

THE WASHINGTON RADIO AUDIENCE

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*A Continuing Study of Radio Listening in the
Nation's Capital Conducted by the American Re-
search Bureau for the Exclusive Use of Subscribing
Stations and Advertisers.*

Period Covered

October 15-31, 1949

**American Research Bureau
National Press Building
Washington 4, D. C.**

Introduction

to

"THE WASHINGTON RADIO AUDIENCE"

The information presented in this report is the result of what we believe to be the newest and most comprehensive survey of the metropolitan Washington radio audience yet produced.

It has been designed to do the following things for both the radio station and the radio advertiser:

1. Furnish a complete measurement of all radio listening by all members of the population no matter who does it or where it is done.
2. Give program audiences by quarter hours around the clock not only in ratings but in actual number of persons listening.
3. Report not only the number of persons listening to each program but the kind of people they are and where they came from.
4. Present information recorded at the time the listening took place and by the person doing it.

To attain this goal, the familiar concept of measuring radio audience by attempting to count the number of homes receiving a broadcast or the number of sets tuned to a certain program has been altered. Instead, a precision sample of 1000 individuals representative of the entire population of all ages in metropolitan Washington has been selected, and complete records kept of the personal radio listening of each individual regardless of where the listening took place.

These records were obtained by personal interview and use of a newly designed form of the listener diary in such a way that the results are completely projectable, not to numbers of homes or sets, but to actual numbers of persons in the metropolitan Washington area. In addition, a number of age, race, sex, income, education, occupation, telephone and television ownership, and other breakdowns are available for each period. Some are included in this booklet.

It is our hope that you will find the material both informative and useful. We shall be pleased to supply additional facts when required and will welcome comments and suggestions.

James W. Seiler
Director
AMERICAN RESEARCH BUREAU

HOW YOU CAN USE THIS SURVEY

The factual material resulting from tabulation of nearly 1000 personal interviews and 861 completed listener diaries makes it possible to extract countless types of information from the study. Some of the immediate uses are:

- a. Size of audience to any program.
- b. Composition of the radio audience at any hour.
- c. Audience flow and turnover between adjacent programs.
- d. Duplication of audience at different hours or days and cumulative audience.

Included in this presentation are size of audience, kinds of people (by age, race and sex), percentage of audience newly tuned in, attracted from other stations, and delivered from preceding program. Much more information on any program period or station is available for specialized study.

HOW LARGE IS THE MARGIN OF ERROR?

In a precision sample of the kind used in this study, the range of error can be predicted mathematically. The size of the possible deviation depends on the size of the sample used and the size of the percentage ratings themselves. For the audience size ratings in this survey, the statistical chances are 95 out of 100 that the following ranges of possible error will not be exceeded:

With a percentage rating of 2:	0.9	percentage	points	either	way
" " " " " 5:	1.3	"	"	"	"
" " " " " 10:	2.0	"	"	"	"

From the preceding examples, approximations can be made as to the range of error in other ratings. These tables, of course, show the largest possible error in 95 cases out of 100. Normally, where any deviation exists in the survey figures, it will be considerably smaller than the maximum.

Monday thru Friday daytime audience figures are based on 5 pages from each diary which gives a base of nearly 4,000 cases and further reduces this range of error to an almost insignificant amount.

On audience composition figures, the range of possible deviation is, of course, much higher. Therefore these figures are not furnished for programs having audiences below a selected total, but indicative breakdowns are available.

INCOME LEVEL BREAKDOWNS

At the time of the first interview, each respondent in the sample was classified into one of four income groups depending on the salary of the head of the household, general appearance of the dwelling, the occupants, and the surrounding neighborhood, plus a number of other factors. Income groups were arbitrarily set up as follows:

- Class A - High income group (roughly \$10,000 per year and over)
- Class B - Upper middle (\$5,000 to \$10,000)
- Class C - Lower middle (\$2,500 to \$ 5,000)
- Class D - Low income group (Below \$2,500)

Much additional value will be found in a more complete analysis of income showing distribution of the audience in each separate class. Breakdowns are available by special tabulation for most programs contained in the ARB Diary but have not been included here for reasons of space and time.

DETAILS ON HOW THE STUDY WAS MADE

This Listener Diary Study is the result of personal contacts made with over 96% of a random sample of individuals representing the Washington Metropolitan area. Specially designed listener diaries running one week were placed in approximately equal numbers each day between October 14th and 25th, 1949. At the same time, interviews were made with each subject and information obtained as to his age, sex, race, income and education level, occupation, telephone, radio and television ownership, and a variety of other characteristics. At the conclusion of the study, returned and useable diaries had been obtained from 91% of the diary sample and 86% of the total sample. From tabulation of these diaries, the survey figures were obtained.

THE SAMPLE: A probability sample of individuals was chosen for the District of Columbia by using the 1948 Washington City Directory in conjunction with an area sample from the Bureau of the Census. Individuals were enumerated and selected by random choice from the dwelling units furnished by Census or the City Directory. The study was performed using a sample of 1,000 persons of whom approximately 64% were in D. C. and 36% in the metropolitan area as defined by Census. Briefly, the sample was chosen in such a way that all persons living in metropolitan Washington had an absolutely equal chance of being chosen in the sample.

Simplicity was chosen as the keynote in selecting the sample of persons to be interviewed. Each selection was governed completely by the laws of probability and no factors were introduced which would deny proper proportional representation to any population group or introduce complications of any sort. Persons of all ages, with and without telephones, and even without radios, were all taken as they occurred in the sample. In order to present a true picture of radio listening at any given moment, persons in the sample who were in hospitals, on vacation, ill or in jail were taken at that time of contact and not later in order to represent properly that segment of the population which at any one time is in those conditions.

When children old enough to hear and understand programs, but too young to keep listener diaries, were encountered in the sample, a parent or guardian was shown how to keep the child's listening record.

The result is that the sample used represents a highly accurate picture of the Washington population. Although selection was made by the probability method exclusively, after the field work was completed several characteristics of the sample were compared with known data about the entire population with an extremely close correlation resulting.

The next step was to contact personally every member of the sample without accepting any substitutions except in case of death or permanent removal of subject from the city. Professional interviewers were trained in this particular work and employed on an hourly basis with authority to make unlimited numbers of callbacks to locate the specific person whose name was selected. Although this is probably the most expensive and difficult way of performing such a study, it was felt that the more accurate results would be more than worth the effort. All types of persons were encountered, some of whom presented serious problems in placing diaries. The high percentage of returns achieved is due in no little part to the skill and perseverance of the interviewers on the job.

Diaries were placed with each person contacted (excepting 4% refusals) and the individual was carefully shown how to record only his own personal listening during the week the diary was to run. Checks were made several times during the week by the interviewer and at the end of the period the diary picked up personally by the interviewer. Diaries for children occurring in the sample who were too young to keep records were filled in by parents or guardians.

The information contained in this report is furnished for the exclusive use of ARB subscribers and no use or possession of these figures by non-subscribers is authorized. Possession of the report by a non-subscriber shall be considered making him liable automatically for the established subscription price.

It is requested that any subscribing station duplicating or publishing promotion material based on this information include the date of the survey quoted and identify any competing stations shown by some form of neutral code such as station "A", "B", "C", etc.

Ratings in this report reflect total audience for each quarter-hour period, not average coincidental audience. When listening for five minutes or more within a quarter hour is reported, credit for the quarter hour is given.

In any study of this magnitude, there is always the possibility of accidental error due to complex station program schedules or the human element in dealing with such a large quantity of data. Every effort has been made to eliminate all errors from this presentation by rechecking all material, and no responsibility can be assumed for unintentional irregularities which may occur. In all cases where the program name given is not correct, the audience figure for that period is, nevertheless, the right one.

HOW TO READ THIS REPORT

1. AUDIENCE: The figure given opposite this heading represents the actual number of persons listening to the program.
2. RATING: This figure represents the percentage of the entire population of Metropolitan Washington listening to the program.
3. AUDIENCE COMPOSITION:
Under this heading are shown the percentages of male and female, adults and children, and white and colored. Persons under 16 years of age are classified as children.
4. AUDIENCE FLOW:
Under "Same", "Other", and "New" are given the percentage of audience who were:
 - a. Previously tuned to the same station for the preceding quarter hour. (Same)
 - b. Listening to another station the preceding quarter hour. (Other)
 - c. Not listening at all the previous quarter hour. (New)

IMPORTANT NOTICE

Due to the advanced techniques used in this survey, it is no longer necessary to describe radio program audiences in terms of "ratings". Instead, the actual number of persons listening to the program is given opposite each station. However, in the adjacent column a program rating is also supplied for such times as ARB clients may wish to work with percentages instead of people.

In using the ratings supplied, it must be remembered that they represent the percentage of the entire population from birth to old age actually listening to a specific program either at home or outside the home. Most conventional ratings do not take into account the fact that radio sets usually have different numbers of people listening per set depending on the time of day, the type of program, and other factors. ARB ratings do show these differences and therefore will tend to be lower for programs presented when few members of the family are at home, or when the program appeals primarily to one member of the family, and high when the maximum number of people are home and the program has a broad general appeal.

Ratings are shown in this way to present a true and honest picture of the actual listening audience based on a scale that is constant throughout the day and evening and for each day of the week. They are comparable at all times because they are based on people and not on homes in which the number of people is continually changing as family members leave and return.

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION										AUDIENCE FLOW	
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW			
7:00-7:15	WMAL	News - Jim Gibbons	22,400	1.6	49	51	99	1	99	1	42	54	1	45		
	WRC	News - Holly Wright	64,500	4.6	28	72	97	3	95	5	29	29	1	69		
	WOL	Art Brown	22,400	1.6	40	60	84	16	77	23	44	44	2	54		
	WINX	News Strong	22,400	1.6	37	63	95	5	77	77	77	77	2	69		
	WMDC	News Milton Q Ford	12,600	0.9										2		
	WTOP	News - Mark Evans	33,600	2.4	41	59	98	2	86	14	57	57	1	42		
	WQGW	Daybreak Symphony	4,200	0.3												
	WAARL	Lets Be Gay	7,000	0.5												
	Other		21,000	1.5	38	62	85	15	58	42						
	7:15-7:30	WMAL	Jim Gibbons	26,600	1.9	52	48	99	1	97	3	42	78	6	16	
WRC		Bill Herson	53,300	3.8	26	74	96	4	89	11	82	82	1	17		
WOL		Art Brown	21,000	1.5	45	55	85	15	93	7	85	85	1	14		
WINX		Jerry Strong	21,000	1.5	44	56	95	5	20	80	77	77	1	14		
WMDC		Milton Q Ford	18,200	1.3	59	41	63	37	52	48	65	65	1	34		
WTOP		Mark Evans	33,600	2.4	45	55	98	2	90	10	77	77	6	17		
WQGW		Daybreak Symphony	5,600	0.4												
WAARL		Lets Be Gay	7,000	0.5												
Other			18,200	1.3	38	62	79	21	64	36						
7:30-7:45		WMAL	Jim Gibbons	23,800	1.7	44	56	97	3	97	3	81	81	3	16	
	WRC	News - Bill Herson	49,100	3.5	26	74	94	6	85	15	79	79	2	19		
	WOL	Voice of Washington	26,600	1.9	54	46	90	10	85	15	74	74	1	25		
	WINX	Jerry Strong	19,600	1.4	44	56	90	10	16	84	84	84	1	25		
	WMDC	News - Ford	21,000	1.5	70	30	58	42	53	47	81	81	1	18		
	WTOP	C. Mahoney	51,900	3.7	44	56	98	2	89	11	59	59	1	40		
	WQGW	Daybreak Symphony	4,200	0.3												
	WAARL	School Bulletin Board	12,600	0.9												
	Other		18,200	1.3	26	74	83	17	66	34						
	7:45-8:00	WMAL	News J. Gibbons	19,600	1.4	29	71	98	2	98	2	86	86	2	12	
WRC		Bill Herson	50,500	3.6	29	71	95	5	85	14	84	84	4	12		
WOL		Art Brown	23,800	1.7	44	56	92	8	89	11	80	80	5	15		
WINX		Jerry Strong	16,800	1.2	43	57	89	11	11	89	89	89	5	15		
WMDC		Milton Q Ford	18,200	1.3	70	30	56	6	44	56	97	97	1	2		
WTOP		Eddie Gallaheer Sundial	47,700	3.4	41	59	94		92	8	81	81	3	16		
WQGW		Symphony News	5,600	0.4												
WAARL		Lets Be Gay	14,000	1.0	14	86	59	41	99	1	68	68	16	16		
Other			15,400	1.1	34	66	83	17	59	41						

