

**This dissertation has been
microfilmed exactly as received**

67-6324

**HOPF, Howard Everett, 1919-
FACTORS AFFECTING VARIATIONS OF LOCAL RATINGS
OF EVENING NETWORK TELEVISION PROGRAMS IN
MARKETS WITH THREE LOCAL VHF TELEVISION
STATIONS.**

**The Ohio State University, Ph.D., 1966
Speech**

University Microfilms, Inc., Ann Arbor, Michigan

© Copyright by

Howard Everett Hopf

1967

FACTORS AFFECTING VARIATIONS OF LOCAL RATINGS
OF EVENING NETWORK TELEVISION PROGRAMS
IN MARKETS WITH THREE LOCAL VHF
TELEVISION STATIONS

DISSERTATION

Presented in Partial Fulfillment of the Requirements for
the Degree Doctor of Philosophy in the Graduate
School of The Ohio State University

By

Howard Everett Hopf, B.A., M.S.

* * * * *

The Ohio State University
1966

Approved by



Adviser
Department of Speech

ACKNOWLEDGEMENTS

The writer wishes to acknowledge the valuable assistance received from the following persons: Dr. Harrison B. Summers, retired, Professor of Radio-Television, Ohio State University, for his early supervision and direction of the study; Dr. Richard M. Mall, Professor of Radio-Television, Ohio State University, for the concluding supervision and direction of the study; The American Research Bureau, Inc., for making rating information available; Mr. Edward H. Patterson, West Coast Advertising Manager for TV Guide, for making available the TV Guide; Mr. Albert Warren, Editor and Publisher of Television Factbook, for permission to use copyrighted material; Mr. Robert U. Brown, President and Publisher of Editor & Publisher International Yearbook, for permission to use copyrighted material; Mr. Sol Taishoff, Editor and Publisher of Broadcasting Yearbook, for permission to use copyrighted material; Miss Sheila Cleghorn, for her assistance in typing preliminary tables; Mrs. Patricia Kallem, typist for the study; and my wife, Gladys M. Hopf, who through graduate school and the years of study has been understanding and a constant inspiration.

VITA

- September 14, 1919 Born - West Union, Iowa
- 1951 B.A., San Diego State College, San Diego,
California
- 1952 M.S., Syracuse University, Syracuse, New York
- 1952-1955 Operations Director, St. Louis Telecast, Inc.,
St. Louis, Missouri
- 1955-1957 Owner, Business Consultant & Accounting
Service, San Diego, California
- 1958-1959 Research Assistant, Department of Speech, Ohio
State University, Columbus, Ohio
- 1959-1960 Assistant Professor, California Western
University, San Diego, California
- 1960-1961 Communications Research Account Executive,
Campbell-Ewald Company, Detroit, Michigan
- 1961 Research & Media Director, Advertising &
Marketing Associates, Philadelphia, Pennsylvania
- 1962 Sales Manager, Radio Station KDON, Salinas,
California
- 1962 Media Research Director, Guild, Bascom, and
Bonfigli, San Francisco, California
- 1962-1966. Assistant Professor, Chairman, Department of
Radio-Television, Eastern Washington State
College, Cheney, Washington

FIELD OF STUDY

Major Field: Speech (Radio-Television)

Studies in Radio-Television. Professors Richard M. Mall and
Harrison B. Summers

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
LIST OF TABLES	vi
LIST OF ILLUSTRATIONS.	xv
 Chapter	
I. INTRODUCTION	1
II. DESCRIPTION OF DATA USED IN THE STUDY.	11
III. MARKET-BY-MARKET ANALYSIS OF THE SELECTED VHF TELEVISION MARKETS.	45
Albany-Schenectady-Troy	45
Amarillo	51
Atlanta	59
Baltimore	65
Beaumont-Port Arthur	70
Boston	77
Buffalo (U.S. only)	83
Cedar Rapids-Waterloo	89
Charleston-Huntington	94
Chattanooga	101
Cincinnati	107
Cleveland	113
Columbus	118
Des Moines-Ames	125
Fargo	131
Green Bay	137
Greenville-Asheville-Spartanburg	144
Houston	151
Kansas City	158
Little Rock	164
Memphis	173
Miami	178
Nashville	185
New Orleans	191

Chapter	Page
Norfolk-Portsmouth	197
Oklahoma City	206
Omaha	212
Orlando-Daytona Beach	218
Philadelphia	225
Pittsburgh	236
Portland-Mt. Washington	241
Richmond	247
Roanoke	253
Sacramento-Stockton	260
San Antonio	266
San Diego	273
Shreveport	279
Spokane	286
Tulsa	295
Wichita	300
Wichita Falls	309
IV. VALIDITY OF THE HYPOTHESES ADVANCED IN THE STUDY	315
First Hypothesis	315
Second Hypothesis	318
Third Hypothesis	320
Fourth Hypothesis	321
Fifth Hypothesis	322
Sixth Hypothesis	325
Seventh Hypothesis	333
Eighth Hypothesis	336
Ninth Hypothesis	338
V. SUMMARY AND CONCLUSIONS	340
APPENDIX	344
BIBLIOGRAPHY	355

