

Your Personal TV Diary

for the week of
February 14 - 20, 1991

-
- This is your personal seven day TV diary.

Keep it with you all the time. Show all your TV viewing starting **Thursday, February 14** and ending **Wednesday, February 20**.

- What you watch on TV is very important to us!

No matter how much or how little TV you watch; it's still important.

- Mail your completed diary back on Thursday, February 21, 1991.

- Questions? Need help?
1-800-123-4567

Call us anytime. Toll free.

START

Start using your
ratings diary on:

Thursday
February 14, 1991

FINISH

Finish using your
ratings diary on:

Wednesday
February 20, 1991

MAIL

Mail your completed
ratings diary on:

Thursday
February 21, 1991

Day

Daypart

Time

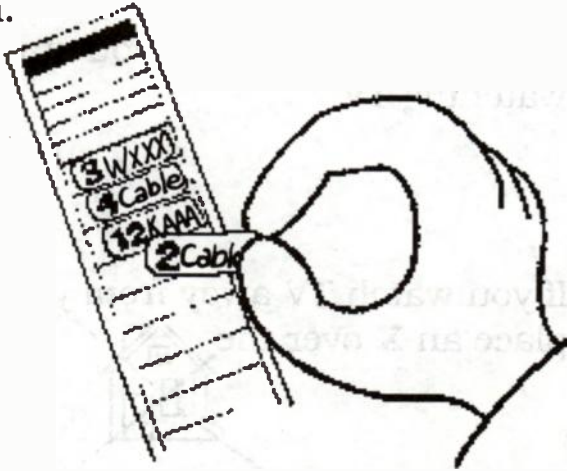
Watched TV away from home

Recorded on VCR

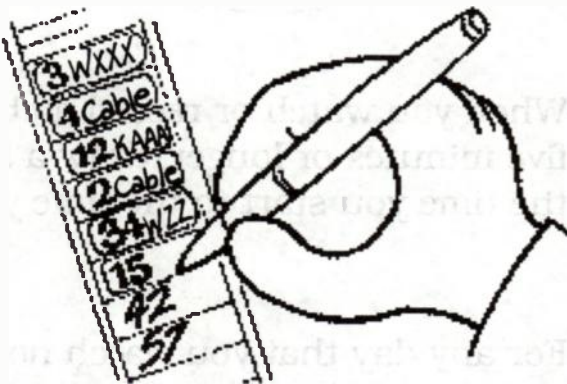
*Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here**Place stickers here*

How to use the stickers

- 1** Use the stickers for the channels you watch.



- 2** If you watch a channel that doesn't have it's own sticker, use a blank one. Write in the channel, call letters or cable service, and the city where you watched it.



- 3** Not enough rows for all the stickers you need?
Call 1-800-123-4567

how to fill in your personal TV diary

1

Find the day and time you start watching TV.

2

If you watch TV away from your home, place an **X** over the



3

If you recorded a program on a VCR, circle the

VCR

4

When you watch or record a channel for five minutes or longer, draw a line from the time you start to the time you stop.

5

For any day that you watch no TV, check the box at the end of that day.

Day
Daypart
Time

Thursday morning

Watched TV away from home

Recorded on VCR

6am	6:15	6:30	6:45	7am	7:15	7:30	7:45	8am	8:15
6:14	6:29	6:44	6:59	7:14	7:29	7:44	7:59	8:14	8:29

VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR

3 WXXX Anytown

Place stickers here

Place stickers here

Place stickers here

Place stickers here

Place stickers here

Place stickers here

Sample Page

Place stickers here

Place stickers here

Place stickers here

On Thursday morning, you view "First News" on channel 3, WXXX from 6:00 AM until 7:00 AM.

- Find the sticker for Channel 3.
- Find Thursday Morning.
- Find 6:00 AM.
- Opposite the sticker, draw a line from 6:00 AM to 7:00 AM.