THE WASHINGTON RADIO AUDIENCE

Konday to Friday Daytime

AUDIENCE COMPOSITION

AUDIENCE FLOW

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION								AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW		
8:00-8:15	WMAL	Jim Gibbons	19,600	1.4	28	72	92	8	94	6	68	2	30		
	WRC	World News Roundup	61,700	4.4	35	65	96	4	90	10	64	2	34		
	WOL	Art Brown	19,600	1.4	37	63	98	2	88	12	76	1	23		
	WJNX	News Strong	12,600	0.9											
	WJDC	Milton Q Ford	11,200	0.8											
	WTOP	World News Roundup	37,900	2.7	31	69	91	9	84	16	74	5	21		
8:15-8:30	WQGW	Morning Musicale	4,200	0.3											
	WJRL	Lets Be Gay	14,000	1.0	6	94	53	47	99	1	80	1	19		
	Other		14,000	1.0	38	62	95	5	68	32	-	1	-		
	WMAL	Jim Gibbons	19,600	1.4	26	74	94	6	96	4	88	4	8		
	WRC	Bill Herson	37,900	2.7	17	83	96	4	89	11	94	1	5		
	WOL	Art Brown	18,200	1.3	41	59	99	1	89	11	95	4	5		
8:30-8:45	WJNX	Jerry Strong	9,800	0.7											
	WJDC	News Milton Q Ford	11,200	0.8											
	WTOP	Eddie Gallagher Sundial	35,100	2.5	40	60	93	7	86	24	93	1	6		
	WQGW	Breakfast Raltz	8,400	0.6											
	WJRL	Lets Be Gay	14,000	1.0											
	Other		14,000	1.0	43	57	95	5	86	14	-	-	-		
8:45-9:00	WMAL	News Jim Gibbons	19,600	1.4	27	73	92	8	96	4	83	2	15		
	WRC	News - Bill Herson	32,200	2.3	12	88	98	2	89	11	89	1	10		
	WOL	Art Brown	16,800	1.2	36	64	99	1	91	9	91	2	7		
	WJNX	Jerry Strong	7,000	0.5											
	WJDC	Milton Q Ford	8,400	0.6											
	WTOP	Eddie Gallagher Sundial	26,600	1.9	41	59	97	3	81	19	94	3	3		
8:45-9:00	WQGW	Coffee Concert	5,600	0.4											
	WJRL	Community Calendar	9,800	0.7											
	Other		11,200	0.8											
	WMAL	Jim Gibbons	22,400	1.6	26	74	89	11	86	14	88	5	7		
	WRC	Bill Herson	30,800	2.2	12	88	99	1	88	12	96	1	3		
	WOL	Art Brown	15,400	1.1	38	62	99	1	90	10	98	1	1		
8:45-9:00	WJNX	Jerry Strong	5,600	0.4											
	WJDC	Milton Q Ford	5,600	0.4											
	WTOP	Eddie Gallagher Sundial	25,200	1.8	42	58	97	3	80	20	97	1	2		
	WQGW	Coffee Concert - News	5,600	0.4											
	WJRL	Arlington Chaurchofheath	11,200	0.8											
	Other		5,600	0.4											

15,400 1.1 14 86 59 41 17 99 1 68 16 16

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION								AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW		
9:00-9:15	WMAA	Breakfast Club	57,500	4.1	28	72	89	11	88	12	32	9	59		
	WRC	Bill Herson	32,200	2.3	15	85	99	1	92	8	73	4	23		
	WOL	Art Brown	12,600	0.9											
	WJNX	Jerry Strong	7,000	0.5											
	WJDC	Milton Q. Ford	8,400	0.6											
9:15-9:30	WMAA	Breakfast Club	53,300	3.8	32	68	87	13	87	13	96	1	3		
	WRC	Bill Herson	26,600	1.9	10	90	99	1	90	10	95	1	4		
	WOL	Art Brown	11,200	0.8											
	WJNX	Jerry Strong	5,600	0.4											
	WJDC	Milton Q. Ford	5,600	0.4											
9:30-9:45	WMAA	Breakfast Club	50,500	3.6	32	68	88	12	88	12	96	2	2		
	WRC	Nancy Osgood	19,200	1.3	9	91	99	1	94	6	79	2	19		
	WOL	Morning Melodies	8,400	0.6											
	WJNX	Varieties	5,600	0.4											
	WJDC	Milton Q. Ford	4,200	0.3											
9:45-10:00	WMAA	Breakfast Club	50,500	3.6	34	66	89	11	86	14	97	1	2		
	WRC	Nancy Osgood	16,800	1.2	5	95	99	1	93	7	98	1	1		
	WOL	Morning Melodies	7,000	0.5											
	WJNX	Varieties	5,600	0.4											
	WJDC	Milton Q. Ford	4,200	0.3											
Other	WTOP	Nancy Dixon	15,400	1.1	10	90	99	1	87	13	85	5	10		
	WQOW	StringTime-Public Serv.	2,800	0.2											
	WJRL	World News	4,200	0.3											
	WQOW	Capitol Shopper	2,800	0.2											
	WJRL	World News	4,200	0.3											

THE WASHINGTON RADIO AUDIENCE

AUDIENCE	RATING	AUDIENCE COMPOSITION								AUDIENCE FLOW		
MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW				
2,800	0.2	10	90	99	1	87	13	85	5	10		

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION					AUDIENCE FLOW				
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
11:00-11:15	WMAL	Modern Romances	18,200	1.3	13	87	96	4	84	16	47	36	17	
	WRBC	We Love and Learn	22,400	1.6	8	92	95	5	59	41	79	1	20	
	TOL	Behind the Story	4,200	0.3										
	WJNX	News Varieties	7,000	0.5										
	WJDC	Tune Inn	2,800	0.2										
	WTOP	Arthur Godfrey	96,700	6.9	21	79	99	1	88	12	92	3	5	
11:15-11:30	WJGX	Record Showcase	2,800	0.2										
	WJRL	TinyTots Tunes and Tales	2,800	0.2										
	Other		11,200	0.8										
	WMAL	Modern Romances	16,800	1.2	14	86	95	5	84	16	99	1	1	
	WRBC	Dr. Paul	23,800	1.7	6	94	94	6	63	37	91	1	8	
	TOL	Your Marriage	4,200	0.3										
11:30-11:45	WJNX	Varieties	5,600	0.4										
	WJDC	Tune Inn	7,000	0.5										
	WTOP	Arthur Godfrey	92,500	6.6	21	79	99	1	91	9	97	1	2	
	WJGX	Record Show Case	2,800	0.2										
	WJRL	TinyTots Tunes & Tales	2,800	0.2										
	Other		11,200	0.8										
11:45-12:00	WMAL	Ruth Crane	21,000	1.5	18	82	98	2	98	2	45	4	51	
	WRBC	Jack Berch	22,400	1.6	5	95	95	5	67	33	71	24	5	
	TOL	Against the Storm	7,000	0.5										
	WJNX	Varieties	5,600	0.4										
	WJDC	Tune Inn	7,000	0.5										
	WTOP	Grand Slam	70,100	5.0	23	77	99	1	84	16	77	9	14	
11:45-12:00	WJGX	Show Time	1,400	0.1										
	WJRL	Keyboarders at Console	2,800	0.2										
	Other		7,000	0.5										
	WMAL	Ruth Crane	22,400	1.6	25	75	99	1	98	2	81	11	8	
	WRBC	Lora Lexton	26,600	1.9	9	91	96	4	69	31	76	4	20	
	TOL	Against the Storm	5,600	0.4										
11:45-12:00	WJNX	Varieties	4,200	0.3										
	WJDC	Tune Inn	5,600	0.4										
	WTOP	Rosemary	60,300	4.3	18	82	99	1	79	21	88	4	8	
	WJGX	Show Time	1,400	0.1										
	WJRL	Noonlim. Novelties	4,200	0.3										
	Other		5,600	0.4										

THE WASHINGTON RADIO AUDIENCE

AUDIENCE RATINGS

MALE FEMALE ADULT CHILDREN WHITE COLORED SAME OTHER NEW

Monday to Friday Daytime

AUDIENCE COMPOSITION

AUDIENCE FLOW

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION								
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	S. M.	OTHER	NEW
12:00-12:15	WAL	News - P. Crane	12,600	0.9	18	52	99	1	85	14	77	23	40
	WRC	News - Brimley	32,200	2.3	30	70	98	2	93	7	10	33	57
	WOL	Kate Smith	16,100	1.1									
	WINK	News - Strong	5,600	0.4									
	WADC	Follo-Test	8,400	0.6									
12:15-12:30	WTOP	News - Warren	63,700	4.9	16	54	96	4	74	26	61	7	32
	WOCW	Brunch with Nan & Bill	1,400	0.1									
	WABL	Brunch with Nan & Bill	19,200	1.3	37	62	91	19	94	6	15	4	81
	Other	Country Time	9,800	0.7									
	WAL	Good News from Hollywood	11,200	0.8									
12:30-12:45	WNC	Look to This Day	15,400	1.1	8	92	98	12	63	37	80	10	10
	WCL	News - Highle	8,400	0.6									
	WIX	Jerry Strong	2,300	0.2									
	WPC	Sky Clubbers	5,600	0.4	16	34	91	9	76	24	80	10	10
	WPC	Aunt Jerry	75,700	5.4	32	65	81	19	94	6	79	17	4
12:45-1:00	WAL	House Party	19,600	1.4	10	90	95	4	88	12	40	25	35
	WRC	Here's Archer	7,000	0.5									
	WOL	Back to the Bible	5,600	0.4									
	WIX	Jerry Strong	2,800	0.2									
	WPC	Sky Clubbers	5,600	0.4	16	84	95	5	73	27	87	3	10
12:45-1:00	WPC	Kalon Trent	78,500	5.6	32	63	85	15	94	6	98	1	1
	WPC	Luncheon Melodies	1,400	0.1									
	WABL	Brunch with Nan & Bill	21,000	1.5									
	Other	Country Time	5,600	0.4									
	WAL	House Party	19,600	1.4	10	70	96	4	86	14	94	2	4
1:00	WRC	Here's Archer	5,600	0.4									
	WOL	Back to the Bible	7,000	0.5									
	WIX	Jerry Strong	2,300	0.2									
	WPC	Bing Crosby	5,600	0.4	17	83	99	1	70	30	95	1	4
	WPC	Our Gal Sunday	67,300	4.8									
1:00	WOCW	Luncheon Melodies	1,400	0.1									
	WABL	Brunch with Nan & Bill	21,000	1.5									
	Other	Country Time	5,600	0.4									
	WAL	House Party	19,600	1.4									
	WRC	Here's Archer	5,600	0.4									