LIST OF TABLES

Table	Page
1. American Research Bureau Data for Selected VHF Television Markets, November 1962	13
2. Schedule of Network Television Programs, November 1962, 7:30-11:00 P.M.	15
3. New Network Programs, Fall 1962	16
4. Sets-in-Use in Selected VHF Markets, November 1962, 7:30-11:00 P.M.	17
5. Weekly Number of One-Half Hours of Network Programs Telecast at the Same Hour as on the Network, in Selected VHF Television Markets, November 1962, 7:30-11:00 P.M.	19
6. Stations Telecasting All Network Programs at the Same Hours as Network Telecast, in Selected VHF Television Markets, November 1962, 7:30-11:00 P.M.	21
7. Network Programs Not Telecast at Network Telecast Hour, in Selected VHF Television Markets, November 1962, 7:30-11:00 P.M.	22
8. Network Programs, Syndicated Programs, Feature Movies and Local Programs Scheduled in Preempt Time, in Selected VHF Television Markets, November, 1962, 7:30-11:00 P.M.	24
9. Programs Scheduled in No-Network-Service Time, in Selected VHF Television Markets, November, 1962, 7:30-11:00 P.M.	26
10. Total Rating Points and Local Rating Points Higher or Lower than Network for All Network Programs Telecast at the Same Hour as on the Network in Selected VHF Television Markets, November, 1962, 7:30-11:00 P.M. .	27

LIST OF TABLES

Table	Page
11. Percentage Above or Below Network Ratings for All Network Programs Telecast at the Same Hour as on the Network, in Selected VHF Television Markets, November, 1962, 7:30-11:00 P.M.	29
12. Television Station Questionnaire Usable Returns	33
13. Radio-TV Editor Questionnaire Usable Returns	35
14. <u>TV Guide</u> Distribution in Selected VHF Television Markets	36
15. The Number of Column Inches of Display Advertising in <u>TV Guide</u> , September 8-November 30, 1962, in Selected VHF Television Markets	38
16. The Number of Column Inches of Display Advertising in Newspapers, September 8-November 30, 1962, in Selected VHF Television Markets	42
17. Variable Station Operation Data for the VHF Television Stations in the Albany-Schenectady-Troy Market, November, 1962	46
18. Variable Program Rating Data for the VHF Television Stations in the Albany-Schenectady-Troy Market, November, 1962	47
19. Variable Station Operation Data for the VHF Television Stations in the Amarillo Market, November, 1962	52
20. Variable Program Rating Data for the VHF Television Stations in the Amarillo Market, November, 1962	53
21. Variable Station Operation Data for the VHF Television Stations in the Atlanta Market, November, 1962	60
22. Variable Program Rating Data for the VHF Television Stations in the Atlanta Market, November, 1962	61

LIST OF TABLES

Table	Page
23. Variable Station Operation Data for the VHF Television Stations in the Baltimore Market, November, 1962 . . .	66
24. Variable Program Rating Data for the VHF Television Stations in the Baltimore Market, November, 1962 . . .	67
25. Variable Station Operation Data for the VHF Television Stations in the Beaumont-Port Arthur Market, November, 1962	71
26. Variable Program Rating Data for the VHF Television Stations in the Beaumont-Port Arthur Market, November, 1962	72
27. Variable Station Operation Data for the VHF Television Stations in the Boston Market, November, 1962	78
28. Variable Program Rating Data for the VHF Television Stations in the Boston Market, November, 1962	79
29. Variable Station Operation Data for the VHF Television Stations in the Buffalo (U.S. only) Market, November, 1962	84
30. Variable Program Rating Data for the VHF Television Stations in the Buffalo (U.S. only) Market, November, 1962	85
31. Variable Station Operation Data for the VHF Television Stations in the Cedar Rapids-Waterloo Market, November, 1962	90
32. Variable Program Rating Data for the VHF Television Stations in the Cedar Rapids-Waterloo Market, November, 1962	91
33. Variable Station Operation Data for the VHF Television Stations in the Charleston-Huntington Market, November, 1962	95

LIST OF TABLES

Table	Page
34. Variable Program Rating Data for the VHF Television Stations in the Charleston-Huntington Market, November, 1962	96
35. Variable Station Operation Data for the VHF Television Stations in the Chattanooga Market, November, 1962	102
36. Variable Program Rating Data for the VHF Television Stations in the Chattanooga Market, November, 1962	103
37. Variable Station Operation Data for the VHF Television Stations in the Cincinnati Market, November, 1962	108
38. Variable Program Rating Data for the VHF Television Stations in the Cincinnati Market, November, 1962	109
39. Variable Station Operation Data for the VHF Television Stations in the Cleveland Market, November, 1962	114
40. Variable Program Rating Data for the VHF Television Stations in the Cleveland Market, November, 1962	115
41. Variable Station Operation Data for the VHF Television Stations in the Columbus Market, November, 1962	119
42. Variable Program Rating Data for the VHF Television Stations in the Columbus Market, November, 1962	120
43. Variable Station Operation Data for the VHF Television Stations in the Des Moines-Ames Market, November, 1962	126
44. Variable Program Rating Data for the VHF Television Stations in the Des Moines-Ames Market, November, 1962	127
45. Variable Station Operation Data for the VHF Television Stations in the Fargo Market, November, 1962	132
46. Variable Program Rating Data for the VHF Television Stations in the Fargo Market, November, 1962	133

