7.7	" " " " #	1.1	13.8	" " " "	0.4	4.6	0.0
1:00	8.1	" "	1.4	17.2		0.6	7.8	" " " "	0.4	4.7	Blues Express	0.6	7.8	0.3
1:15	9.0	" "	2.7	29.6		0.5	5.6	" " " "	1.1	12.7	" "	0.9	9.9	0.4
1:30	9.8	" "	2.2	22.4		0.9	9.2	" " " "	1.3	13.2	" "	1.0	10.5	0.1
1:45	8.9	" " #	1.1	11.9		0.9	10.4	" " " " #	0.9	10.4	" "	0.9	10.4	0.0

Radio Sets-in-Use & Ratings
Share of Radio Audience

Base: Total Homes Called
Base: Total Radio Mentions

Includes five minutes of other programming.



RADIO HOOPERATINGS

CITY: NEW ORLEANS, LA.

DATES: FEBRUARY THRU MAY, 1961

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME	RADIO SETS-IN-USE	W B O K			W D S U			W J B W **			W N O E			W S M B		
		PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.
2:00	8.0	Brighter Side	0.4	4.8	Rue Royale #	1.3	15.9	Downbeat	0.3	3.2	Jay MacKay	1.9	23.8	Music Time	0.5	6.3
2:15	10.2	" "	0.8	7.4	" "	1.0	9.9	" "	0.6	6.2	" "	1.4	13.6	" "	1.3	12.3
2:30	9.6	" "	1.2	12.5	" "	0.5	5.6	" "	0.3	2.8	" "	1.5	15.3	" "	1.2	12.5
2:45	7.3	Know Your Minister	0.8	11.3	" "	0.5	7.5	" #	0.1	1.9	" " #	1.6	22.6	" " #	0.3	3.8
3:00	7.1	Hot Ziggity	0.1	1.9	Crescent Serenade #	0.7	9.3	" "	0.5	7.4	Bud Connell	2.0	27.8	" "	0.4	5.6
3:15	8.5	" "	0.9	10.9	" "	0.8	9.4	" "	0.7	7.8	" "	2.0	23.4	" "	0.1	1.6
3:30	10.2	" "	1.4	13.3	" "	1.2	12.0	" "	0.7	6.7	" "	2.4	24.0	" "	0.3	2.7
3:45	10.6	" "	0.5	4.9	" "	1.0	9.9	" #	1.0	9.9	" " #	3.3	30.9	" " #	0.4	3.7
4:00	13.3	" "	0.9	6.9	" " #	0.8	5.9	" "	0.7	4.9	" "	3.7	27.5	" "	0.5	3.9
4:15	12.0	" "	0.9	7.5	" "	0.5	4.3	" "	††		" "	4.0	33.3	" "	0.9	7.5
4:30	8.1	" "	0.3	3.2	" " #	0.4	4.8	" "	0.3	3.2	" "	2.6	32.3	" "	0.9	11.3
4:45	8.6	" "	0.9	10.6	" "	0.7	7.6	" #	0.4	4.5	" " #	2.3	27.3	" " #	0.7	7.6
5:00	10.5	" "	1.2	11.1	" " #	0.8	7.4	" "	0.3	2.5	Shad O'Shea Dan Diamond	2.9	27.2	" "	0.5	4.9
5:15	10.6	" "	0.9	8.4	" " #	0.8	7.2	" "	0.5	4.8	" "	2.4	22.9	" "	1.0	9.6
5:30	10.1	" "	0.5	5.1	" " #	1.3	12.7	" "	0.6	6.3	" "	2.3	22.8	" "	0.9	8.9
5:45	9.6	Feb. Sign-Off 5:45 P.M.			" "	1.3	13.3	" #	0.6	6.7	" " #	3.8	40.0	" " #	0.3	2.7

Radio Sets-in-Use & Ratings
Share of Radio Audience

Base: Total Homes Called
Base: Total Radio Mentions

†† Less than 0.1

Includes five minutes of other programming.

** Radio Station WJBW carried baseball during this survey.



RADIO HOOPERATINGS

CITY: NEW ORLEANS, LA.

MONTHS: FEBRUARY THRU MAY, 1961

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME	RADIO SETS-IN USE	W T I X			W W L			W W O M			W Y L D			OTHER AM & FM RATING
		PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	
2:00	8.0	Bill Baker	1.3	15.9		0.8	9.5	Wonderful World Of Music	0.6	7.9	Blues Express	0.8	9.5	0.3
2:15	10.2	" "	1.3	12.3		1.0	9.9	" " " "	1.6	16.0	" "	0.9	8.6	0.4
2:30	9.6	" "	1.7	18.1		0.5	5.6	" " " "	1.5	15.3	" "	0.9	9.7	0.3
2:45	7.3	" " #	1.5	20.8		0.5	7.5	" " " " #	0.7	9.4	" "	1.0	13.2	0.1
3:00	7.1	" "	1.7	24.1		0.5	7.4	" " " "	0.8	11.1	" "	0.3	3.7	0.1
3:15	8.5	" "	2.3	26.6		0.5	6.3	" " " "	0.5	6.3	" "	0.4	4.7	0.3
3:30	10.2	" "	1.4	13.3		0.4	4.0	" " " "	0.9	9.3	" "	1.2	12.0	0.3
3:45	10.6	" " #	0.8	7.4		0.9	8.6	" " " " #	0.8	7.4	Groovy Gus	1.7	16.0	0.1
4:00	13.3	Ed Ripley	3.0	22.5		0.9	6.9	" " " "	1.4	10.8	Runnin' WYLD	1.3	9.8	0.1
4:15	12.0	" "	2.4	20.4		0.8	6.5	" " " "	1.5	12.9	" "	0.8	6.5	0.1
4:30	8.1	" "	2.1	25.8		0.3	3.2	" " " "	0.8	9.7	" "	0.5	6.5	0.0
4:45	8.6	" " #	1.7	19.7		0.8	9.1	" " " " #	0.7	7.6	" "	0.5	6.1	0.0
5:00	10.5	" "	1.2	11.1		1.3	12.3	" " " "	1.0	9.9	" "	1.3	12.3	0.1
5:15	10.6	" "	1.9	18.1		0.8	7.2	" " " "	1.4	13.3	" "	0.8	7.2	0.1
5:30	10.1	" "	1.9	19.0		0.6	6.3	" " " "	0.8	7.6	" "	1.0	10.1	0.1
5:45	9.6	" " #	1.7	17.3		0.1	1.3	Feb. Sign-Off 5:45 P.M.			" "	1.2	12.0	0.6

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Radio Sets-in-Use & Ratings
Share of Radio Audience

Base: Total Homes Called
Base: Total Radio Mentions

This is for Lowell Thomas on CBS-

Includes five minutes of other programming.

C.E. HOOPER, INC.

CHART FOR DETERMINING THE RELIABILITY OF A RATING

These curves are drawn at 1.9 sigma. They show the maximum statistical variation expected in 94 of every 100 samples.