5,600 0.4

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION								
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
1:00-1:15	WMAL	Baukage	29,400	2.1	31	69	99	1	90	10	35	8	57
	WRC	Here's Archer	5,600	0.4									
	WOL	Art Brown	5,600	0.4									
	WTNX	News - Brundige	2,800	0.2									
	WMDC	All Sports Parade	9,800	0.7									
	WTOP	Big Sister	64,500	4.6	18	82	98	2	72	28	36	1	13
	WQGW	Concert Stage	1,400	0.1									
	WABL	Town & Country Time	19,600	1.4	35	65	81	19	96	4	90	4	6
	Other		7,000	0.5									
	1:15-1:30	WMAL	It's a Hit	7,000	0.5								
WRC		Here's Archer	7,000	0.5									
WOL		Art Brown	5,600	0.4									
WTNX		Sports Page	2,800	0.2									
WMDC		All Sports Parade	11,200	0.8									
WTOP		Ma Perkins	67,300	4.8	20	80	98	2	73	27	90	3	7
WQGW		Concert Stage	1,400	0.1									
WABL		Town & Country Time	19,600	1.4	37	63	80	20	96	4	90	2	8
Other			7,000	0.5									
1:30-1:45		WMAL	It's a Hit	5,600	0.4								
	WRC	District Line	13,200	1.3	27	73	98	2	76	24	22	18	60
	WOL	Art Brown	4,200	0.3									
	WTNX	Brundige	2,800	0.2									
	WMDC	All Sports Parade	11,200	0.8									
	WTOP	Young Dr Malone	61,700	4.4	21	79	97	3	70	30	95	1	4
	WQGW	Opera Encores	2,800	0.2									
	WABL	Town & Country Time	18,200	1.3	35	65	81	19	98	2	97	1	4
	Other		5,600	0.4									
	1:45-2:00	WMAL	Listen to This	5,600	0.4								
WRC		District Line	13,200	1.3	28	72	98	2	77	23	91	2	6
WOL		Doubleday Quiz	4,200	0.3									
WTNX		Sports Page	2,800	0.2									
WMDC		All Sports Parade	8,400	0.6									
WTOP		Guiding Light	57,500	4.1	22	78	97	3	73	27	95	1	4
WQGW		Opera Encores	2,800	0.2									
WABL		Town & Country Time	18,200	1.3	38	62	80	20	98	2	98	1	1
Other			9,800	0.7									

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION									
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
3:00-3:15	WMAL WRC WOL WTNX WMDK WTOP WQGW WABL Other	Kirkwoods-Talk Way Out Life Can Be Beautiful District Matinee News - Brundige All Sports Parade David Harum Concert Personalities Pete Cassell Other	12,600 32,200 4,200 4,200 21,000 35,100 2,500 9,800 8,400	0.9 2.3 0.3 0.3 1.5 2.5 0.2 0.7 0.6	1	99	95	5	67	33	78	10	12	
3:15-3:30	WMAL WRC WOL WTNX WMDK WTOP WQGW WABL Other	Vera Vague-Talk Way Out Road of Life Music Sport Page All Sports Parade Hilltop House Concert Personalities Pete Cassell	11,200 40,700 4,200 2,300 22,400 29,400 1,400 5,600 9,800	0.8 2.9 0.3 0.2 1.6 2.1 0.1 0.4 0.7	8	92	99	1	70	30	72	14	14	
3:30-3:45	WMAL WRC WOL WTNX WMDK WTOP WQGW WABL Other	Ladies Be Seated Popper Young News Brundige All Sports Parade Mark Evans Songs of Our Times Local News	16,300 57,500 4,200 2,800 25,200 11,200 1,400 5,600 9,800	1.2 4.1 0.3 0.2 1.8 0.8 0.1 0.4 0.7	25 14	75 86	93 95	7 5	75 77	25 23	54 58	7 19	39 23	
3:45-4:00	WMAL WRC WOL WTNX WMDK WTOP WQGW WABL Other	Ladies Be Seated-Alone Right to Happiness Sports Sport Page All Sports Parade Mark Evans At the Keyboard Western Hit Parade	15,400 51,900 4,200 2,800 18,200 9,800 2,800 4,200 18,200	1.1 3.7 0.3 0.2 1.3 0.7 0.2 0.3 1.3	14 24 14	86 76 86	83 95 91	17 5 9	33 78 83	67 22 17	94 91	1 1	5 8	

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

AUDIENCE	RATING	AUDIENCE COMPOSITION									
MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW			
17	83	85	2	57	43	97	1	2			

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION														
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW						
4:00-4:15	WMAL	Galen Drake	12,600	0.9															
	WRC	Backstage Wife	58,900	4.2	16	34	83	17	69	31	75	4					21		
	WOL	Music	2,800	0.2															
4:15-4:30	WINK	News - Brundige	2,800	0.2															
	WMDC	All Sports Parade	22,400	1.6	33	67	99	1	55	45	76	5					19		
	WTOP	You're the Top	11,200	0.8															
	WQOW	Music Quiz	5,600	0.4															
	WABL	Western Hit Parade	4,200	0.3															
	Other		25,200	1.8	29	71	89	11	37	63									
	WRC	Tune Time	5,600	0.4															
4:30-4:45	WRC	Stella Dallas	63,100	4.5	16	84	83	17	70	30	90	1					9		
	WOL	News	2,800	0.2															
	WINK	Sport Page	2,800	0.2															
	WTDC	All Sports Parade	21,000	1.5	44	56	99	1	56	44	94	1					5		
	WTOP	Garry Moore	11,200	0.8															
	WQOW	Along the Danube	5,600	0.4															
	WABL	Western Hit Parade	4,200	0.3															
	Other		21,000	1.5	33	67	89	11	37	63									
	4:45-5:00	WMAL	Melody Promenade	5,600	0.4														
		WRC	Lorenzo Jones	54,700	3.9	17	83	88	12	73	27	90	1					9	
WOL		District Mattinee	7,000	0.5															
WINK		Brundige	2,800	0.2															
WMDC		All Sports Parade	21,000	1.5	47	53	98	2	60	40	92	4					4		
WTOP		Garry Moore	11,200	0.8															
WQOW		Latin American Rhythm	4,200	0.3															
WABL		Western Hit Parade	5,600	0.4															
Other			18,200	1.3	38	62	91	9	28	72									
4:45-5:00		WMAL	Melody Promenade	7,000	0.5														
	WRC	Widow Brown	65,900	4.7	28	72	88	12	68	32	82	3					15		
	WOL	Sports, News, Music	5,600	0.4															
	WINK	Sport Page	2,800	0.2															
	WMDC	All Sports Parade	18,200	1.3	45	55	96	4	51	49	94	4					2		
	WTOP	Top Spot	9,800	0.7															
	WQOW	Music of the People-News	4,200	0.3															
	WABL	Western Hit Parade	4,200	0.3															
	Other		18,200	1.3	42	58	94	6	27	73									

4,200 0.3 17 83 85 15 39 61
 18,200 1.3 17 83 85 15 39 61

THE WASHINGTON RADIO AUDIENCE

Monday to Friday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION									
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
5:00-5:15	WMAL	Green Hornet-Yukon Chal.	30,800	2.2	46	54	76	24	35	15	16	13	71	
	WRC	When a Girl Marries	58,900	4.2	11	89	89	11	69	31	82	7	11	
	WOL	Straight Arrow-BBB Ranch	18,200	1.3	40	60	24	76	39	11	2	11	87	
	WTKX	News - Music Hall	4,200	0.3										
	WMDC	Band of the Day	11,200	0.8										
5:15-5:30	WTOP	Top Spot	8,400	0.6										
	WQOM	Pops Concert	2,800	0.2										
	WABL	News of the Day	1,400	0.1										
	Other		22,400	1.6	47	53	92	8	42	58				
	WRC	Portia Faces Life	54,700	3.9	11	89	93	7	75	25	96	1	3	
5:00-5:45	WTKX	Music Hall - Sports	11,200	0.8										
	WMDC	Smoot vs. Swing	4,200	0.3										
	WTOP	News; Bancroft	9,800	0.7										
	WQOM	Pops Concert	8,400	0.6										
	WABL	Various	1,400	0.1										
5:45-6:00	Other		21,000	1.5	44	56	91	9	45	55				
	WMAL	Jack Armstrong-Sly King	14,000	1.0	40	60	62	38	93	7	73	7	20	
	WRC	Just Plain Bill	43,500	3.1	19	81	93	7	72	28	87	1	12	
	WOL	Capt Midnight - Tom Mix	11,200	0.8										
	WTKX	Music Hall; Sports	7,000	0.5										
5:45-6:00	WMDC	Sports; Jack Lowe	9,800	0.7										
	WTOP	Curt Massey	18,200	1.3	46	54	96	4	83	17	42	23	35	
	Other		9,800	0.7										
	WMAL	Jack Armstrong-Sly King	28,000	2.0	61	39	63	37	72	28	95	1	4	
	WRC	Front Page Farrell	43,500	3.1	24	76	93	7	73	27	89	5	6	

THE WASHINGTON RADIO AUDIENCE Monday to Friday Daytime

THE WASHINGTON RADIO AUDIENCE

Monday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
7:00-7:15	WMAL	Albert Warner, News	20,800	1.5	32	68	92	8	79	21	46	15	39	
	WRRC	Light Up Time	29,200	2.1										
	WOL	Fulton Lewis Jr.	33,900	2.8										
	WTNX	News-Music Hall	4,200	0.3										
	WMDC	Guest Star	4,200	0.3										
7:15-7:30	WMAL	Elmer Davis	40,300	2.9	48	52	99	1	95	5	43	33	24	
	WRRC	World News	45,800	3.3										
	WOL	Charioteers	8,300	0.6										
	WTNX	Music Hall	4,200	0.3										
	WMDC	Meet The Band	5,600	0.4										
7:30-7:45	WMAL	Jack Smith	100,000	7.2	27	73	87	13	79	21	96	2	2	
	WRRC	Lone Ranger	125,000	9.0										
	WOL	Fiddle and Bow	23,600	1.7										
	WTNX	Gabriel Heatter	29,200	2.1										
	WMDC	Music Hall	4,200	0.3										
7:45-8:00	WMAL	Willis Conover	9,700	0.7	34	66	89	11	87	13	89	8	3	
	WRRC	Club 15	73,600	5.3										
	WOL	Lone Ranger	20,800	1.5										
	WTNX	Music, Weather	118,000	8.5										
	WMDC	I Love A Mystery	30,600	2.2										
7:45-8:00	WMAL	Edward R. Murrow	79,200	5.7	29	71	90	10	88	12	78	12	10	
	WRRC	Music Hall	20,800	1.5										
	WOL	Willis Conover	8,300	0.6										
	WTNX	Music Hall	4,200	0.3										
	WMDC	Edward R. Murrow	8,300	0.6										

THE WASHINGTON RADIO AUDIENCE

Monday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION						AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
8:00-8:15	WMAL	Jimmy Fidler Railroad Hour	18,100	1.3	37	63	90	10	92	8	22	28	50
	WRC	Straight Arrow	115,300	8.3									
	WOL	News-Carmody	29,200	2.1									
	WINK	St. Mary's Novena	1,400	0.1									
8:15-8:30	WMDG	Inner Sanctum	8,300	0.6	30	70	88	12	70	30	36	34	30
	WTOP		127,800	9.2									
	Other		13,900	1.0									
8:30-8:45	WMAL	Betty Clark Railroad Hour	9,700	0.7	37	63	90	10	95	5	97	1	2
	WRC	Straight Arrow	113,900	8.2									
	WOL	Carmody-Local	26,400	1.9									
	WINK	St. Mary's Novena	1,400	0.1									
8:45-9:00	WMDG	Inner Sanctum	8,300	0.6	31	69	88	12	71	29	97	1	2
	WTOP		125,000	9.0									
	Other		11,100	0.8									
8:30-8:45	WMAL	Bob Lincoln	1,400	0.1	38	62	95	5	95	5	62	5	33
	WRC	Voice of Firestone	112,500	8.1									
	WOL	Affairs of Peter Salem	36,100	2.6									
	WINK	1340 Local	1,400	0.1									
8:45-9:00	WMDG	News-1450 Club	8,300	0.6	29	71	85	15	77	23	46	29	25
	WTOP	Talent Scouts	184,700	13.3									
	Other		4,200	0.3									
8:45-9:00	WMAL	Henry J. Taylor	4,200	0.3	38	62	96	4	95	5	97	2	1
	WRC	Voice of Firestone	105,600	7.6									
	WOL	Affairs P. Salem-Henry	33,300	2.4									
	WINK	1340 Local	4,200	0.3									
8:45-9:00	WMDG	Lowe 1450 Club	8,300	0.6	28	72	85	15	77	23	98	1	1
	WTOP	Talent Scouts	181,900	13.1									
	Other		8,300	0.6									