LIST OF TABLES

Table	Page
47. Variable Station Operation Data for the VHF Television Stations in the Green Bay Market, November, 1962 . . .	138
48. Variable Program Rating Data for the VHF Television Stations in the Green Bay Market, November, 1962 . . .	139
49. Variable Station Operation Data for the VHF Television Stations in the Greenville-Asheville-Spartanburg Market, November, 1962	145
50. Variable Program Rating Data for the VHF Television Stations in the Greenville-Asheville-Spartanburg Market, November, 1962	146
51. Variable Station Operation Data for the VHF Television Stations in the Houston Market, November, 1962 . . .	152
52. Variable Program Rating Data for the VHF Television Stations in the Houston Market, November, 1962 . . .	153
53. Variable Station Operation Data for the VHF Television Stations in the Kansas City Market, November, 1962 .	159
54. Variable Program Rating Data for the VHF Television Stations in the Kansas City Market, November, 1962 .	160
55. Variable Station Operation Data for the VHF Television Stations in the Little Rock Market, November, 1962 .	165
56. Variable Program Rating Data for the VHF Television Stations in the Little Rock Market, November, 1962 .	166
57. Variable Station Operation Data for the VHF Television Stations in the Memphis Market, November, 1962 . . .	174
58. Variable Program Rating Data for the VHF Television Stations in the Memphis Market, November, 1962 . . .	175
59. Variable Station Operation Data for the VHF Television Stations in the Miami Market, November, 1962	179

LIST OF TABLES

Table	Page
60. Variable Program Rating Data for the VHF Television Stations in the Miami Market, November, 1962	180
61. Variable Station Operation Data for the VHF Television Stations in the Nashville Market, November, 1962 . .	186
62. Variable Program Rating Data for the VHF Television Stations in the Nashville Market, November, 1962 . .	187
63. Variable Station Operation Data for the VHF Television Stations in the New Orleans Market, November, 1962	192
64. Variable Program Rating Data for the VHF Television Stations in the New Orleans Market, November, 1962	193
65. Variable Station Operation Data for the VHF Television Stations in the Norfolk-Portsmouth Market, November, 1962	198
66. Variable Program Rating Data for the VHF Television Stations in the Norfolk-Portsmouth Market, November, 1962	199
67. Variable Station Operation Data for the VHF Television Stations in the Oklahoma City Market, November, 1962.	207
68. Variable Program Rating Data for the VHF Television Stations in the Oklahoma City Market, November, 1962.	208
69. Variable Station Operation Data for the VHF Television Stations in the Omaha Market, November, 1962	213
70. Variable Program Rating Data for the VHF Television Stations in the Omaha Market, November, 1962	214
71. Variable Station Operation Data for the VHF Television Stations in the Orlando-Daytona Beach Market, November, 1962	219

LIST OF TABLES

Table	Page
72. Variable Program Rating Data for the VHF Television Stations in the Orlando-Daytona Beach Market, November, 1962	220
73. Variable Station Operation Data for the VHF Television Stations in the Philadelphia Market, November, 1962	226
74. Variable Program Rating Data for the VHF Television Stations in the Philadelphia Market, November, 1962	227
75. Variable Station Operation Data for the VHF Television Stations in the Pittsburgh Market, November, 1962	237
76. Variable Program Rating Data for the VHF Television Stations in the Pittsburgh Market, November, 1962	238
77. Variable Station Operation Data for the VHF Television Stations in the Portland-Mt. Washington Market, November, 1962	242
78. Variable Program Rating Data for the VHF Television Stations in the Portland-Mt. Washington Market, November, 1962	243
79. Variable Station Operation Data for the VHF Television Stations in the Richmond Market, November, 1962	248
80. Variable Program Rating Data for the VHF Television Stations in the Richmond Market, November, 1962	249
81. Variable Station Operation Data for the VHF Television Stations in the Roanoke Market, November, 1962	254
82. Variable Program Rating Data for the VHF Television Stations in the Roanoke Market, November, 1962	255
83. Variable Station Operation Data for the VHF Television Stations in the Sacramento-Stockton Market, November, 1962	261

LIST OF TABLES

Table	Page
84. Variable Program Rating Data for the VHF Television Stations in the Sacramento-Stockton Market, November, 1962	262
85. Variable Station Operation Data for the VHF Television Stations in the San Antonio Market, November, 1962	267
86. Variable Program Rating Data for the VHF Television Stations in the San Antonio Market, November, 1962	268
87. Variable Station Operation Data for the VHF Television Stations in the San Diego Market, November, 1962	274
88. Variable Program Rating Data for the VHF Television Stations in the San Diego Market, November, 1962	275
89. Variable Station Operation Data for the VHF Television Stations in the Shreveport Market, November, 1962	280
90. Variable Program Rating Data for the VHF Television Stations in the Shreveport Market, November, 1962	281
91. Variable Station Operation Data for the VHF Television Stations in the Spokane Market, November, 1962	287
92. Variable Program Rating Data for the VHF Television Stations in the Spokane Market, November, 1962	288
93. Variable Station Operation Data for the VHF Television Stations in the Tulsa Market, November, 1962	296
94. Variable Program Rating Data for the VHF Television Stations in the Tulsa Market, November, 1962	297
95. Variable Station Operation Data for the VHF Television Stations in the Wichita Market, November, 1962	301
96. Variable Program Rating Data for the VHF Television Stations in the Wichita Market, November, 1962	302

LIST OF TABLES

Table	Page
97. Variable Station Operation Data for the VHF Television Stations in the Wichita Falls Market, November, 1962	310
98. Variable Program Rating Data for the VHF Television Stations in the Wichita Falls Market, November, 1962	311
99. Newspaper Ownership of Television Stations in Selected VHF Television Markets, November, 1962	324
100. Average Ratings for Selected VHF Television Markets, November, 1962	326
101. Comparison of Percentage Above or Below Network Ratings for all Network Programs Telecast at the Same Hour As On the Network and the Ratings for the Evening Local News Telecasts Prior to the Evening Network Programs, in Selected VHF Television Markets, November, 1962, 7:30-11:00 P.M.	335

