

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:

Mr. Burton Levine
President & General Manager
Radio Station WROV
15th & Cleveland Avenue
Roanoke, Virginia

WROV

ROANOKE, VA.

July - August, 1961



C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS

NEW YORK

WILTON



YOUR CODE OF PRACTICE GOVERNING USE OF RADIO HOOPER RATINGS

"RADIO HOOPER RATINGS" 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 directories for this city which are included in the Non-Toll Call Area.

The "RADIO HOOPER RATINGS" 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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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.



INTRODUCTION

RADIO HOOPERATINGS

METHOD

Every figure appearing in this Report is a percentage, either using as 100% the total sample during the period reported on (example: "Radio Sets-in-Use" and "Ratings"), or, in the case of "Share of Radio Audience" comparisons, using as 100% that segment of the sample that was found listening during the period reported on.

All percentages contained in this Report are based on data secured by telephone interviews under precise rules and regulations set forth in "HOOPER RADIO REPORTERS' FIELD MANUAL", which achieves uniformity and comparability in the field work during all time periods, between all stations, programs, networks, cities, etc. These rules apply to the detailed procedure to be followed by the interviewer in asking the following "duplex-coincidental" questions and recording the answers to:

"This is a Hooper Radio Survey"

"Were you listening to the radio when the telephone rang just now?"

If YES, ask:

- "To what program, please?"*
- "Will you please look at the dial and tell me to what number you are now tuned?"*
- "What station do you get at that number?"*

"Is anyone else in your home listening to any other radio now?"

- "To what program, please?"*
- "What is the dial number and station, please?"*

If NO, ask:

"Is anyone in your home listening to the radio now?"

- "To what program, please?"*
- "Will you please look at the dial and tell me to what number it is now tuned?"*
- "What station do you get at that number?"*

"About fifteen minutes ago, between (example) 7:00 and 7:15, did you or anyone in your home listen to the radio?"

If YES, ask:

- "Was anyone else in your home listening to any other radio at that time?"*
- "To what program and station, please?"*

THE SAMPLE

The size of the total random home sample varies directly with the length of the program or time period reported. The random home sample is approximately as follows per reported period:

Mon.-Fri.

1 Hr. Daytime

1200

The sample upon which this Report is based is a random selection of telephone homes located within the Non-Toll-Call area of this city. Inasmuch as the sample does not include homes outside the Non-Toll-Call area, the Report does not measure the total Audience to any station.

DEFINITIONS

- "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 and/or time period ratings.
- "Ratings" are the average size of the audience to the particular program and/or station. The name of the station, of the program, of identifiable talent, or of the sponsor is accepted as evidence of listening to a particular station.
- "Share of Radio Audience" represents the proportion of the total radio audience listening to a particular program and/or station. This share, being unaffected by seasonal variations which may affect the size of both the Hooperating and the Sets, serves as a continuous comparative index to the program's and/or station's "competitive pull".
- "Other AM, FM" includes local or distant radio stations "mentioned" which individually do not consistently total 1.0% of the listeners during the period reported on.



PRIVILEGE OF USE

ADVERTISER, AGENCY, NETWORK:

Advertiser, agency and network subscribers are not privileged to disclose contents of this Report to a non-subscribing station or its representative(s). Penalty: withdrawal of service.

STATIONS. REPRESENTATIVES:

Unauthorized possession or use of contents of this Report by non-subscribing station or its representative(s) automatically creates liability for full subscription cost.

SUBSCRIBERS TO THIS REPORT INCLUDE:

Ted Bates & Company, Batten, Barton, Durstine & Osborne, Inc., Dancer-Fitzgerald-Sample, Inc., William Esty Company, Inc., Gardner Advertising Company, Kamin, Nahas, Blumberg, Inc., Kenyon & Eckhardt, Inc., McCann-Erickson, Inc., Needham, Louis & Brorby, Inc., Sullivan, Stauffer, Colwell & Bayles, Inc., J. Walter Thompson Company, Inc., Erwin Wasey, Ruthrauff & Ryan, Inc.

SCHEDULE OF INTERVIEWING

Interviewing was conducted during the weeks of:

July 24-28 and August 7-11, 1961.



HOOPER RADIO AUDIENCE INDEX

CITY: ROANOKE, VA.

MONTHS: JULY - AUGUST, 1961

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	WBLU	WDBJ	WHYE	WRIS	WROV	WSLS					OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	14.2	7.7	29.5	5.4	6.0	41.5	9.5					1.5	6,343
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	11.1	11.3	14.4	5.4	4.3	55.7	6.6					2.2	7,653

"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 HOOPERINGS" applies to this "RADIO AUDIENCE INDEX."

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"DAYTIME AUDIENCES"

EXPLANATION OF PROGRAM LISTINGS

Space has been provided in the "Radio Cooperatings" 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 WDBJ, WHYE, WHIS, WROV and WSLB are authority for their own program listings. Newspaper listings for final week of interviewing this Report period are used as guide to program names for Radio Station WBLU.



RADIO HOOPERATINGS

CITY: ROANOKE, VA.