THE WASHINGTON RADIO AUDIENCE

Monday Evening

PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION						AUDIENCE FLOW		
			MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
			28	72	85	15	77	23	98	1	1

THE WASHINGTON RADIO AUDIENCE

Monday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW						
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW					
9:00-9:15	WMAL	Kate Smith	23,600	1.7														
	WRC	Telephone Hour	112,500	8.1	34	66	98	2	93	7	68	16	16					
	WOL	Murder By Experts	38,900	2.8														
	WJNX	News-Local	4,200	0.3														
	WMDC WTOP Other	J. Lowe-1450 Club Radio Theatre	11,100 193,100 25,000	0.8 13.9 1.8	23	77	82	18	84	16	62	6	32					
9:15-9:30	WMAL	Kate Smith	19,400	1.4														
	WRC	Telephone Hour	113,900	8.2	37	63	99	1	95	5	97	1	2					
	WOL	Murder By Experts	36,100	2.6														
	WJNX	1340 Club	4,200	0.3														
	WMDC WTOP Other	Lowe-1450 Club Radio Theatre	11,100 190,300 20,800	0.3 13.7 1.5	22	78	82	18	84	16	98	1	1					
9:30-9:45	WMAL	Kate Smith	18,100	1.3														
	WRC	Band of America	80,600	5.8	38	62	98	2	90	10	88	5	7					
	WOL	Secret Mission	34,700	2.5														
	WJNX	1340 Local	1,400	0.1														
	WMDC WTOP Other	News-1450 Club Radio Theatre	11,100 183,900 23,600	0.8 13.6 1.7	22	78	83	17	83	17	98	1	1					
9:45-10:00	WMAL	Kate Smith	13,900	1.0														
	WRC	Band of America	73,600	5.3	42	58	99	1	92	8	98	1	1					
	WOL	Secret Mission	34,700	2.5														
	WJNX	1340 Local	1,400	0.1														
	WMDC WTOP Other	Lowe-1450 Club Radio Theatre	11,100 193,100 23,600	0.8 13.9 1.7	23	77	84	16	84	16	98	1	1					

THE WASHINGTON RADIO AUDIENCE

Monday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION										
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW		
12:00-12:15	WMAL	News-Rendell	11,100	0.8											
	WRC	News-Bradford	1,400	0.1											
	WTNX	News-Local	1,400	0.1											
	WMDC	\$100 Massey	1,400	0.1											
	WTOP	Moondial, E. Gallaher	1,400	0.1											
12:15-12:30	WMAL	Nocturne	4,200	0.3											
	WRC	Dance Orch.	1,400	0.1											
	WTNX	1340 Local	1,400	0.1											
	WMDC	\$100 Massey	1,400	0.1											
	WTOP	Moondial, E. Gallaher	1,400	0.1											
12:30-12:45	WMAL	Nocturne	1,400	0.1											
	WRC	Dance Orch.	1,400	0.1											
	WTNX	1340 Local	1,400	0.1											
	WMDC	\$100 Massey	1,400	0.1											
	WTOP	Dance Orch.	1,400	0.1											
12:45-1:00	WMAL	Nocturne	1,400	0.1											
	WRC	Dance Orch. -News	1,400	0.1											
	WTNX	1340 Local	1,400	0.1											
	WMDC	\$100 Massey	1,400	0.1											
	WTOP	Dance Orch.	1,400	0.1											

THE WASHINGTON RADIO AUDIENCE

Thursday Evening

TIME STATION PROGRAM AUDIENCE RATING

MALE FEMALE ADULT CHILDREN WHITE COLORED SAME OTHER NEW

AUDIENCE COMPOSITION

AUDIENCE FLOW

THE WASHINGTON RADIO AUDIENCE

Tuesday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW	
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
8:00-8:15	WMAL	Carnegie Hall	29,200	2.1	37	63	86	14	36	32	32		
	WRC	Cavalcade of America	83,300	6.0									
	WOL	Count of Monte Cristo	22,200	1.7									
	WJLA	News - Nathan	4,200	0.3									
	WTOP	Ray Morgan Mystery Theatre	4,200	0.3									
8:15-8:30	WMAL	Carnegie Hall	130,600	9.4	41	59	85	15	69	40	26		
	WRC	Cavalcade of America	5,600	0.4									
	WOL	Count of Monte Cristo	30,600	2.2									
	WJLA	News - Nathan	77,600	5.6									
	WTOP	Ray Morgan Mystery Theatre	25,000	1.8									
8:30-8:45	WMAL	Carnegie Hall	133,350	9.6	41	59	86	14	70	1	1		
	WRC	Cavalcade of America	4,200	0.3									
	WOL	Count of Monte Cristo	43,100	3.1									
	WJLA	News - Nathan	48,600	3.5									
	WTOP	Ray Morgan Mystery Theatre	59,700	4.3									
8:45-9:00	WMAL	Carnegie Hall	11,100	0.8	28	72	81	19	74	15	9		
	WRC	Cavalcade of America	104,200	7.5									
	WOL	Count of Monte Cristo	1,400	0.1									
	WJLA	News - Nathan	43,100	3.1									
	WTOP	Ray Morgan Mystery Theatre	48,600	3.5									

TIME	STATION	PROGRAM	AUDIENCE	RATING	MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
8:45-9:00	WMAL	Town Meeting	43,100	3.1	41	59	99	1	86	14	94	1	5
	WRC	Me and Janie	50,000	3.6	35	65	73	27	81	19	93	1	1
	WOL	Official Detective-News	55,600	4.0	48	52	93	7	79	21	93	1	1
	WJLA	1340 Local	1,400	0.1									
	WMDG	Lowc - 1450 Club	13,900	1.0									
	WTOP	Mr & Mrs North	102,800	7.4	28	72	83	17	74	26	98	1	1
	Other		5,600	0.1									

THE WASHINGTON RADIO AUDIENCE Thursday Evening

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Thursday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION								
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
10:00-10:15	WMAL WRC WOL	Earl Bunting Big Town News	4,200 109,700 19,400	0.3 7.9 1.4	26	74	93	7	68	32	53	37	10
	WMAL WRC WOL WJINX WVDC WTOP Other	News, Bercevic Hills Conover Hit the Jackpot	1,400 13,900 44,400 29,200	0.1 1.0 3.2 2.1	52	48	96	4	91	9	43	43	14
10:15-10:30	WMAL WRC WOL	Earl Bunting Big Town Mutual Newscast	4,200 105,600 9,700	0.3 7.6 0.7	27	73	93	7	67	33	98	1	1
	WMAL WRC WOL WJINX WVDC WTOP Other	B. S. Bercevic Hills Conover Hit the Jackpot	1,400 8,300 44,400 29,200	0.1 0.6 3.2 2.1	52	48	96	4	87	13	95	4	1
10:30-10:45	WMAL WRC WOL	As We See It People are Funny Dance Orchestra	1,400 84,700 4,200	0.1 6.1 0.3	34	66	93	7	80	20	61	32	7
	WMAL WRC WOL WJINX WVDC WTOP Other	1340 Local News - 1450 Club Community Chest	1,400 15,300 11,100 30,600	0.1 1.1 0.8 2.2									
10:45-11:00	WMAL WRC WOL	It's Your Business People are Funny Dance Orchestra	1,400 83,300 1,400	0.1 6.0 0.1	35	65	93	7	79	21	97	2	1
	WMAL WRC WOL WJINX WVDC WTOP Other	1340 Local Lowc - 1450 Club Community Chest	1,400 13,900 8,300 29,200	0.1 1.0 0.6 2.1									

THE WASHINGTON RADIO AUDIENCE

Thursday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION								
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW

THE WASHINGTON RADIO AUDIENCE

Wednesday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION														
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW						
10:00-10:15	WMAL	Welk's Orchestra	9,700	0.7															
	WRC	The Big Story	137,500	9.9	34	66	96	4	80	20	62	28	10						
	WOL	News	5,600	0.4															
	WINX	News - Bercovici	8,300	0.6															
	WMDC	Willis Conover	13,900	1.0															
10:15-10:30	WTOP	Burns and Allen	73,600	5.3	26	74	95	5	87	13	66	18	16						
	Other		20,800	1.5															
	WMAL	Welk's Orchestra	8,300	0.6															
	WRC	The Big Story	133,300	9.6	33	67	96	4	80	20	98	1	1						
	WOL	News	4,200	0.3															
10:30-10:45	WINX	B. S. Bercovici	4,200	0.3															
	WMDC	Willis Conover	13,900	1.0															
	WTOP	Burns and Allen	70,800	5.1	27	73	95	5	86	14	94	3	3						
	Other		20,800	1.5															
	WMAL	Radio Artists	5,600	0.4															
10:45-11:00	WRC	Curtain Time	90,300	6.5	28	72	91	9	77	23	87	11	2						
	WOL	Guest Star	4,200	0.3															
	WINX	1340 Local	4,200	0.3															
	WMDC	1450 Club Orchestra	9,700	0.7															
	WTOP	Orchestra	18,100	1.3															
10:45-11:00	Other		20,800	1.5															
	WMAL	Radio Artists	4,200	0.3															
	WRC	Curtain Time	90,300	6.5	28	72	94	6	74	26	97	1	2						
	WOL	Naval Air	1,400	0.1															
	WINX	1340 Local	1,400	0.1															
10:45-11:00	WMDC	1450 Club Orchestra	5,600	0.4															
	WTOP	Orchestra	11,100	0.8															
	Other		19,400	1.4															

TIME	STATION	PROGRAM	AUDIENCE	RATING	MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
10:00-10:15	WMAL	Welk's Orchestra	9,700	0.7									
10:15-10:30	WRC	The Big Story	137,500	9.9	34	66	96	4	80	20	62	28	10
10:30-10:45	WOL	News	5,600	0.4									
10:45-11:00	WINX	News - Bercovici	8,300	0.6									
10:45-11:00	WMDC	Willis Conover	13,900	1.0									
10:45-11:00	WTOP	Burns and Allen	73,600	5.3	26	74	95	5	87	13	66	18	16
10:45-11:00	Other		20,800	1.5									
10:45-11:00	WMAL	Radio Artists	5,600	0.4									
10:45-11:00	WRC	Curtain Time	90,300	6.5	28	72	91	9	77	23	87	11	2
10:45-11:00	WOL	Guest Star	4,200	0.3									
10:45-11:00	WINX	1340 Local	4,200	0.3									
10:45-11:00	WMDC	1450 Club Orchestra	9,700	0.7									
10:45-11:00	WTOP	Orchestra	18,100	1.3									
10:45-11:00	Other		20,800	1.5									
10:45-11:00	WMAL	Radio Artists	4,200	0.3									
10:45-11:00	WRC	Curtain Time	90,300	6.5	28	72	94	6	74	26	97	1	2
10:45-11:00	WOL	Naval Air	1,400	0.1									
10:45-11:00	WINX	1340 Local	1,400	0.1									
10:45-11:00	WMDC	1450 Club Orchestra	5,600	0.4									
10:45-11:00	WTOP	Orchestra	11,100	0.8									
10:45-11:00	Other		19,400	1.4									