LIST OF ILLUSTRATIONS

Figure	Page
1. Continental Location of the Selected VHF Television Markets	10

CHAPTER I

INTRODUCTION

For many years a difference of opinion has existed regarding the reasons for the variations between the local evening network television program ratings and the national network ratings for the same programs. The majority of reasons advanced by management have been in the area of station image studies, which have related a favorable public image to the higher ratings for that station's network and local programs.¹ National advertising agency studies, relative to the national network ratings and the local ratings for the same television programs, have generally been confined to a market-by-market analysis for a particular advertiser or for a particular type of program.² In the area of unpublished data,³ an investigation was made of the extent to which local ratings of a network program varied from the ratings provided on a national basis for programs telecast at the same hour in Columbus, Ohio; Atlanta, Georgia; and Philadelphia, Pennsylvania. One

¹ "CBS TV Research Brews Up a Storm," Sponsor, July 4, 1960, p. 27.

² "Look at Network Television Market-by-Market," Media/scope, June 1960, p. 86.

³ Harrison B. Summers, "Comparison of National and Local Ratings of Television Network Programs," Columbus, Ohio: Department of Speech, The Ohio State University, February 1962. (Mimeographed.)

of the problems that has existed in all of the aforementioned studies is that a number of factors such as signal coverage, length of time the station has been telecasting, being a sister station of a long-established radio station, ownership by a newspaper, lead-in programming, local news programming, station promotion, and the role of the local newspaper television editor have been taken for granted as being contributors to the variations between the local evening network television ratings and the national ratings for the same programs. A determination of the effect of these variables would more clearly bring into focus the extent of their influence upon the ratings and would provide the television broadcaster with information that could be translated into more effective television station operation. The need for more effective station operation, particularly for those stations affiliated with the networks of the National Broadcasting Company and the Columbia Broadcasting System, has become more acute with the increasing audience acceptance of the network programs provided by the American Broadcasting Company.

Television stations want to capture the largest possible evening audience so the station will more easily attract additional revenue. If management knew, for instance, that a larger audience could be more effectively attracted by promoting the programs of that station with on-the-air announcements rather than by using other and more expensive media; that local news programs scheduled prior to the evening network programs would not provide a substantial lead-in audience or that the local newspaper's radio-television editor's comments and criticism has

little or no effect upon the local ratings of evening network programs, the station would have an obvious competitive advantage. Achieving and maintaining a competitive advantage is the goal of station management, and given additional data to document their position in the television market they will be better able to maintain their position.

The purpose of this study was to provide additional data that could be used in management decisions by making a detailed investigation of selected television markets in the United States to determine factors affecting variations of local ratings of evening network television programs.

The study was limited to those television markets which had only three operating VHF television stations,⁴ during the November 1962 rating period. This limitation was placed on the design of the study to limit the variables of station and program choice to the stations affiliated with the three national networks. With only three VHF stations operating in a market and each affiliated with a different network, the evening viewer would have to select programs from one of the stations affiliated with either ABC, CBS, or NBC and, in this manner, the viewing of all households in the market would be measured. Most of the data in the study were collected during the period September 8 to November 30, 1962, and the detailed information and findings are applicable only to that period and should not be considered as being applicable prior to or after November, 1962.

4

VHF television stations are those stations that telecast on channels 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, and 13.

Since limited published evidence was available to this writer concerning factors affecting the difference in ratings, the methodology selected for this study follows the scientific method of establishing certain hypotheses and the testing of those hypotheses to determine their validity. The following hypotheses were advanced and tested in this study.

First hypothesis.--The average local ratings for the evening network programs will be below the average national ratings if the station does not provide good signal coverage in its metropolitan service area.⁵ The hypothesis was advanced to determine the extent of the importance of a good signal in the station's metropolitan service area.

Second hypothesis.--The average local ratings for the evening network programs will be below the average national ratings in most of the three-station VHF television markets. The hypothesis was advanced to test the reliability of the United States national network ratings⁶ in markets where only the programs from the three national networks were available for viewing.

Third hypothesis.--The average local ratings for the evening network programs will be above the average national ratings if the

5

Good signal coverage is defined as an engineering measurement of the signal strength and station reception in the metropolitan area. The metropolitan area is the population unit surveyed by the American Research Bureau, Inc., to determine station rating data.

6

United States national network ratings are based upon data collected from all television markets and includes those markets with one or more television stations.

station was the first television station established in the market. The hypothesis was advanced to determine the extent, if any, of audience loyalty to the first station in the market, because many stations trade upon the fact they were the first in the market.

Fourth hypothesis.--The average local ratings for the evening network programs will be above the average national ratings if the station is owned by a long-established AM radio station.⁷ The hypothesis was advanced to determine the extent, if any, of audience loyalty to the television station owned by a long-established radio station, because many stations trade upon the fact they are part of a broadcast operation that has served the market for many years.

Fifth hypothesis.--The average local ratings for the evening network programs will be above the average national ratings if the station is owned and operated by a local daily newspaper. The hypothesis was advanced to determine the extent, if any, of audience loyalty to the television station owned by a local daily newspaper, because many stations trade upon the fact they are owned by a newspaper, and through this common ownership they can provide the advertiser with services not available from a non-newspaper-owned station.

