

O'CONNOR RADIO & TV SURVEY

*Audience Measurement*  
**WIRC - Hickory, N. C.**

*A Research Study of the Radio Audience*

**February, 1959**

Conducted By  
**O'CONNOR SURVEYS**  
Knoxville, Tenn.  
Bernice M. O'Connor, Director

# FACTS ON THE SURVEY

This is a research study of the RADIO audience of HICKORY, NORTH CAROLINA and HILDEBRAN, NORTH CAROLINA. The survey was conducted over a period of one week (February 15th through February 21st, 1959) during the month of February, 1959 using the coincidental telephone method.

5,248 PHONE CALLS	1,751 PHONE CALLS	958 PHONE CALLS
from	from	from
7:00 AM - 6:00 PM	7:00 AM - 6:00 PM	12:00 PM - 6:00 PM
MONDAY THROUGH FRIDAY	SATURDAY	SUNDAY

## METHOD:

Experienced operators who were supervised throughout the survey called the entire number of residential phones listed in the HICKORY telephone directory as well as all of the homes listed in the HILDEBRAN directory in order to achieve valid and reliable data. The calls were divided by fifteen minute periods. Approximately 120 homes were called each fifteen minutes from 7:00 AM to 6:00 PM, Monday through Friday - the Saturday measurement was also conducted from 7:00 AM to 6:00 PM using a sample of around 80 homes called per half hour - the Sunday survey consisting of approximately 80 homes called per half hour was conducted from 12:00 PM to 6:00 PM.

The following statistical methods were used to arrive at the findings illustrated in the accompanying tables. The actual radio audience represents the per cent of people who had their radios on. The base of these percentages is the total number of homes called. The per cent of "sets-in-use" during any period of time is synonymous with the actual radio audience or the per cent of people who had their radios on. The per cent of listeners of a particular radio station during a specific period of time represents the proportion of the program rating that is tuned to that station. The per cent of listeners obtained by a particular radio station multiplied by the per cent of "sets-in-use" represents the program rating of that station for the specific time period.

## SAMPLE:

The sample conducted on this audience measurement is excellent - a total of 7,957 homes were called. Therefore, we ask careful consideration of the following ratings. All calls made were ACTUAL calls and the ratings are based on ACTUAL LISTENING (the radio station being listened to AT THE TIME OF THE CALL). No recalls were made and no combination method (actual calls plus recalls) was used.

D I R E C T O R Y   O F   R A D I O   S T A T I O N S

<u>STATION</u>	<u>CITY</u>	<u>NETWORK AFFILIATION</u>	<u>POWER IN WATTS</u>
WHKY	Hickory, North Carolina	ABC	5,000-D 1,000-N
* WIRC	Hickory, North Carolina	Independent	1,000-D
WBT	Charlotte, North Carolina	CBS	50,000
WIST	Charlotte, North Carolina	Independent	5,000-D 1,000-N

OTHER STATIONS

WNNC (250) - Newton, N. C.

WLON (1,000-D) - Lincolnton, N. C.

WAYS (5,000-D) - Charlotte, N. C.  
(1,000-N)

WMIT (FM) - Clingman's Peak, N. C.

\* Subscriber to this "AUDIENCE MEASUREMENT"

# REGULATIONS

LISTED BELOW WITH EXPLANATIONS ARE THE REGULATIONS ON THE USE OF THIS "AUDIENCE MEASUREMENT"

- (1) In all outside presentation and especially in publication advertising, exact identification of the Survey such as title (whether it is radio and/or TV), date of Survey and time period upon which the information is based shall be stated.
- (2) Exact survey phrasology of the Survey is to be used such as "Audience and Program Ratings", "Radio Audience Measurement" or "TV Audience Measurement", etc.
- (3) Claims, conclusions or generalizations not upheld by this Survey may not refer to this "Audience Measurement" as its source.
- (4) Non-subscribers do not have the privilege of reference or quotation.
- (5) When duplicating this "Audience Measurement" in publication advertising, no station is privileged to identify, except as station (or frequency) "B", "C", "D", etc. the Audience or Program Ratings of any other station, nor can any percentages for stations or frequencies be omitted from an "Audience Measurement" of THIS CITY (or County). When this "Audience Measurement" is reproduced whole or in part (selected periods), the advertising station's Audience or Program Ratings shall appear at extreme left of comparative table and under their call letters. Other stations labeled "B", "C", "D", etc. shall follow, arranged from left to right, in order of average "all-day", "all-evening" Audience or Program Ratings from highest to lowest. This is merely a device to determine arrangement order.
- (6) This "Audience Measurement" is based on telephones listed in the telephone directory of THIS CITY ONLY (note city designated). If any other telephones are called that might also be listed in this city's telephone directory, either a SEPARATE REPORT will be shown with the name of each community, town or city OR a notation will explain any combined SURVEY of two or more cities, towns or communities.