Wednesday Evening

Audience Flow

THE WASHINGTON RADIO AUDIENCE

Wednesday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION										
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW		
12:00-12:15	WMAL	News - Rendell	9,700	0.7											
	WRC	News - Bradford	1,400	0.1											
	WINX	News, Local	1,400	0.1											
	WMDC	\$100 Massey	5,600	0.4											
12:15-12:30	WTOP	Moondial-Eddie Gallaher	4,200	0.3											
	Other		1,400	0.1											
	WRC	Dance Orchestra	1,400	0.1											
	WINX	1340 Local	1,400	0.1											
12:30-12:45	WMDC	\$100 Massey	8,300	0.6											
	WTOP	Dance Orchestra	1,400	0.1											
	Other		1,400	0.1											
	WMAL	Nocturne	1,400	0.1											
12:45-1:00	WRC	Dance Orchestra	1,400	0.1											
	WINX	1340 Local	1,400	0.1											
	WMDC	\$100 Massey	5,600	0.4											
	WTOP	Dance Orchestra	1,400	0.1											
Other		1,400	0.1												

THE WASHINGTON RADIO AUDIENCE

AUDIENCE COMPOSITION: MALE, FEMALE, ADULT, CHILDREN, WHITE, COLORED, SAME, OTHER, NEW

Wednesday Evening

THE WASHINGTON RADIO AUDIENCE

Thursday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
8:00-8:15	TMAL	Blondie	58,300	4.2	30	70	77	23	67	33	40	10	50	
	TRC	Aldrich Family	104,200	7.5	37	63	94	6	85	15	15	35	50	
	WOL	California Caravan	5,300	0.4										
	WINK	News - Mrs. R. Clapper	1,400	0.1										
	WVDC	Ray Morgan	4,200	0.3										
8:15-8:30	WTOP	F.B.I. in Peace and War	125,000	9.0	35	65	88	12	75	25	25	35	40	
	Other		9,700	0.7										
	TMAL	Blondie	54,200	3.9	36	64	79	21	71	29	95	1	4	
	TRC	Aldrich Family	93,100	6.7	37	63	92	8	81	19	97	2	1	
	WOL	California Caravan	5,690	0.4										
8:30-8:45	WINK	Mrs. R. Clapper	1,400	0.1										
	WVDC	Low - 1450 Club	5,600	0.4										
	WTOP	F.B.I. in Peace and War	127,800	9.2	36	64	88	12	76	24	94	5	1	
	Other		11,100	0.8										
	TMAL	New House Show	18,100	1.3	32	68	81	19	81	19	68	20	6	
8:45-9:00	TRC	Father Knows Best	90,300	6.5										
	WOL	Night at the Pops	20,900	1.5										
	WINK	1340 Local	4,200	0.3										
	WVDC	News - 1450 Club	5,600	0.4										
	WTOP	Mr. Keen	143,100	10.3	38	62	88	12	80	20	74	22	4	
8:45-9:00	Other		4,200	0.3										
	TMAL	New House Show	19,400	1.4	34	66	80	20	80	20	98	1	1	
	TRC	Father Knows Best	84,700	6.1										
	WOL	Night at the Pops-News	18,100	1.3										
	WINK	1340 Local	4,200	0.3										
8:45-9:00	WVDC	Low - 1450 Club	13,900	1.0										
	WTOP	Mr. Keen	140,300	10.1	38	62	88	12	79	21	98	1	1	
	Other		8,300	0.6										

THE WASHINGTON RADIO AUDIENCE

Thursday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION					AUDIENCE FLOW			
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW

THE WASHINGTON RADIO AUDIENCE

Thursday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
9:00-9:15	WMAL	Original Amateur Hour	54,200	3.9	50	50	93	7	86	14	36	32	32	
	WRC	Screen Guild	73,600	5.3	29	71	97	3	95	5	55	19	26	
	WOL	Comedy Playhouse	19,400	1.4										
	WTOP	Low - 1450 Club	5,600	0.4										
9:15-9:30	WMAL	Original Amateur Hour	54,200	3.9	46	54	96	4	89	11	64	15	21	
	WRC	Screen Guild	73,600	5.3	32	68	95	5	92	8	87	5	8	
	WOL	Comedy Playhouse	19,400	1.4										
	WTOP	Low - 1450 Club	8,300	0.6										
9:30-9:45	WMAL	Amateur Hour	38,900	2.8	35	65	85	15	72	28	96	1	3	
	WRC	Duffy's Tavern	87,500	6.3										
	WOL	Comedy Playhouse	19,400	1.4	33	67	98	2	84	16	56	22	22	
	WTOP	Crime Photographer	102,800	7.4	34	66	83	17	75	25	81	17	2	
9:45-10:00	WMAL	Name The Movie	11,100	0.8										
	WRC	Duffy's Tavern	88,900	6.4	33	67	98	2	85	15	95	4	1	
	WOL	Comedy Playhouse	19,400	1.4										
	WTOP	Crime Photographer	18,100	1.3	36	64	82	18	76	24	98	1	1	

THE WASHINGTON RADIO AUDIENCE

Thursday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION											
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW			
10:00-10:15	WMAL	Name the Movie	13,900	1.0												
	WRC	Supper Club	40,300	2.9	43	57	99	1	95	5	70	15	15			
	WOL	America Speak Up	8,300	0.6												
	WJNX	News-Bercovici	9,700	0.7												
	WWDG	Willis Conover	15,300	1.1												
10:15-10:30	WTOP	Hallmark Playhouse	100,000	7.2	29	71	88	12	73	27	58	25	17			
	Other		19,400	1.4												
	WRAL	Name The Movie	9,700	0.7												
	WRC	Supper Club	34,700	2.5												
	WOL	Mutual Newsreel	8,300	0.6												
10:30-10:45	WJNX	Bercovici - Local	9,700	0.7												
	WWDG	Willis Conover	15,300	1.1	29	71	88	12	76	24	98	1	1			
	WTOP	Hallmark Playhouse	98,600	7.1												
	Other		20,800	1.5												
	WMAL	Someone You Know	5,600	0.4												
10:45-11:00	WRC	Dragnet	52,800	3.8	41	59	96	4	78	22	30	48	22			
	WOL	Dance Orch.	13,900	1.0												
	WJNX	1340 Local	5,600	0.4												
	WWDG	News - 1450 Club	5,600	0.4												
	WTOP	First Nighter	61,100	4.4	28	72	94	6	63	37	78	13	9			
10:45-11:00	Other		19,400	1.4												
	WMAL	Someone You Know	8,300	0.6												
	WRC	Dragnet	55,600	4.0	38	62	93	7	72	28	92	7	1			
	WOL	Dance Orch.	11,100	0.8												
	WJNX	1340 Local	4,200	0.3												
10:45-11:00	WWDG	Local - 1450 Club	5,600	0.4												
	WTOP	First Nighter	55,600	4.0	31	69	93	7	31	69	96	1	3			
	Other		18,100	1.3												

THE WASHINGTON RADIO AUDIENCE

Thursday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	ATTENDED	NEW

THE WASHINGTON RADIO AUDIENCE

Thursday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION										
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW		
12:00-12:15	WMAL	News - Rendell	4,200	0.3											
	WRC	News - Bradford	4,200	0.3											
	WJNX	News Local	1,400	0.1											
	WWDG	\$100 Massey	1,400	0.1											
	WTOP	Moondial Eddie Gallaher	4,200	0.3											
12:15-12:30	WMAL	Nocturne	1,400	0.1											
	WRC	Dance Orchestra	1,400	0.1											
	WJNX	1340 Local	1,400	0.1											
	WWDG	\$100 Massey	1,400	0.1											
	WTOP	Moondial Eddie Gallaher	4,200	0.3											
12:30-12:45	WMAL	Nocturne	1,400	0.1											
	WRC	Dance Orchestra	1,400	0.1											
	WJNX	1340 Local	1,400	0.1											
	WWDG	\$100 Massey	1,400	0.1											
	WTOP	Dance Orchestras	1,400	0.1											
12:45-1:00	WMAL	Nocturne - News	1,400	0.1											
	WRC	Dance - News	1,400	0.1											
	WJNX	1340 Local	1,400	0.1											
	WWDG	\$100 Massey	1,400	0.1											
	WTOP	Dance Orchestras	1,400	0.1											
Other			1,400	0.1											

THE WASHINGTON RADIO AUDIENCE

Friday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
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THE WASHINGTON RADIO AUDIENCE

Friday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
8:00-8:15	WMAL	Fat Man	158,300	11.4	48	52	89	11	76	24	51	20	26	
	WRC	Henry Morgan	52,800	3.8	41	59	89	11	96	4	18	41	41	
	WOL	R. Morgan Orch.	13,900	1.0										
	WINX	News - Herling	4,200	0.3										
	WMDK	Ray Morgan	5,600	0.4										
8:15-8:30	WTOP	Goldbergs	40,300	2.9	29	71	90	10	76	24	48	14	38	
	Other		8,300	0.6										
	WMAL	Fat Man	159,700	11.5	47	53	89	11	76	24	98	1	1	
	WRC	Henry Morgan	54,200	3.9	43	57	89	11	96	4	95	1	4	
	WOL	R. Morgan Orch.	13,900	1.0										
8:30-8:45	WINX	John Herling	4,200	0.3										
	WMDK	1450 Club	8,300	0.6										
	WTOP	Goldbergs	40,300	2.9	29	71	90	10	76	24	94	1	5	
	Other		8,300	0.6										
	WMAL	F.R.I. Martin - Lewis	148,600	10.7	44	56	87	13	74	26	88	6	6	
8:45-9:00	WRC	E. Duchin	22,200	1.6										
	WOL	1340 Local	11,100	0.8										
	WINX	1450 Club	1,400	0.1										
	WMDK	Favorite Husband	5,600	0.4	31	69	83	17	79	21	50	19	31	
	Other		80,600	5.8										
8:45-9:00	WMAL	F.B.I. Martin - Lewis	144,400	10.4	44	56	87	13	75	25	98	1	1	
	WRC	E. Duchin	22,200	1.6										
	WOL	Around Town	11,100	0.8										
	WINX	1450 Club	1,400	0.1										
	Other	Favorite Husband	8,300	0.6	20	80	83	17	78	22	94	3	3	

THE WASHINGTON RADIO AUDIENCE

Friday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
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THE WASHINGTON RADIO AUDIENCE

Friday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION						AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
10:00-10:15	WMAL	Fights	45,800	3.3	50	50	96	4	54	46	33	33	34
	WRC	Dr. I.Q.	79,200	5.7	44	56	98	2	88	12	51	20	29
	WOL	News	18,100	1.3									
	WTNX	News - Bercovici	4,200	0.3									
	WMDC	Willis Conover	13,900	1.0									
10:15-10:30	WTOP	Young Love	33,300	2.4									
	Other		18,100	1.3									
	WMAL	Fights	43,100	3.1	45	55	95	5	55	45	98	1	1
	WRC	Dr. I.Q.	69,400	5.0	50	50	97	3	86	14	96	1	3
	WOL	News	11,100	0.8									
10:30-10:45	WTNX	B.S. Bercovici	1,400	0.1									
	WMDC	Willis Conover	13,900	1.0									
	WTOP	Young Love	30,600	2.2									
	Other		18,100	1.3									
	WMAL	Fights	43,100	3.1	45	55	91	9	50	50	94	5	1
10:45-11:00	WRC	Sports	26,400	1.9									
	WOL	News - Music	5,600	0.4									
	WTNX	Local	5,600	0.4									
	WMDC	Local	1340	0.4									
	WTOP	Capitol Club	9,700	0.7									
10:45-11:00	Other	Capitol Cloakroom	23,600	1.7									
	Other		18,100	1.3									
	WMAL	Fights - Sports Page	40,300	2.9	43	57	90	10	48	52	98	1	1
	WRC	Pro and Con	19,400	1.4									
	WOL	News - Music	5,600	0.4									
10:45-11:00	WTNX	Local	4,200	0.3									
	WMDC	Local	8,300	0.6									
	WTOP	Capitol Club	25,000	1.8									
	Other	Capitol Cloakroom	18,100	1.3									
	Other		18,100	1.3									