Sixth hypothesis.--The average local ratings for the evening network programs will be above the average national ratings if the station has the highest average ratings for its evening lead-in programs. The hypothesis was advanced to test the generally held

7

Long-established is defined to mean a radio station established prior to 1940.

opinion that high lead-in ratings will provide the following programs with a carry-over audience.⁸

Seventh hypothesis.--The average local ratings for the evening network programs will be above the average national ratings if the station has high-rated local evening news programs.⁹ The hypothesis was advanced to test the effect of high-rated local evening news programs as related to providing a substantial carry-over audience to the evening network programs, because many stations trade upon the fact they have the largest audience for their local evening news programs and that the audience continues to depend upon television as a major source of news.¹⁰

Eighth hypothesis.--The average local ratings for the evening network programs will be above the average national ratings if the station has a regular promotion schedule.¹¹ The hypothesis was advanced to determine the effect a regular promotion schedule would

8

Giraud Chester, Garnet R. Garrison and Edgar E. Willis, Television and Radio. (2nd ed.; New York: Appleton-Century-Crofts, 1963), p. 53.

9

High-rated is defined to mean a rating of fourteen or more.

10

"A Comparison of Public Attitudes Toward Television: December, 1959, and November, 1961" (A memorandum to the Television Information Office from Elmo Roper and Associates, January 25, 1962).

11

Regular promotion schedule is defined to mean the frequent use of newspaper display advertising, TV Guide display advertising, on-the-air promotional announcements, local audience participation show for kids, cross-plugs in cooperation with the AM affiliate if the station owned a radio station, and some miscellaneous other promotional activities.

have upon the ratings, because there has been a difference of opinion regarding the prudence of maintaining an expensive promotional schedule.¹²

Ninth hypothesis.--The average local ratings for the evening network programs will be above the average national ratings if the station and its network tend to be "favored" by the local newspaper radio-television editor. The hypothesis was advanced to determine the effect, if any, the newspaper radio-television editors have upon the ratings, because there have been many different opinions, both pro and con regarding the role of the radio-television editor's influence upon viewer acceptance of programs.

The television markets selected for the study, during the November, 1962 rating period, were the markets where (1) each market had only three operating commercial television stations; (2) all three of the television stations in the market were VHF; (3) each station provided primary signal coverage to the same metropolitan area; (4) each station had a different national network primary affiliation; (5) all evening network programs carried by each television station closely paralleled the exact time of the network telecast, except for Central Time Zone differences; (6) each television station must have begun operation prior to January 1, 1962; and (7) American Research Bureau, Inc. network and metropolitan area television ratings had to be available for each television market.

12

"TV Turns to TV to Build Audience," Sponsor, July 9, 1962, p.41.

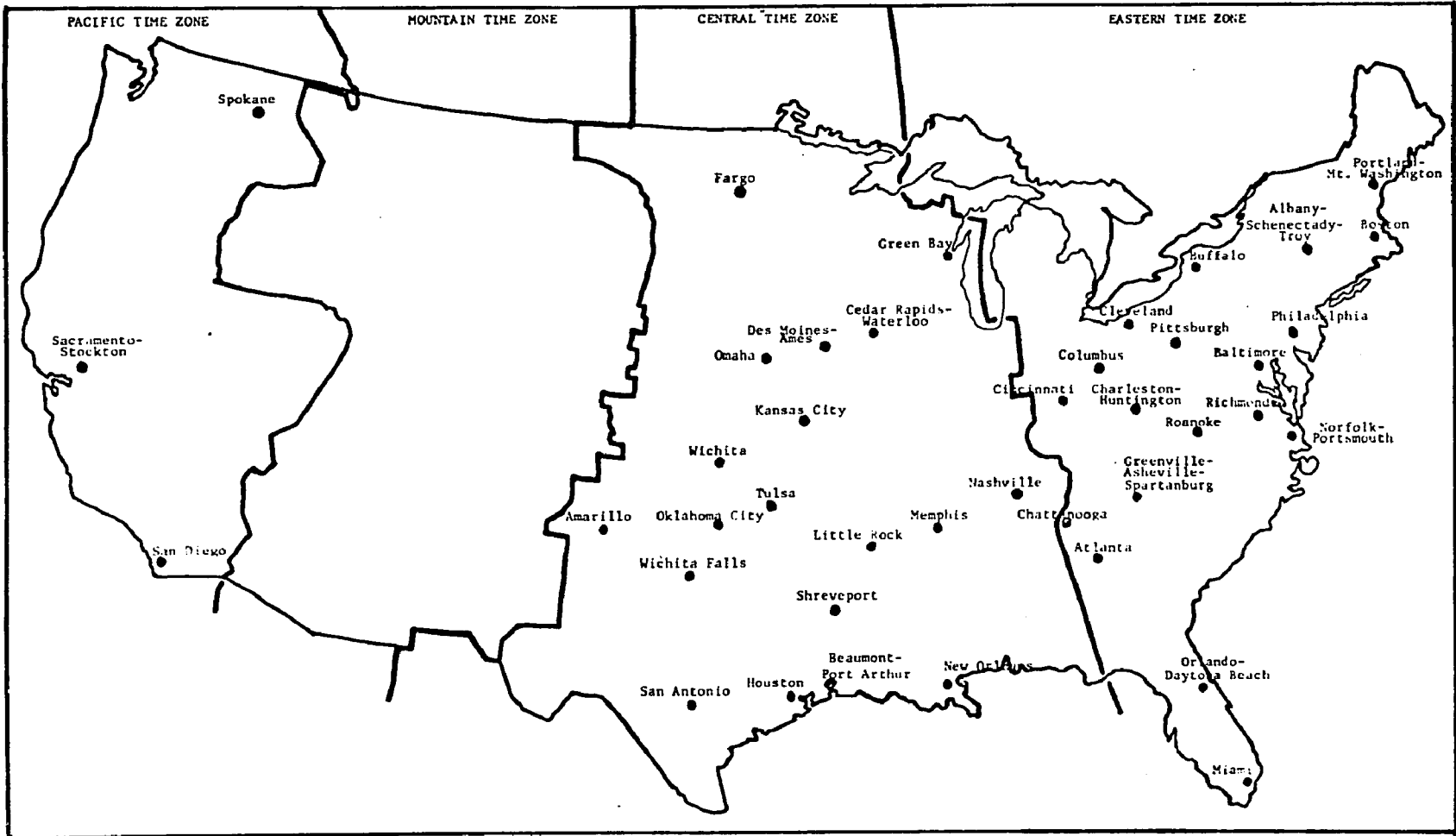
The technical information, determining the stations to be included in the study; the stations' operating channel number, antenna location, antenna height above average terrain, city of license, primary signal coverage, network affiliation, date operation began, date AM affiliate (if any) began operation, and newspaper affiliation (if any), was obtained from Federal Communications Commission coverage maps and other data published in Television Factbook, No. 33, 1962-63 Edition; Broadcasting 1963 Yearbook Issue; and the 1962 Editor & Publisher International Yearbook.