We wish to reserve the right to publish accurate facts when and if data accredited to this "AUDIENCE MEASUREMENT" is at variance with its records.

MONDAY

THROUGH

FRIDAY

7:00 AM - 6:00 PM

SUMMARY

FIFTEEN MINUTE PERIODS



A U D I E N C E   M E A S U R E M E N T

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

SUMMARY: 7:00 AM to 6:00 PM -- MONDAY THROUGH FRIDAY -- FEBRUARY, 1959

TIME PERIOD	# OF HOMES	SETS IN USE	WHKY		WIRC		WBT		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
7 AM - 8 AM	484	21.3	24.3	5.2	74.7	15.9			1.0	0.2
8 AM-12 PM	1911	13.2	24.6	3.3	70.3	9.2	1.6	0.2	3.6	0.5
12 PM - 6 PM	2853	9.3	34.8	3.2	56.1	5.2	4.5	0.4	4.5	0.4
TOTAL 7 AM - 6 PM	5248	11.8	28.9	3.4	64.9	7.7	2.6	0.3	3.6	0.4

A U D I E N C E   M E A S U R E M E N T

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

7:00 AM - 6:00 PM -- MONDAY THROUGH FRIDAY -- FEBRUARY, 1959

TIME PERIOD	# OF HOMES	SETS IN USE	WHKY			WIRC			WBT		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
7:00 AM	123	23.6	31.0	7.3	News-Sunrise Serenade	69.0	16.3	News to Now-Taylor Time				
7:15 AM	120	20.8	20.0	4.2	Sunrise Serenade	80.0	16.7	Taylor Time (Bill Taylor)				
7:30 AM	120	19.2	26.1	5.0	News-Sunrise Serenade	73.9	14.1	Taylor Time				
7:45 AM	121	21.5	19.3	4.1	Sunrise Serenade	76.9	16.5	Carolina News			3.8	0.8 WAYS
8:00 AM	120	19.2	30.5	5.8	News Around World	60.9	11.7	Swap Shop	4.3	0.8	4.3	0.8 WNNC
8:15 AM	117	18.8	36.4	6.8	Morning Devotions	63.6	11.9	Swap Shop				
8:30 AM	121	14.9	38.9	5.8	Musical Moments	55.6	8.3	Swap Shop			5.6	0.8 WIST
8:45 AM	121	15.7	21.1	3.3	Music-News-Paul Harvey	68.4	10.7	Swap Shop			10.5	1.6 WNNC
9:00 AM	119	16.8	25.0	4.2	Breakfast Club	70.0	11.8	Cecile Bost Show			5.0	0.8 WNNC
9:15 AM	119	15.1	22.2	3.4	Breakfast Club	72.2	10.9	Cecile Bost Show			5.6	0.8 WIST
9:30 AM	122	13.1	18.8	2.4	Breakfast Club	75.0	9.8	Cecile Bost Show			6.3	0.8 WLON
9:45 AM	120	11.7	21.4	2.5	Breakfast Club	71.4	8.3	C. Bost Show-Civic Cal.			7.1	0.8 WIST

A U D I E N C E   M E A S U R E M E N T

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TIME PERIOD	# OF HOMES	SETS IN USE	WHKY			WIRC			WBT		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
10:00 AM	119	9.2	27.3	2.5	Welcome Wagon *	63.6	5.9	Woman's World			9.1	0.8 WIST
10:15 AM	120	8.3	20.0	1.7	Midmorning Melodies-N.	80.0	6.7	Make Believe Time				
10:30 AM	120	13.3	12.5	1.7	Midmorning Melodies	81.3	10.8	Spinning the Stars	6.3	0.8		
10:45 AM	121	11.6	14.3	1.6	Midmorning Melodies-N.	85.7	9.9	Spinning the Stars-N.				
11:00 AM	118	11.0	30.8	3.4	Time for Music	69.2	7.6	Spinning the Stars				
11:15 AM	118	10.2	25.0	2.5	Time for Music-N.	66.7	6.8	Spinning the Stars	8.3	0.9		
11:30 AM	117	12.0	21.4	2.6	Time for Music	71.4	8.5	Spinning the Stars	7.1	0.9		
11:45 AM	119	10.1	16.7	1.7	Time for Music-N.	83.3	8.4	Spinning the Stars				
12:00 PM	119	8.4	40.0	3.4	Paul Harvey	60.0	5.0	Noon Tunes				
12:15 PM	120	10.8	30.8	3.3	Spts.-Midday Melodies *	61.5	6.7	Noon Tunes-Weather			7.7	0.8 WIST
12:30 PM	121	9.9	25.0	2.5	News-Musical Interlude	66.7	6.6	Midday Home News	8.3	0.8		
12:45 PM	118	9.3	27.3	2.5	Music-Farm News	54.5	5.1	Jim Shumate Show	18.2	1.7		