THE WASHINGTON RADIO AUDIENCE

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION						AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW

THE WASHINGTON RADIO AUDIENCE

Friday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION					AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER
12:00-12:15	WMAL	News - Rendell	9,700	0.7								
	WRC	News - Bradford	1,400	0.1								
	WJDX	News - Local	5,600	0.4								
	WMDC	\$100 Massey	5,600	0.4								
	WTOP	Eddie Gallaher	8,300	0.6								
	Other		1,400	0.1								
12:15-12:30	WMAL	Nocturne	1,400	0.1								
	WRC	Dance Orch.	1,400	0.1								
12:30-12:45	WJDX	\$100 Local	1,400	0.1								
	WMDC	\$100 Massey	4,200	0.3								
	WTOP	Dance Orch.	4,200	0.3								
	Other		1,400	0.1								
	WMAL	Nocturne	1,400	0.1								
12:45-1:00	WRC	Dance Orch. - News	1,400	0.1								
	WJDX	\$100 Local	1,400	0.1								
	WMDC	\$100 Massey	4,200	0.3								
	WTOP	Dance Orch.	4,200	0.3								
	Other		1,400	0.1								

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

AUDIENCE COMPOSITION

AUDIENCE FLOW

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW			
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW		
7:00-7:15	WMAL	News Jim Gibbons	4,200	0.4											
	WRC	News-Holly Wright	18,100	1.3											
	WOL	Art Brown	9,700	0.7											
	WINX	News Strong	8,300	0.6											
	WWDG	News Milton Q Ford	9,700	0.7											
	WTOP	News Mark Evans	11,100	0.8											
	WQGW	Daybreak Symphony	11,400	0.1											
7:15-7:30	WMAL	Let's Be Gay	5,600	0.4											
	Other		9,700	0.7											
	WMAL	Jim Gibbons	5,600	0.4											
	WRC	Bill Herson	15,300	1.1											
	WOL	Art Brown	9,700	0.7											
	WINX	Jerry Strong	8,300	0.6											
	WWDG	Milton Q Ford	8,300	0.6											
	WTOP	Mark Evans	19,400	1.4											
	WQGW	Daybreak Symphony	4,200	0.3											
	WMAL	Let's Be Gay	8,300	0.6											
7:30-7:45	Other		11,100	0.8											
	WMAL	Jim Gibbons	9,700	0.7											
	WRC	News Bill Herson	18,100	1.3											
	WOL	Voice of Washington	9,700	0.7											
	WINX	Jerry Strong	5,600	0.4											
	WWDG	News-Milton Q Ford	8,300	0.6											
	WTOP	C. Mahoney	23,600	1.7											
	WQGW	Daybreak Symphony	5,600	0.4											
	WMAL	News	8,300	0.6											
	Other		11,100	0.8											
	7:45-8:00	WMAL	News J. Gibbons	9,700	0.7										
WRC		Bill Herson	18,100	1.3											
WOL		Art Brown	11,100	0.8											
WINX		Jerry Strong	5,600	0.4											
WWDG		Milton Q. Ford	8,300	0.6											
WTOP		Eddie Gallaher	26,400	1.9											
WQGW		Symphony News	4,200	0.3											
WMAL		Let's Be Gay	11,100	0.8											
Other			5,600	0.4											

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION					AUDIENCE FLOW			
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
9:00-9:15	WVAL	Bud Ward	9,700	0.7									
	WRC	Coffee with Congress	34,700	2.5									
	WOL	Art Brown	11,100	0.8									
	WJNX	News J. Strong	9,700	0.7									
	WWDG	Rosebud Chorus	18,100	1.3									
	WTOP	News Evans	25,000	1.8									
	WQOW	Childrens Story Musical Roundup	5,600	0.4									
9:15-9:30	WVAL	Bud Ward	15,300	1.1									
	WRC	Coffee with Congress	8,300	0.6									
	WOL	Art Brown	26,100	1.9									
	WJNX	Jerry Strong	9,700	0.7									
	WWDG	Tales & Tunes	8,300	0.6									
	WTOP	News Evans	9,700	0.7									
	WQOW	Childrens Story Musical Roundup	23,600	1.7									
	WVAL	Other	4,200	0.3									
	WVAL	Other	19,400	1.4									
	9:30-9:45	WVAL	Bud Ward	5,600	0.4								
WRC		People are Funny	23,600	1.7									
WOL		Morning Melody	5,600	0.4									
WJNX		WJNX Varieties	9,700	0.7									
WWDG		Guest Artists	1,400	0.1									
WTOP		Record Shop	15,300	1.1									
WQOW		Concert Miniature	4,200	0.3									
WVAL		World News	4,200	0.3									
WVAL		Other	15,300	1.1									
9:45-10:00		WVAL	Bud Ward	4,200	0.3								
	WRC	People are Funny	23,600	1.7									
	WOL	Morning Melody	5,600	0.4									
	WJNX	WJNX Varieties	4,200	0.3									
	WWDG	Major Stars	8,300	0.6									
	WTOP	Record Shop	13,900	1.0									
	WQOW	Best We Forget	4,200	0.3									
	WVAL	Veterans of Foreigners	4,200	0.3									
	WVAL	Other	9,200	0.7									

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION														
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW						
11:00-11:15	WMAL	Navy Hour	8,300	0.6															
	WRC	Lassie	13,900	1.0															
	WOL	Coast Guard	1,400	0.1															
	WINX	News-Varieties	4,200	0.3															
	WWDC	Disk Date	9,700	0.7															
	WTOP	News-Lets Pretend	58,300	4.2	17	83	53	47	73	27	27	10	63						
	WQOW	Opera Hour	4,200	0.3															
	WABL	Bandstand	5,600	0.4															
	Other			11,100	0.8														
	11:15-11:30	WMAL	Navy Hour	8,300	0.6														
WRC		Stamp Club	13,900	1.0															
WOL		Coast Guard	1,400	0.1															
WINX		WINX Varieties	4,200	0.3															
WWDC		Disk Date	8,300	0.6															
WTOP		News-Lets Pretend	58,300	4.2	17	83	53	47	77	23	96	3	1						
WQOW		Opera Hour	1,400	0.1															
WABL		Bandstand	5,600	0.4															
Other				13,900	1.0														
11:30-11:45		WMAL	Navy Hour	1,400	0.1														
	WRC	Ed McConnell	11,100	0.8															
	WOL	Man On Farm	4,200	0.3															
	WINX	WINX Varieties	4,200	0.3															
	WWDC	Rhythmic Age	8,300	0.6															
	WTOP	Junior Miss	77,800	5.6	10	90	60	40	75	25	70	2	28						
	WQOW	Opera Hour	1,400	0.1															
	WABL	Amer. Cancer Society	4,200	0.3															
	Other			4,200	0.3														
	11:45-12:00	WMAL	Navy Hour	1,400	0.1														
WRC		Ed McConnell	11,100	0.8															
WOL		Man On Farm	1,400	0.1															
WINX		Gospel Truths	4,200	0.3															
WWDC		Hi-School Sports	8,300	0.6															
WTOP		Junior Miss	75,000	5.4	10	90	59	41	74	26	98	1	1						
WQOW		Opera Hour	4,200	0.3															
WABL		Noontime Novelties	4,200	0.3															
Other				1,400	0.1														

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

-8-

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION					AUDIENCE FLOW			
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
1:00- 1:15	WMAL	Girls Corps.	4,200	0.3	16	84	84	16	74	26	94	3	3
	WRBC	Farm Home Hour	9,700	0.7									
	WOL	Art Brown	4,200	0.3									
	WINX	News-Brundige	1,400	0.1									
	WNDC	Tony Wakeman, Sports	9,700	0.7									
	WTOP	Stars Over Hollywood	59,700	4.3									
1:15- 1:30	WQOW	Concert Stage	1,400	0.1	20	80	83	17	77	23	96	1	3
	WABL	Town & Country Time	5,600	0.4									
	Other		11,100	0.8									
	WMAL	Girls Corps.	4,200	0.3									
	WRBC	Farm Home Hour	9,700	0.7									
	WOL	Art Brown	5,600	0.4									
1:30- 1:45	WINX	Sports Page	1,400	0.1	26	74	81	19	74	26	81	4	15
	WNDC	Tony Wakeman Sports	11,100	0.8									
	WTOP	Stars Over Hollywood	58,300	4.2									
	WQOW	Concert Stage	1,400	0.1									
	WABL	Town & Country	8,300	0.6									
	Other		13,900	1.0									
1:45- 2:00	WMAL	Campus Music	5,600	0.4	25	75	88	12	83	17	95	1	4
	WRBC	Report on America	1,400	0.1									
	WOL	Art Brown	5,600	0.4									
	WINX	Bill Brundige	1,400	0.1									
	WNDC	Tony Wakeman, Sports	11,100	0.8									
	WTOP	Give and Take	52,800	3.8									
2:00	WQOW	Speaking of Art	1,400	0.1	25	75	88	12	83	17	95	1	4
	WABL	Town & Country	8,300	0.6									
	Other		18,100	1.3									
	WMAL	Football	15,300	1.1									
	WRBC	Report on Europe	8,300	0.6									
	WOL	Art Brown	8,300	0.6									
2:00	WINX	Sports Page	1,400	0.1	25	75	88	12	83	17	95	1	4
	WNDC	Tony Wakeman, Sports	13,900	1.0									
	WTOP	Give and Take	45,800	3.3									
	WQOW	Speaking of Art	1,400	0.1									
	WABL	Town & Country	8,300	0.6									
	Other		82,800	0.6									

WOL

Saturday Daytime

-9-

AUDIENCE FLOW

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW	
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
3:00-3:15	WMAL	Football	40,300	2.9	52	48	95	5	81	19	31	5	14
	WRC	Football	44,400	3.2	43	57	99	1	83	17	74	9	17
	WOL	Football	5,600	0.4									
3:15-3:30	WINK	News - Brundige	1,400	0.1									
	WMDC	Tony Wakeman, Sports	19,400	1.4									
	WTOP	Football	26,400	1.9									
	WQOW	Chamber Music	1,400	0.1									
	WART	Bluo and Gray	1,400	0.1									
	Other		20,800	1.5									
	WMAL	Football	43,100	3.1	45	55	95	5	82	18	35	1	14
3:30-3:45	WRC	Football	44,400	3.2	43	57	99	1	83	17	98	1	1
	WOL	Football	4,200	0.3									
	WINK	Sports Page	1,400	0.1									
	WMDC	Tony Wakeman, Sports	19,400	3.2									
	WTOP	Football	29,200	2.1									
	WQOW	Chamber Music	1,400	0.1									
	WART	Bluo and Gray	1,400	0.1									
3:30-3:45	Other		25,000	1.8									
	WMAL	Football	40,300	2.9	48	52	95	5	81	19	94	1	5
	WRC	Football	45,300	3.3	46	54	96	4	83	17	95	1	4
	WOL	Football	5,600	0.4									
	WINK	Bill Brundige	1,400	0.1									
	WMDC	Tony Wakeman, Sports	18,100	1.3									
	WTOP	Football	23,600	1.7									
3:45-4:00	WQOW	Songs of our Times	1,400	0.1									
	WART	NCWS	1,400	0.1									
	Other		29,200	2.1									
	WMAL	Football	43,100	3.1	50	50	95	5	82	18	94	1	5
	WRC	Football	45,300	3.3	46	54	96	4	83	17	95	1	1
	WOL	Football	5,600	0.4									
	WINK	Sports Page	1,400	0.1									
3:45-4:00	WMDC	Tony Wakeman, Sports	19,400	1.4									
	WTOP	Football	23,600	1.7									
	WQOW	At the Keyboard	1,400	0.1									
	WART	Western Hit Parade	1,200	0.3									
	Other		29,200	2.1									