In the United States there were forty-one VHF television markets meeting the seven criteria, and all were included in the study (Figure 1). They were: Albany-Schenectady-Troy, Amarillo, Atlanta, Baltimore, Beaumont-Port Arthur, Boston, Buffalo, Cedar Rapids-Waterloo, Charleston-Huntington, Chattanooga, Cincinnati, Cleveland, Columbus, Des Moines-Ames, Fargo, Green Bay, Greenville-Asheville-Spartanburg, Houston, Kansas City, Little Rock, Memphis, Miami, Nashville, New Orleans, Norfolk-Portsmouth, Oklahoma City, Omaha, Orlando-Daytona Beach, Philadelphia, Pittsburgh, Portland-Mt. Washington, Richmond, Roanoke, Sacramento-Stockton, San Antonio, San Diego, Shreveport, Spokane, Tulsa, Wichita, and Wichita Falls.

It should be noted that there were eleven additional three-station VHF television markets in the United States. They were not included in the study for the following reasons: Albuquerque, Colorado Springs-Pueblo, El Paso, Las Vegas, Mobile-Pensacola, Salt Lake City-Ogden-Provo, and Tuscon stations scheduled their network programs at substantially different times and days than that of the original

network telecast; Charleston, Grand Rapids-Kalamazoo, Rochester, and Syracuse were not included because the third VHF station in each of these markets had not begun operation prior to January 1, 1962.

FIGURE 1. CONTINENTAL LOCATION OF THE SELECTED VHF TELEVISION MARKETS



CHAPTER II

DESCRIPTION OF DATA USED IN THE STUDY

The basic data used in compiling television audience information found in the study were taken from the National Television Audience Report and Nationwide TV Market Summary (November, 1962), published by the American Research Bureau, Inc., hereafter referred to as ARB. ARB is a leading national television research firm, with headquarters located in Beltsville, Maryland.

To provide additional information that could be related to the hypotheses advanced for the study, a questionnaire was designed and sent to each station in the study; a questionnaire was designed and sent to the radio-television editors of the daily newspapers in the selected television markets; copies of TV Guide for the months of September, October, and November, 1962, were obtained; and daily newspapers were subscribed to for the months of September, October, and November, 1962.

All data in this chapter, as well as throughout the study, were collected during the period September 8 to November 30, 1962, and all statistics and percentages are applicable only to that period and were not necessarily applicable prior to or after November, 1962.

Television home coverage data.--The extent of television home coverage in the selected VHF markets for November, 1962, is detailed

in Table 1. The table is presented to indicate the television home coverage of the study. The selected forty-one VHF markets provided an excellent distribution within the three time zones and the television home concentrations in the United States, Figure 1. In November, 1962, nineteen of the markets (or 46.3 per cent) were in the Eastern Time Zone, where 50 per cent of all United States television homes were located. Nineteen of the markets (or 46.3 per cent) were in the Central Time Zone, where 33 per cent of all United States television homes were located; and three markets (or 7.4 per cent) were in the Pacific Time Zone, where 13 per cent of all United States television homes were located. No markets in this study were located in the Mountain Time Zone, where only 4 per cent of the television homes were located and this was not a disadvantage, since most national television comparative data do not include the markets in the Mountain Time Zone, due to their scheduling of network programs at substantially different times than those of the network originations. The selected forty-one VHF markets covered 25,148,000 of the 49,810,000 estimated TV homes in the United States, or 50.5 per cent of the total. These same markets had 9,275,000 of the 30,475,900 estimated TV homes in the 152 metropolitan areas in the United States where ARB metropolitan ratings were provided, or 30.4 per cent of the total. The forty-one VHF markets, for the most part, were the only markets in the United States where only three commercial network television stations were available for viewing by the local audience and therefore provided a controlled index of the viewers' program selection of one of the three national network's evening programs.