A U D I E N C E   M E A S U R E M E N T

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

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TIME PERIOD	# OF HOMES	SETS IN USE	WKY			WIRC			WBT		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
1:00 PM	117	12.0	57.1	6.8	N.-Hillbilly Hit Parade	35.7	4.3	Mr. "X"	7.1	0.9		
1:15 PM	120	10.8	61.5	6.7	Hillbilly Hit Parade	23.1	2.5	Mr. "X"			7.7	0.8 WNNC
1:30 PM	119	10.1	50.0	5.0	Hillbilly Hit Parade	41.7	4.2	Make Way for Music	8.3	0.8		
1:45 PM	120	11.7	57.1	6.7	Hillbilly Hit Parade-N.	35.7	4.2	Make Way for Music-N.	7.1	0.8		
2:00 PM	117	8.5	20.0	1.7	Concert Hall	50.0	4.3	Make Way for Music	20.0	1.7	10.0	0.9 WIST
2:15 PM	120	9.1	18.2	1.7	Concert Hall	63.6	5.8	Make Way for Music	9.1	0.8	9.1	0.8 WNNC
2:30 PM	121	9.9	25.0	2.5	Concert Hall	50.0	5.0	Make Way for Music	8.3	0.8	16.7	1.6 WNNC
2:45 PM	115	8.7	40.0	3.5	Concert Hall-News	40.0	3.5	Make Way for Music-N.			20.0	1.7 WNNC
3:00 PM	120	7.5	55.6	4.2	Music in Hi-Fi	44.4	3.3	Teen Time				
3:15 PM	118	8.5	30.0	2.5	Music in Hi-Fi	70.0	5.9	Teen Time				
3:30 PM	119	10.1	33.3	3.4	Music in Hi-Fi	66.7	6.7	Teen Time				
3:45 PM	119	8.4	50.0	4.2	Music in Hi-Fi	50.0	4.2	Teen Time-Latest News				

A U D I E N C E   M E A S U R E M E N T

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

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TIME PERIOD	# OF HOMES	SETS IN USE	WHKY			WIRC			WBT		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
4:00 PM	120	9.1	18.2	1.7	Rhythm at Random	72.7	6.7	Lillie Anne	9.1	0.8		
4:15 PM	117	11.1	15.4	1.7	Rhythm at Random	84.6	9.4	Lillie Anne				
4:30 PM	118	9.3	18.2	1.7	Rhythm at Random	81.8	7.6	Lillie Anne				
4:45 PM	119	11.7	35.7	4.2	Rhythm at Random-N.	57.1	6.7	Lillie Anne	7.1	0.8		
5:00 PM	117	8.5	20.0	1.7	Stereo Showcase	60.0	5.1	Vespers			10.0	0.9 WIST
5:15 PM	119	5.9	28.6	1.7	Stereo Showcase	71.4	4.2	Rhythm Rendezvous			10.0	0.9 WAYS
5:30 PM	120	6.7	25.0	1.7	Stereo Showcase	62.5	4.2	Rhythm Rendezvous			12.5	0.8 WIST
5:45 PM	120	5.8	42.9	2.5	Stereo Showcase-N.	57.1	3.3	Rhythm R.- Final News				

\* Includes additional programming during time of survey.

SATURDAY

AND

LISTENING

SUNDAY

7:00 AM - 6:00 PM

SATURDAY

12:00 PM - 6:00 PM

SUNDAY

AUDIENCE AND PROGRAM RATINGS

BY HALF HOUR PERIODS



A U D I E N C E   M E A S U R E M E N T

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

SUMMARY: 7:00 AM to 6:00 PM -- SATURDAY -- FEBRUARY, 1959

TIME PERIOD	# OF HOMES	SETS IN USE	WHKY		WIRC		WIST		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
7 AM - 8 AM	161	20.5	54.5	11.2	45.5	9.3				
8 AM-12 PM	636	11.2	38.1	4.2	57.7	6.4				
12 PM - 6 PM	954	11.6	31.5	3.7	62.2	7.2	3.6	0.4	2.7	0.3
TOTAL 7 AM - 6 PM	1751	12.3	37.2	4.6	58.2	7.1	1.9	0.2	2.8	0.3