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION				AUDIENCE FLOW					
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
5:00-5:15	WMAL	Tea and Crumpets	9,700	0.7										
	WRC	Football	40,300	2.9	48	52								
	WOL	Football	4,200	0.3			90	10	86	14				
	WINK	News - Music Hall	11,100	0.8										
	WDC	Bend of Day	11,100	0.8										
5:15-5:30	WTOP	Football	19,400	1.4										
	WGM	Pops Concert	4,200	0.3										
	WABL	News of the Day	1,400	0.1										
	Other		11,100	0.8										
	WAL	Tea and Crumpets	4,200	0.3										
5:30-5:45	WRC	Football	34,700	2.5										
	WOL	Football	4,200	0.3										
	WINK	Music Hall - Sports	9,700	0.7										
	WDC	Strictly Vocal	5,600	0.4										
	WTOP	Football	19,400	1.4										
5:45-6:00	WGM	Sports Review	4,200	0.3										
	WABL	When Day is Done	1,400	0.1										
	Other		8,300	0.6										
	WAL	Tea and Crumpets	9,700	0.7										
	WRC	Music	18,100	1.3										
6:00	WOL	McGaffrey - News	1,400	0.1										
	WINK	Music Hall - Sports	11,100	0.8										
	WDC	Tony Wakeman - News	8,300	0.6										
	WTOP	News - Jackson	18,100	1.3										
	Other		8,300	0.6										
5:45-6:00	WAL	Tea and Crumpets	8,300	0.6										
	WRC	Closeups	19,400	1.4										
	WOL	Dance Orchestra	1,400	0.1										
	WINK	Music Hall - Sports	11,100	0.8										
	WDC	Tony Wakeman, Sports	11,100	0.8										
6:00	WTOP	Moondial Matinee	19,400	1.4										
	Other		5,600	0.4										

THE WASHINGTON RADIO AUDIENCE

Saturday Daytime

TIME	STATION	PROGRAM	AUDIENCE	DATING	AUDIENCE COMPOSITION	AUDIENCE FLOW

THE WASHINGTON RADIO AUDIENCE

Saturday Evening

-15-

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW							
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW						
8:00-8:15	MMAL	Football Scores	18,100	1.3															
	WRC	Hollywood Theatre	73,600	5.3	24	76	95	5	71	29	11	39							
	WOL	Twenty Questions	58,300	4.2	40	60	90	10	99	1	23	17							
	WINX	News - Local	5,600	0.4															
	WMDG	Hollywood Calling	8,300	0.6															
8:15-8:30	WTOP	Gene Autry	77,800	5.6	45	55	73	27	85	15	50	10							
	Other		4,200	0.3															
	MMAL	Federal Spotlight	8,300	0.6															
	WRC	Hollywood Theatre	73,600	5.3	26	74	95	5	74	26	92	3							
	WOL	Twenty Questions	61,100	4.4	44	56	88	12	97	3	98	1							
8:30-8:45	WINX	1340 Local	5,600	0.4															
	WMDG	Hollywood Calling	8,300	0.6															
	WTOP	Gene Autry	73,600	5.3	47	53	71	29	84	16	96	3							
	Other		1,400	0.1															
	MMAL	Dramatic Program	20,800	1.5															
8:45-9:00	WRC	Truth or Consequences	102,800	7.4	36	64	87	13	83	17	40	36							
	WOL	Take a Number	19,400	1.4															
	WINX	1340 Local	1,400	0.1															
	WMDG	News - 1450 Club	9,700	0.7															
	WTOP	Phillip Marlowe	84,700	6.1	34	66	89	11	80	20	43	30							
8:45-9:00	Other		4,200	0.3															
	MMAL	G. Hood - C. Cavallero	20,800	1.5															
	WRC	Truth or Consequences	94,400	6.8	39	61	86	14	84	16	98	1							
	WOL	Take A Number	18,100	1.3															
	WINX	1340 Local	4,200	0.3															
8:45-9:00	WMDG	Jackson Lowe - 1450 Club	8,300	0.6															
	WTOP	Phillip Marlowe	87,500	6.3	33	67	89	11	78	22	97	2							
	Other		4,200	0.3															

THE WASHINGTON RADIO AUDIENCE

Saturday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION								
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
10:00-10:15	WMAL	Voices that Live	1,400	0.1	37	63	93	7	85	15	77	8	15
	WRC	Judy Canova	15,300	8.3	41	59	99	1	99	1	1	45	54
	WOL	Chicago Theatre of Air	43,100	3.1									
	WINX	News-Local											
	WTDC	Lowe - 1450 Club											
10:15-10:30	WTOP	Sing It Again	18,100	1.3	31	69	86	14	62	38	69	14	17
	Other		55,600	4.0									
			9,700	0.7									
10:30-10:45	WMAL	Trv Field Trio	1,400	0.1	31	69	88	12	62	38	98	1	1
	WRC	Judy Canova	105,600	7.6	38	62	93	7	85	15	98	1	1
	WOL	Chicago Theatre of Air	40,300	2.9	38	62	99	1	99	1	98	1	1
	WINX	1340 Local	1,400	0.1									
	WTDC	Lowe - 1450 Club	18,100	1.3									
10:45-11:00	WTOP	Sing It Again	50,000	3.6									
	Other		9,700	0.7									
10:45-11:00	WMAL	Various	1,400	0.1	27	73	90	10	67	33	82	17	1
	WRC	Grand Ole Opry	61,100	4.4	41	59	94	6	75	25	84	6	10
	WOL	Chicago Theatre of Air	40,300	2.9	43	57	99	1	99	1	94	5	1
	WINX	1340 Local	4,200	0.3									
	WTDC	News-Dance Party	15,300	1.1									
10:45-11:00	WTOP	Sing It Again	58,300	4.2									
	Other		11,000	0.8									
10:45-11:00	WMAL	Various	1,400	0.1	30	70	90	10	67	33	98	1	1
	WRC	Grand Ole Opry	55,600	4.0	38	62	90	10	76	24	98	1	1
	WOL	Chicago Theatre of Air	40,300	2.9	43	57	99	1	99	1	98	1	1
	WINX	1340 Local	4,200	0.3									
	WTDC	News-Dance Party	15,300	1.1									
10:45-11:00	WTOP	Sing It Again	59,700	4.3									
	Other		9,700	0.7									

THE WASHINGTON RADIO AUDIENCE

Saturday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION										
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW		
12:00-12:15	WMAL	Lee Dayton	4,200	0.3											
	WRC	Dance Orchestra	1,400	0.1											
	WINX	1340 Local	1,400	0.1											
	WVDC	Dance Party	11,100	0.8											
	WTOP	Moondial	4,200	0.3											
12:15-12:30	Other		1,400	0.1											
	WMAL	Lee Dayton	1,400	0.1											
	WRC	Dance Orchestra	1,400	0.1											
	WINX	1340 Local	1,400	0.1											
	WVDC	Dance Party	5,600	0.4											
12:30-12:45	WTOP	Moondial	1,400	0.1											
	Other		1,400	0.1											
	WMAL	Lee Dayton	1,400	0.1											
	WRC	Dance Orchestra	1,400	0.1											
	WINX	1340 Local	1,400	0.1											
12:45-1:00	WVDC	Dance Party	5,600	0.4											
	WTOP	Moondial	1,400	0.1											
	Other		1,400	0.1											
	WMAL	Lee Dayton	1,400	0.1											
	WRC	Dance Orchestra	1,400	0.1											

THE WASHINGTON RADIO AUDIENCE

Sunday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION						AUDIENCE FLOW							
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW					
10:00-10:15	WMAL	Israel Message	11,100	0.8														
	WRC	National Radio Pulpit	20,800	1.5														
	WOL	Radio Bible Class	9,700	0.7														
	WINX	Magic Credit Time	4,200	0.3														
	WMDC	Crown Capers	13,900	1.0														
	WTOP	Top Pop Concert	18,100	1.3														
	WQOW	Chamber Music Hour	5,600	0.4														
	WABL	The Jewish Hour	4,200	0.3														
	Other			20,800	1.5													
	10:15-10:30	WMAL	Israel Message	9,700	0.7													
WRC		National Radio Pulpit	18,100	1.3														
WOL		Radio Bible Class	8,300	0.6														
WINX		Magic Credit Time	5,600	0.4														
WMDC		Crown Capers	11,100	0.8														
WTOP		Top Pop Concert	20,800	1.5														
WQOW		Chamber Music Hour	8,300	0.6														
WABL		The Jewish Hour	4,200	0.3														
Other				23,600	1.7													
10:30-10:45		WMAL	National Vespers	5,600	0.4													
	WRC	Family Time	23,600	1.7														
	WOL	Chapel in the Sky	5,600	0.4														
	WINX	Magic Credit Time	4,200	0.3														
	WMDC	Crown Capers	11,100	0.8														
	WTOP	Church of the Air	11,100	0.8														
	WQOW	Chamber Music Hour	8,300	0.6														
	WABL	The Jewish Hour	1,400	0.1														
	Other			19,400	1.4													
	10:45-11:00	WMAL	National Vespers	8,300	0.6													
WRC		Family Time	20,800	1.5														
WOL		Chapel in the Sky	5,600	0.4														
WINX		Magic Credit Time	4,200	0.3														
WMDC		Vocal Variety	9,700	0.7														
WTOP		Church of the Air	9,700	0.7														
WQOW		Chamber Music Hour	8,300	0.6														
WABL		Big Barn Dance	1,400	0.1														
Other				19,900	1.0													

STATION: _____ PROGRAM: _____

AUDIENCE: _____ RATING: _____

MALE: _____ FEMALE: _____ ADULT: _____ CHILDREN: _____

WHITE: _____ COLORED: _____ SAME: _____ OTHER: _____

NEW: _____

Sunday Daytime

THE WASHINGTON RADIO AUDIENCE

Sunday Daytime

-6-

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION												
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW				
12:00-12:15	WMAL	Baptist Hour	8,300	0.6													
	WRC	News	25,000	1.8													
	WOL	Art Brown	20,800	1.5													
	WTNX	News-Crosby	5,600	0.4													
	WADC	Bing Crosby	36,100	2.0													
	WTOP	Invitation to Learning	13,900	1.0													
	WQGT	Jewish Life	1,400	0.1													
	WABL	Voice of the Army	1,400	0.1													
		Other		8,300	0.6												
	12:15-12:30	WMAL	Baptist Hour	4,200	0.3												
WRC		Mr. Fixit	11,100	0.8													
WOL		Art Brown	20,800	1.5													
WTNX		Bing Crosby	5,600	0.4													
WADC		Bing Crosby	36,900	2.8													
WTOP		Invitation to Learning	11,100	0.8													
WQGT		Jewish Life	1,400	0.1													
WABL		Cavalcade of Music	1,400	0.1													
		Other		5,600	0.4												
12:30-12:45		WMAL	Piano Playhouse	19,400	1.4												
	WRC	Now is the Atom	11,100	0.8													
	WOL	Lutheran Hour	8,300	0.6													
	WTNX	Modern Music	8,300	0.6													
	WADC	Amateurs of 1949	40,300	2.9													
	WTOP	Guy Lombardo	23,600	1.7	19	81	86	14	19	81	66	1	33				
	WQGT	Speaking of Music	8,300	0.6													
	WABL	Slim Jim Jones	1,400	0.1													
		Other		4,200	0.3												
	12:45-1:00	WMAL	Piano Playhouse	20,800	1.5												
WRC		Now is the Atom	9,700	0.7													
WOL		Lutheran Hour	4,200	0.3													
WTNX		Modern Music	8,300	0.6													
WADC		Amateurs of 1949	43,100	3.1	18	82	86	14	23	77	94	1	5				
WTOP		Guy Lombardo	25,600	1.7													
WQGT		Speaking of Music	9,700	0.7													
WABL		Mt'l Gospel Quartet	1,400	0.1													
		Other		8,300	0.6												