MONTHS: JULY - AUGUST, 1961

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME	RADIO SETS-IN-USE	WBLU			WDBJ			WBYE			WRIS			WROV		
		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	15.4	Bill Reid #	1.3	8.7	Musical Clock #	5.9	38.3	Sunnyside #	0.5	3.4	Makes Up To Music & # Various	1.3	8.7	On The Go #	4.3	28.2
8:00	16.3	" " #	2.5	15.2	Various & Musical Clock #	4.4	26.7	Various & Sunnyside #	1.7	10.3	Morning Matinee #	0.5	3.0	" " " #	5.6	34.5
9:00	12.1	Barney Nash	0.9	7.7	Various & Arthur Godfrey	3.6	29.9	Breakfast Club#	0.7	6.0		0.6	5.1	" " " #	4.8	39.3
10:00	15.2	" " #	0.3	2.2		3.9	25.4	Downbeat #	0.2	1.5	Back To The Bible & Various	1.2	8.2	Hit Parade #	8.5	56.0
11:00	12.6	" " #	0.3	2.5	Studio Party #	2.6	20.8	" #	0.6	5.0	Morning Matinee #	0.6	5.0	" " #	6.7	53.3
12:00	12.3	" " #	0.8	6.4		3.1	24.8	Various & Downbeat #	0.9	7.2	Various & Carousel #	0.3	2.4	Hall Of Hits #	6.1	49.6
1:00	11.4	Dick Moran	0.4	3.4	Club 1,2,3 #	1.9	16.4	Flair-South #	0.1	0.9	Carousel #	0.6	5.2	" " " #	7.1	62.1
2:00	9.4	" " #	0.5	5.0	" " #	0.6	6.9	" " #	0.1	1.0	" #	0.5	5.0	Hall Of Hits # & Club 1240 #	7.1	75.2
3:00	10.0	" " #	1.0	10.0	Music Shop #	1.3	13.0	Route 91 #	0.3	3.0	" #	0.8	8.0	Club 1240 #	5.7	57.0
4:00	10.4	Bill Reid #	1.9	18.0	" " #	1.2	12.0	" " #	0.9	9.0	" #	0.2	2.0	" " #	5.8	56.0
5:00	13.8	" " #	3.2	23.4	" " #	1.6	11.7	" " #	1.4	10.2	" #	0.5	3.6	" " #	5.5	40.1

Radio Sets-in-Use & Ratings:

Base: Total Homes Called

Includes five minutes of other programming.

Share of Radio Audience

Base: Total Radio Mentions



RADIO HOOPER RATINGS

CITY: ROANOKE, VA.

MONTHS: JULY - AUGUST, 1961

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME	RADIO SETS-IN-USE	W S L S											OTHER AM & PM	
		PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	RATING
7:00	15.4	Day Of Music #	2.0	12.8										0.0
8:00	16.3	" " "	# 1.7	10.3										0.0
9:00	12.1	" " "	# 0.7	6.0										0.7
10:00	15.2	" " "	# 0.7	4.5										0.3
11:00	12.6	" " "	# 1.7	13.3										0.0
12:00	12.3	Hayden Huddleston #	1.0	8.0										0.2
1:00	11.4	Day Of Music #	1.1	9.5										0.3
2:00	9.4	" " "	# 0.6	6.9										0.0
3:00	10.0	" " "	# 0.7	7.0										0.2
4:00	10.4	" " "	# 0.1	1.0										0.2
5:00	13.8	" " "	# 0.9	6.6										0.6

Radio Sets-in-Use & Ratings

Base: Total Homes Called

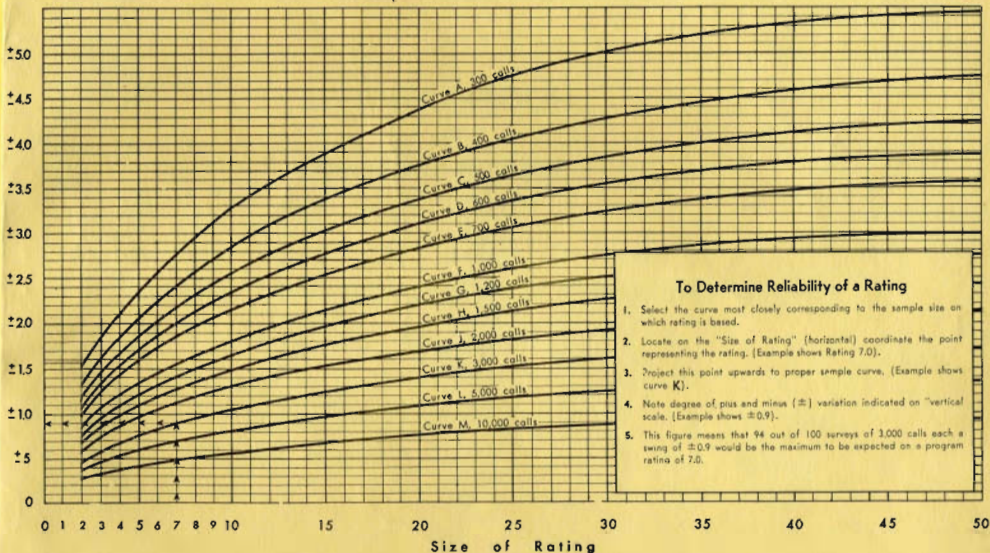
Includes five minutes of other programming.

Share of Radio Audience

Base: Total Radio Mentions

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.



HOOPERATINGS

The
INDUSTRY STANDARD

broadcast audience
measurement