A U D I E N C E   M E A S U R E M E N T

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

7:00 AM - 6:00 PM -- SATURDAY -- BY HALF HOUR PERIODS -- FEBRUARY, 1959

TIME PERIOD	# OF HOMES	SETS IN USE	WHKY			WIRC			WIST		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
7:00 AM	81	19.8	56.3	11.1	News-Sunrise Serenade	43.7	8.7	News to Now-Taylor Time				
7:30 AM	80	21.3	52.9	11.3	News-Sunrise Serenade	47.1	10.0	Taylor Time-Carolina News				
8:00 AM	80	18.8	53.3	10.0	World News-Morn. Devotions	46.7	8.8	Swap Shop				
8:30 AM	79	10.1	62.5	6.3	Musical Moments-News	37.5	3.8	Swap Shop				
9:00 AM	81	11.1	33.3	3.7	With Music-Here's to Vets	55.6	6.2	Revolving Bandstand			11.1	1.2 WLON
9:30 AM	78	9.0	42.9	3.9	Morning Musicales-News	57.1	5.1	Hickory High Time				
10:00 AM	79	10.1	25.0	2.5	Music for Morning	75.0	7.6	Hi-Fi Club				
10:30 AM	80	11.3	22.2	2.5	Music for Morning-News	66.7	7.5	Hi-Fi Club			11.1	1.3 WNNC
11:00 AM	80	10.0	25.0	2.5	Music for Saturday	62.5	6.3	Hi-Fi Club			12.5	1.3 WNNC
11:30 AM	79	8.9	28.6	2.5	Music for Saturday-News	71.4	6.3	IP Parade-Heart to Heart				
12:00 PM	78	11.5	22.2	2.6	News-Midday Melodies *	77.8	9.0	Noon Tunes-Weather				
12:30 PM	79	12.7	50.0	6.3	News-Music-Farm News	50.0	6.3	Home News-Top Tunes				

A U D I E N C E   M E A S U R E M E N T

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

7:00 AM - 6:00 PM -- SATURDAY -- BY HALF HOUR PERIODS -- FEBRUARY, 1959

TIME PERIOD	# OF HOMES	SETS IN USE	WHKY			WIRC			WIST		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
1:00 PM	81	9.9	50.0	5.0	N.-Hillbilly Hit Parade	37.5	3.7	Quill & Scroll-Top Tunes	12.5	1.2		
1:30 PM	81	11.1	33.3	3.7	Hillbilly Hit Parade-N.	66.7	7.4	Top Tunes-News to Now				
2:00 PM	80	13.8	18.2	2.5	Melody Time	81.8	11.3	Top Tunes				
2:30 PM	81	14.8	16.7	2.5	Melody Time-News	75.0	11.1	Top Tunes-News to Now			8.3	1.2 WNNC
3:00 PM	79	16.5	15.4	2.5	Spotlight on a Star	69.2	11.4	Top Tunes	7.7	1.3	7.7	1.3 WAYS
3:30 PM	80	12.5	20.0	2.5	Strictly Instrumental-N.	70.0	8.8	Top Tunes-News to Now	10.0	1.3		
4:00 PM	78	10.3	50.0	5.1	Four O'Clock Express	37.5	3.9	Rhythm Rendezvous	12.5	1.3		
4:30 PM	79	7.6	50.0	3.8	Four O'Clock Express-N.	50.0	3.8	Hickory High Speaks				
5:00 PM	79	10.1	37.5	3.8	Stereo Showcase	50.0	5.1	Vespers-Rendezvous			12.5	1.3 WBT
5:30 PM	79	8.9	42.9	3.8	Stereo Showcase	57.1	5.1	Rendezvous-Final News				