THE WASHINGTON RADIO AUDIENCE

AUDIENCE COMPOSITION

Sunday Daytime

AUDIENCE FLOW

-7-

THE WASHINGTON RADIO AUDIENCE

Sunday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
2:00-2:15	WMAL	Football	154,200	11.1	58	42	92	8	82	18	46	5	49	
	WRC	NBC Theatre	44,400	3.2	35	65	87	13	83	17	30	13	57	
	WOL	S. Walton, News	1,400	0.1										
	WJNX	Football	5,600	0.4										
	WMDC	Meet the Composer	20,800	1.5										
2:15-2:30	WTOP	Choralliers	13,900	1.0										
	WQOW	Viewpoint Forum	1,400	0.1										
	WABL	The Italian Hour	1,400	0.1										
	Other		9,700	0.7										
	WMAL	Football	152,800	11.0	59	41	91	9	81	19	96	1	3	
2:30-2:45	WRC	NBC Theatre	43,100	3.1	36	64	91	9	82	18	98	1	1	
	WOL	Furs on Parade	1,400	0.1										
	WJNX	Football	5,600	0.4										
	WMDC	Meet the Composer	18,100	1.3										
	WTOP	Choralliers	13,900	1.0										
2:45-3:00	WQOW	Viewpoint Forum	1,400	0.1										
	WABL	The Italian Hour	1,400	0.1										
	Other		8,300	0.6										
	WMAL	Football	175,000	12.6	58	42	92	8	81	19	95	1	4	
	WRC	NBC Theatre	43,100	3.1	36	64	91	9	82	18	98	1	1	
2:45-3:00	WOL	Old Fashion Revival Hour	9,700	0.7										
	WJNX	Football	5,600	0.4										
	WMDC	News - Melody	11,100	0.8										
	WTOP	Syncopation Piece	11,100	0.8										
	WQOW	In Recital	1,400	0.1										
2:45-3:00	WABL	The Italian Hour	1,400	0.1										
	Other		5,600	0.4										
	WMAL	Football	158,300	11.4	55	45	91	9	80	20	98	1	1	
	WRC	NBC Theatre	43,100	3.1	36	64	91	9	82	18	98	1	1	
	WOL	Old Fashion Revival Hour	11,100	0.8										
2:45-3:00	WJNX	Football	8,300	0.6										
	WMDC	Melody Hour	13,900	1.0										
	WTOP	Syncopation Piece	11,100	0.8										
	WQOW	In Recital - News	1,400	0.1										
	WABL	The Italian Hour	1,400	0.1										
2:45-3:00	Other		1,400	0.1										

THE WASHINGTON RADIO AUDIENCE

RATING

FEMALE

ADULT

CHILDREN

WHITE

COLORED

SAME

OTHER

NEW

Sunday Daytime

THE WASHINGTON RADIO AUDIENCE

Sunday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION					AUDIENCE FLOW			
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
4:00-4:15	WMAL	Football	115,300	8.3	52	48	93	7	82	18	95	2	3
	WRC	U.N. Project - Drama	20,800	1.5									
	WOL	House of Mystery	59,700	4.3	32	68	68	32	65	35	23	35	42
	WTNX	Football	11,100	0.8				1	92	8	80	12	8
	WVDC	Major Stars	5,600	0.4									
4:15-4:30	WTOP	N.Y. Philharmonic	50,000	3.6	42	58	99	1	92	8	80	12	8
	WQOW	Composers Concert	1,400	0.1									
	WAPL	Jan Garber	4,200	0.3									
	Other		1,400	0.1									
	WMAL	Football	104,200	7.5	48	52	94	6	85	15	95	1	4
4:30-4:45	WRC	U.N. Project - Drama	19,400	1.4									
	WOL	House of Mystery	61,100	4.4	34	66	72	28	66	34	96	1	3
	WTNX	Football	8,300	0.6									
	WVDC	Rhythm Roundup	5,600	0.4				1	96	4	98	1	1
	WTOP	N.Y. Philharmonic	44,400	3.2	39	61	99	1	96	4	98	1	1
4:45-5:00	WQOW	Composers Concert	1,400	0.1									
	WAPL	Jan Garber	4,200	0.3									
	Other		1,400	0.1									
	WMAL	Fifth Quarter	45,800	3.3	38	62	99	1	88	12	98	1	1
	WRC	Voices & Events	15,300	1.1									
4:45-5:00	WOL	Martin Kane, Private Eye	77,800	5.6	42	58	82	18	68	32	69	30	1
	WTNX	Football	8,300	0.6									
	WVDC	Personality Time	5,600	0.4									
	WTOP	Sunday at the Chase	19,400	1.4									
	WQOW	Scenes from Opera	1,400	0.1									
	WAPL	Songs of Yesteryear	1,400	0.1									
	Other		1,400	0.1									
	WMAL	Fifth Quarter	34,700	2.5									
	WRC	Voices & Events	15,300	1.1									
	WOL	Martin Kane, Private Eye	79,200	5.7	41	59	83	17	66	34	98	1	1
WTNX	Football	1,400	0.1										
WVDC	Meet the Band	4,200	0.3										
WTOP	Sunday at the Chase	18,100	1.3										
WQOW	Scenes from Opera	1,400	0.1										
WAPL	Songs of Yesteryear	4,200	0.3										
Other		1,200	0.3										

Sunday Daytime

AUDIENCE FLOW

THE WASHINGTON RADIO AUDIENCE

Sunday Daytime

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION					AUDIENCE FLOW			
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
6:00-6:15	WMAL	Drew Pearson	123,600	8:9	45	55	99	1	91	9	16	27	57
	WRC	Catholic Hour	26,400	1:9									
	WOL	Roy Rogers	93,100	6:7	40	60	73	27	81	19	42	12	46
	WTNX	News - Songs	1,400	0.1									
	WMDG	Full Gospel	4,200	0.3									
6:15-6:30	WTOP	Hour of Stars	63,900	4.6	36	64	91	9	91	9	15	37	48
	Other		1,400	0.1									
	WMAL	Mon. Headlines	90,300	6.5	49	51	99	1	89	11	91	1	8
	WRC	Catholic Hour	25,000	1.8									
	WOL	Roy Rogers	93,100	6.7	40	60	73	27	81	19	98	1	1
6:30-6:45	WTNX	Bob Wolff, Sports	4,200	0.3									
	WMDG	Tabernacle	5,600	0.4									
	WTOP	Hour of Stars	65,300	4.7	38	62	91	9	91	9	96	3	1
	Other		1,400	0.1									
	WMAL	Wayne King	69,400	5.0	39	61	97	3	94	6	58	14	28
6:45-7:00	WRC	Hollywood Calling	29,200	2.1									
	WOL	Nick Carter	87,500	6.3	51	49	80	20	82	18	71	9	20
	WTNX	Meet Your Congress	1,400	0.1									
	WMDG	Tin Pan Alley	5,600	0.4									
	WTOP	Our Miss Brooks	119,400	8.6	35	65	87	13	90	10	39	31	30
6:45-7:00	Other		1,400	0.1									
	WMAL	Wayne King	63,900	4.6	36	64	97	3	94	6	98	1	1
	WRC	Hollywood Calling	29,200	2.1									
	WOL	Nick Carter	84,700	6.1	50	50	82	18	82	18	98	1	1
	WTNX	Meet Your Congress	1,400	0.1									
6:45-7:00	WMDG	Rosary Hour	8,300	0.6									
	WTOP	Our Miss Brooks	119,400	8.6	37	63	87	13	90	10	95	2	3
	Other		1,400	0.1									

THE WASHINGTON RADIO AUDIENCE

TIME	STATION	PROGRAM	AUDIENCE	RATING	MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
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THE WASHINGTON RADIO AUDIENCE

Sunday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW		
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW	
8:00-8:15	WMAL	Stop The Music	108,300	7.8	37	63	98	2	93	7	11	34	55	
	WRC	Sam Spade	115,300	8.3	35	65	90	10	85	15	38	40	22	
	WOL	Mediation Board	23,600	1.7										
	WTNX	News-Journey	5,600	0.4										
	WTDC	Met. Baptist Church	9,700	0.7										
8:15-8:30	WTOP	Charlie McCarthy	172,200	12.4	47	53	85	15	89	11	63	29	9	
	Other		1,400	0.1										
	WMAL	Stop The Music	109,700	7.9	37	63	98	2	95	5	94	4	2	
	WRC	Sam Spade	112,500	8.1	33	67	90	10	83	17	96	3	1	
	WOL	Alexander's Mediation Bd.	23,600	1.7										
8:30-8:45	WTNX	News-Sent. Journey	1,400	0.1										
	WTDC	Met. Baptist Church	8,300	0.6										
	WTOP	Charlie McCarthy	162,500	11.7	50	50	86	14	89	11	98	1	1	
	Other		1,400	0.1										
	WMAL	Stop The Music	112,500	8.1	33	67	97	3	93	7	90	9	1	
8:45-9:00	WRC	Theatre Guild	112,500	8.1	34	66	93	7	83	17	57	29	14	
	WOL	Enchanted Hour	15,300	1.1										
	WTNX	Sent. Journey	1,400	0.1										
	WTDC	Met. Baptist Church	5,600	0.4										
	WTOP	Red Skelton	119,400	8.6	47	53	84	16	85	15	73	26	1	
8:45-9:00	Other		1,400	0.1										
	WMAL	Stop The Music	112,500	8.1	33	67	97	3	93	7	96	2	2	
	WRC	Theatre Guild	109,700	7.9	35	65	93	7	84	16	97	2	1	
	WOL	Enchanted Hour	13,900	1.0										
	WTNX	Sent. Journey	1,400	0.1										
8:45-9:00	WTDC	Met. Baptist Church	5,600	0.4										
	WTOP	Red Skelton	122,200	8.8	46	54	84	16	86	14	97	2	1	
	Other		1,400	0.1										

THE WASHINGTON RADIO AUDIENCE

Sunday Evening

TIME	STATION	PROGRAM	AUDIENCE	RATING	AUDIENCE COMPOSITION							AUDIENCE FLOW	
					MALE	FEMALE	ADULT	CHILDREN	WHITE	COLORED	SAME	OTHER	NEW
10:00-10:15	WMAL	MGM Theatre of Air	70,800	5.1	35	65	95	5	86	14	32	54	14
	WRC	Take It or Leave It	95,800	6.9	38	62	96	4	88	12	32	38	30
	WOL	Outlook Pvt. Enterprise	1,400	0.1									
	WTOP	Contented Hour	1,400	0.1									
10:15-10:30	WMAL	MGM Theatre of Air	70,800	5.1	41	59	95	5	81	19	94	5	1
	WRC	Take It or Leave It	88,900	6.4	37	63	96	4	91	9	98	1	1
	WOL	Outlook Pvt. Enterprise	1,400	0.1									
	WTOP	Contented Hour	1,400	0.1									
10:30-10:45	WMAL	MGM Theatre of Air	68,100	4.9	43	57	97	3	86	14	93	6	1
	WRC	Kay Armen	44,400	3.2	35	65	96	4	91	9	78	9	13
	WOL	Don Wright Chorus	1,400	0.1									
	WTOP	Contented Hour	1,400	0.1									
10:45-11:00	WMAL	MGM Theatre of Air	68,100	4.9	43	57	97	3	86	14	98	1	1
	WRC	Kay Armen	33,300	2.4									
	WOL	Don Wright Chorus	4,200	0.3									
	WTOP	Contented Hour	4,200	0.3									

THE WASHINGTON RADIO AUDIENCE

Sunday Evening

AUDIENCE COMPOSITION		AUDIENCE FLOW	
MALE	FEMALE	OTHER	NEW
43	57	1	1