Place stickers here

Place stickers here

Thursday
morning

[illegible]

Thursday
morning

[illegible]

Thursday
afternoon

[illegible]

Thursday
afternoon

[illegible]

[illegible]

Figure 1



late evening/early morning

Thursday/Friday

late evening/early morning

[illegible]

Check if you watched no TV on Thursday ☐

Friday
morning

[illegible]

Friday
morning

[illegible]

Friday afternoon

[illegible]

Friday afternoon

[illegible]

Friday

evening

[illegible]

Friday
evening

[illegible]

Friday/Saturday

late evening/early morning

[illegible]

late evening/early morning

late evening/early morning

[illegible]

morning



Saturday

afternoon

12pm 12:14	12:15 12:29	12:30 12:44	12:45 12:59	1pm 1:14	1:15 1:29	1:30 1:44	1:45 1:59	2pm 2:14	2:15 2:29	2:30 2:44	2:45 2:59
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VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR
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[illegible]

Saturday

evening

[illegible]

Saturday
evening

[illegible]

Saturday/Sunday

late evening/early morning

[illegible]

late evening/early morning

Check if you watched no TV on Saturday



morning

[illegible]

Sunday morning

[illegible]

Sunday

afternoon

[illegible]

Sunday
afternoon

[illegible]

Sunday
evening

[illegible]

Sunday

evening

[illegible]

Sunday/Monday

late evening/early morning

[illegible]

late evening/early morning

Check if you watched no TV on Sunday

11

morning

Monday

afternoon

[illegible]

Monday evening

[illegible]

late evening/early morning

Monday/Tuesday

late evening/early morning

[illegible]

Check if you watched no TV on Monday



Tuesday
morning

[illegible]

morning

[illegible]

Tuesday
afternoon

[illegible]A full-page view of a blank sheet of graph paper. The grid consists of solid horizontal lines and dashed vertical lines, creating columns and rows. There are three shaded rectangular areas: one in the upper right, one in the middle left, and one in the lower left. Each shaded area contains a small white square.

Tuesday
afternoon

[illegible]

Tuesday
evening

[illegible]

Tuesday

evening

9pm 9:14	9:15 9:29	9:30 9:44	9:45 9:59	10pm 10:14	10:15 10:29	10:30 10:44	10:45 10:59	11pm 11:14	11:15 11:29	11:30 11:44	11:45 11:59
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VCR

VCR

VCR

VCR

VCR

VCR

VCR

VCR

VCR

VCR

VCR

VCR

Tuesday/Wednesday

late evening/early morning

[illegible]

late evening/early morning

[illegible]

11

Wednesday
morning

[illegible]

Wednesday afternoon

[illegible]

Wednesday

afternoon

3pm 3:14	3:15 3:29	3:30 3:44	3:45 3:59	4pm 4:14	4:15 4:29	4:30 4:44	4:45 4:59	5pm 5:14	5:15 5:29	5:30 5:44	5:45 5:59
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VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR	VCR
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Wednesday
evening

[illegible]

evening

[illegible]

late evening/early morning

late evening/early morning

late evening/early morning

[illegible]

Check if you watched no TV on Wednesday ☐

1 What is your age?
_____ years

2 Male or Female?
☐ Male ☐ Female

3 Where do you live?
City _____ County _____
State _____ Zip _____

4 Do you work away from
home 30 or more hours
per week?
☐ Yes ☐ No

Comments

commonly asked questions

Mail your diary back on
Thursday, February 21
after the survey is over.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Business Reply Mail

POSTAGE WILL BE PAID BY ADDRESSEE

National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C. 20036



Use these stickers with your Personal TV Diary

2 WMAR	Baltimore	2
MTV		3
4 WRC	Washington	4
5 WTTG	Washington	5
ESPN		6
7 WJLA	Washington	7
9 WUSA	Washington	9
CNN		10
11 WBAL	Baltimore	11
TBS	Atlanta	12
13 WJZ	Baltimore	13
HBO		14
Showtime		15
The Disney Channel		16
Cinemax		17
The Movie Channel		18
Home Team Sports		19
Bravo		20
22 WMPT	Annapolis	22
USA Network		23
The Travel Channel		24

WWOR	New York	25
26 WETA	Washington	26
BET		27
QVC Network		28
The Nashville Network		30
The Family Channel		31
32 WHMM	Washington	32
VH-1		33
FNN/Score		34
The Weather Channel		35
Arts & Entertainment		36
Lifetime		37
20 WDCA	Washington	40
CNN - Headline News		41
Nickelodeon		43
The Discovery Channel		44
The Learning Channel		46
C-SPAN		47
C-SPAN II		48
TNT		57
CNBC		58

If you watch a channel that doesn't have its own sticker, use a blank one.

Write in the channel, call letters or cable service, and the city where you watched it.

[illegible]

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