A U D I E N C E   M E A S U R E M E N T

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

12:00 PM - 6:00 PM -- SUNDAY -- BY HALF HOUR PERIODS -- FEBRUARY, 1959

TIME PERIOD	# OF HOMES	SETS IN USE	WHKY			WIRC			WIST		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
12:00 PM	80	11.3	44.4	5.0	News Summary-Grace Hour	55.6	6.3	News to Now-Gospel Time				
12:30 PM	81	8.7	42.9	3.7	C. R. McLain Presents	28.6	2.5	Sunday * Serenade-W.	14.3	1.2	14.3	1.2 WMIT
1:00 PM	78	6.4	40.0	2.6	Music for Sunday	40.0	2.6	N.-Music Just For You			20.0	1.3 WAYS
1:30 PM	79	7.6	33.3	2.5	Lutheran Hour	50.0	3.8	Music Just For You-N.	16.7	1.3		
2:00 PM	81	9.9	37.5	3.7	Dr. Oral Roberts	50.0	5.0	Music Just For You			12.5	1.2 WNNC
2:30 PM	80	8.8	42.9	3.8	Baptist Hour	28.6	2.5	Music Just For You-N.	14.3	1.3	14.3	1.3 WLON
3:00 PM	79	6.3	40.0	2.5	Hour of Blessed Hope	40.0	2.5	Music Just For You	20.0	1.3		
3:30 PM	82	7.3	33.3	2.4	Hour of Decision	33.3	2.4	Music Just For You-N.	16.7	1.2	16.7	1.2 WBT
4:00 PM	81	6.2	60.0	3.7	Revival Hour	20.0	1.2	Hymn Singin' Time			20.0	1.2 WNNC
4:30 PM	80	8.8	57.1	5.0	Radio Bible Class	14.3	1.3	Music in Modern Mood-N.	14.3	1.3	14.3	1.3 WNNC
5:00 PM	79	5.1	50.0	2.5	C. R. McLain Presents	50.0	2.5	Tea For Three-Modern Mood				
5:30 PM	78	7.7	50.0	3.9	Christianity-Lindsay Crosby	33.3	2.6	Modern Mood-Final News			16.7	1.3 WNNC
TOTAL	958	7.8	44.0	3.4		37.4	2.9		8.0	0.6	10.6	0.8

A U D I E N C E   M E A S U R E M E N T   ( R E C A L L )

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

6:00 AM - 7:00 AM -- MONDAY THROUGH FRIDAY -- FEBRUARY, 1959

TIME PERIOD	# OF HOMES	SETS IN USE	WKHY			WIRC			WBT		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
6:00 AM	117	17.1	65.0	11.1	News-Sunrise Serenade	35.0	6.0	First News-Taylor Time				
6:15 AM	119	23.5	60.7	14.3	Sunrise Serenade	39.3	9.2	(Bill Taylor) Taylor Time				
6:30 AM	120	25.0	53.3	13.3	News-Sunrise Serenade	43.3	10.8	Overnite News-Taylor Time	3.3	0.8		
6:45 AM	121	25.6	51.6	13.2	Sunrise Serenade	45.2	11.6	Taylor Time-Weather			3.2	0.8 WNNC
TOTAL	477	22.9	56.9	13.0		41.3	9.4		0.9	0.2	0.9	0.2

**IMPORTANT:** The above audience measurement was conducted by the telephone recall method. The hour of 6:00 AM to 7:00 AM was too early to contact homes using the coincidental telephone method - therefore, the recall method was used. Phone calls on the recall method were made from 7:00 AM to 8:00 AM by fifteen minute periods each morning Monday through Friday.

A total of 477 homes were called - each home was asked about their radio listening for only one specified fifteen minute period (homes called from 7:00 AM to 7:15 AM were asked about their radio listening from 6:00 AM to 6:15 AM).

A U D I E N C E   M E A S U R E M E N T   (R E C A L L)

AUDIENCE AND PROGRAM RATINGS OF HICKORY, NORTH CAROLINA RADIO STATIONS

6:00 AM - 7:00 AM -- SATURDAY -- BY HALF HOUR PERIODS -- FEBRUARY, 1959

TIME PERIOD	# OF HOMES	SETS IN USE	WHKY			WIRC			WBT		OTHER STATIONS	
			% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	RADIO PROG.	% OF AUD.	PROG. RTG.	% OF AUD.	PROG. RTG.
6:00 AM	77	15.6	66.7	10.4	News-Sunrise Serenade	33.3	5.2	First News-Taylor Time				
6:30 AM	81	16.0	46.2	7.4	Sunrise Serenade	46.2	7.4	Overnite News-Taylor Time-W.	7.7	1.2		
TOTAL	158	15.8	56.0	8.9		40.0	6.3		4.0	0.6		

**IMPORTANT:** The above audience measurement was conducted by the telephone recall method. The hour of 6:00 AM to 7:00 AM was too early to contact homes using the coincidental telephone method - therefore, the recall method was used. Phone calls on the recall method were made from 7:00 AM to 8:00 AM by fifteen minute periods.

A total of 158 homes were called - each home was asked about their radio listening for only one specific fifteen minute period (homes called on Saturday from 7:00 AM to 7:15 AM were asked about their radio listening from 6:00 AM to 6:15 AM).

**Radio and TV Audience Surveys**

**O'Connor Surveys**

**KNOXVILLE, TENNESSEE**