TABLE 1
 AMERICAN RESEARCH BUREAU DATA FOR SELECTED
 VHF TELEVISION MARKETS, NOVEMBER 1962

Market	Households in Survey Area	Est. TV Homes in Survey Area	Est. TV Homes in Metro Area
Albany-Schenectady-Troy	646,700	596,500	194,700
Amarillo	155,300	138,200	43,600
Atlanta	878,100	750,800	277,600
Baltimore	1,540,300	1,413,800	448,900
Beaumont-Port Arthur	227,400	200,100	85,000
Boston	1,886,800	1,782,100	887,900
Buffalo	794,500	747,500	308,800
Cedar Rapids-Waterloo	553,900	510,300	89,100
Charleston-Huntington	596,100	501,700	145,500
Chattanooga	349,700	296,000	81,600
Cincinnati	953,600	881,600	314,200
Cleveland	1,418,900	1,337,600	522,700
Columbus	711,500	659,900	197,000
Des Moines-Ames	382,500	353,500	81,900
Fargo	195,900	170,500	29,100
Green Bay	388,100	363,300	60,400
Greenville-Asheville-			
Spartanburg	890,300	743,400	136,200
Houston	667,200	594,500	352,200
Kansas City	687,700	621,500	317,000
Little Rock	400,400	322,300	67,600
Memphis	643,900	501,900	160,800
Miami	613,000	539,300	299,000
Nashville	590,300	483,900	109,500
New Orleans	600,300	523,700	238,600
Norfolk-Portsmouth	378,400	322,000	201,900
Oklahoma City	490,600	441,500	135,500
Omaha	376,800	347,500	131,900
Orlando-Daytona Beach	369,100	315,300	134,900
Philadelphia	2,484,600	2,328,000	1,231,700
Pittsburgh	1,505,700	1,398,800	683,400
Portland-Mt. Washington	462,700	429,000	53,500
Richmond	426,700	350,500	112,800
Roanoke	621,800	525,700	43,300
Sacramento-Stockton	1,326,100	1,209,300	219,400
San Antonio	441,700	370,300	168,500
San Diego	450,900	416,400	305,900
Shreveport	446,800	369,500	75,800
Spokane	325,400	286,800	82,200
Tulsa	460,200	404,000	107,800
Wichita	460,500	411,400	102,800
Wichita Falls	211,800	189,100	34,800
Total	28,012,200	25,148,000	9,275,000

Network television program schedule.--A complete listing of the evening network television programs telecast during the November, 1962, ARB rating period is provided in Table 2. All of the comparative rating data presented in the study were concerned with the local and national averages for these programs.

New network programs.--The beginning of the 1962 television season brought to the three networks a number of new programs that were in competition with the established programs carried over from the preceding television season. The network programs presented for the first time in the fall of 1962 are listed in Table 3, by order of network appearance, day, month, date, network, and whether or not the program was cut from the network schedule before the beginning of the 1963-64 television season. Table 3 is important to the study in that with other tables it provided another measure of viewer acceptance in markets where there were only three choices of regularly scheduled programs from the three national networks.

The mortality rate for the new network programs in 1962 was 63.3 per cent, with only eleven of the thirty new programs being carried over to the next television season. Interestingly, Table 3 seems to indicate that there was "no best time" to present a new 1962 fall network program, since of the first sixteen programs presented during the first seventeen days of the new television season, 55 per cent survived; while of the fourteen programs presented during the last fourteen days of the new television season, 46 per cent survived.

Sets-in-use.--A comparative look at the sets-in-use in the forty-one VHF television markets is presented in Table 4. The first

TABLE 2
SCHEDULE OF NETWORK TELEVISION PROGRAMS, NOVEMBER 1962^a 7:30-11:00 P.M.^b

Day and Time	ABC Network	CBS Network	NBC Network
	Program Title	Program Title	Program Title
SUNDAY			
7:30	The Jetsons	Dennis The Menace	Walt Disney
8:00	The Sunday Night Movie	The Ed Sullivan Show	" "
8:30	" " " "	" " " "	Car 54 Where Are You
9:00	" " " "	The Real McCoys	Danny Kaye/Bonanza ^c
9:30	" " " "	O. E. True	" " " "
10:00	Voice of Firestone	Candid Camera	Dinah/Dupont Show ^d
10:30	Howard K. Smith	What's My Line	" " " "
MONDAY			
7:30	Cheyenne	To Tell The Truth	It's A Man's World
8:00	" "	I've Got A Secret	" " " "
8:30	Rifleman	The Lucy Show	Saints and Sinners
9:00	Stoney Burke	Danny Thomas Show	" " " "
9:30	" " " "	Andy Griffith Show	The Price Is Right
10:00	Ben Casey	New Loretta Young Show	David Brinkley's Journal
10:30	" " " "	Stump The Stars	--No Network Service--
TUESDAY			
7:30	Combat	Marshal Dillon	Laramie
8:00	" "	Lloyd Bridges Show	" "
8:30	Hawaiian Eye	Red Skelton Show	Empire
9:00	" " " "	" " " "	" " " "
9:30	The Untouchables	Jack Benny Show	The Dick Powell Show
10:00	" " " "	Garry Moore Show	" " " "
10:30	Bell & Howell Close-Up	" " " "	Chet Huntley Reporting
WEDNESDAY			
7:30	Wagon Train	CBS Reports	The Virginian
8:00	" " " "	" " " "	" " " "
8:30	Going My Way	Dobie Gillis	" " " "
9:00	" " " "	Beverly Hillbillies	Ferry Como
9:30	Our Man Higgins	Dick Van Dyke Show	" " " "
10:00	Naked City	Circle Theatre/U.S. Steel ^e	The Eleventh Hour
10:30	" " " "	" " " "	" " " "
THURSDAY			
7:30	Ossie And Harriet	Mister Ed	Wide Country
8:00	Donna Reed Show	Perry Mason	" " " "
8:30	Leave It To Beaver	" " " "	Dr. Kildare
9:00	My Three Sons	The Nurses	" " " "
9:30	McHale's Navy	" " " "	Hasel
10:00	Premiere/Alcoa Premiere ^f	Alfred Hitchcock Hour	Andy Williams Show
10:30	" " " "	" " " "	" " " "
FRIDAY			
7:30	Gallant Men	Rawhide	International Showtime
8:00	" " " "	" " " "	" " " "
8:30	The Flintstones	Route 66	Sing Along With Mitch
9:00	I'm Dickens...He's Fenster	" " " "	" " " "
9:30	77 Sunset Strip	Fair Exchange	Don't Call Me Charlie
10:00	" " " "	" " " "	The Jack Paar Show
10:30	--No Network Service--	Eyewitness	" " " "
SATURDAY			
7:30	Roy Rogers-Dale Evans Show	Jackie Gleason	Sam Benedict
8:00	" " " "	" " " "	" " " "
8:30	Mr. Smith Goes To Washington	Arthur Godfrey/Defenders ^g	The Joey Bishop Show
9:00	The Lawrence Welk Show	" " " "	Saturday Night At The Movies
9:30	" " " "	Have Gun Will Travel	" " " "
10:00	Fight Of The Week/Close Up ^h	Gunsmoke	" " " "
10:30	Fight Of The Week/Spare	" " " "	" " " "

^aAmerican Research Bureau Data for the two week national rating period, November 7-20 inclusive.

^bEastern Standard Time, one hour earlier for markets using Central Standard Time.

^cBonanza was pre-empt for Danny Kaye Special, November 11.

^dDupont Show Of The Week was pre-empt for Dinah Shore Show, November 11.

^eU.S. Steel Hour alternated with Armstrong Circle Theatre. U.S. Steel Hour was telecast the second week, November 14.

^fAlcoa Premiere alternated with Premiere. Alcoa Premiere was telecast the second week, November 15.

^gThe Defenders was pre-empt for Arthur Godfrey in Hollywood, November 10.

^hClose Up Special was telecast November 17, 10:00-11:00 P.M. The regular schedule is Fight Of The Week to conclusion and Make That Spare, if time permits. Make That Spare was telecast, November 10.

TABLE 3
NEW NETWORK PROGRAMS, FALL 1962

Order of Appear. on Net.	Program Title	Day	Month	Date	Network			Cut from Networks Before 1963-64 Season
					ABC	CBS	NBC	
1	Lloyd Bridges	Tues.	Sept.	11		X		OFF
2	Sam Benedict	Sat.		15			X	OFF
3	It's A Man's World	Mon.		17			X	OFF
4	Saints and Sinners	Mon.		17			X	OFF
5	Stump The Stars	Mon.		17		X		OFF
6	Virginian	Wed.		19			X	
7	Don't Call Me Charlie	Fri.		21			X	OFF
8	Fair Exchange	Fri.		21		X		OFF
9	The Jack Paar Show	Fri.		21			X	
10	The Jetsons	Sun.		23	X			
11	Loretta Young	Mon.		24		X		OFF
12	Empire	Tues.		25			X	OFF
13	Beverly Hillbillies	Wed.		26		X		
14	Wide Country	Wed.		26			X	OFF
15	The Nurses	Thur.		27		X		
16	Andy Williams	Thur.		27			X	
17	I'm Dickens--He's Fenster	Fri.		28	X			OFF
18	Jackie Gleason	Sat.		29		X		
19	Mr. Smith Goes To Washington	Sat.		29	X			OFF
20	Roy Rogers and Dale Evans	Sat.		29	X			OFF
21	Voice of Firestone	Sun.		30	X			OFF
22	G. E. True	Sun.		30			X	OFF
23	Lucy Show	Mon.	Oct.	1		X		
24	Stoney Burke	Mon.		1	X			OFF
25	Combat	Tues.		2	X			
26	Eleventh Hour	Wed.		3			X	
27	Going My Way	Wed.		3	X			OFF
28	Our Man Higgins	Wed.		3	X			OFF
29	The Gallant Men	Fri.		5	X			OFF
30	McHale's Navy	Thur.		11	X			
Total					11	9	10	19

TABLE 4
SETS-IN-USE IN SELECTED VHF MARKETS
NOVEMBER, 1962^a 7:30-11:00 P.M.^b

Market	Local for all Evening Programs Telecast in the Market	Local for all Network Programs Telecast in the Market	U.S. for all Network Programs Telecast in the Market
Albany-Schenectady-Troy	59	61	54
Amarillo	61	64	65
Atlanta	54	55	63
Baltimore	61	61	64
Beaumont-Port Arthur	61	57	64
Boston	62	61	62
Buffalo	60	63	62
Cedar Rapids-Waterloo	68	60	62
Charleston-Huntington	57	58	62
Chattanooga	56	57	64
Cincinnati	62	63	63
Cleveland	62	63	64
Columbus	55	56	64
Des Moines-Ames	57	60	65
Fargo	61	62	64
Green Bay	66	66	62
Greenville-Asheville-Spartanburg	54	50	63
Houston	59	60	62
Kansas City	58	61	63
Little Rock	58	59	63
Memphis	61	61	63
Miami	61	53	64
Nashville	59	60	63
New Orleans	64	66	64
Norfolk-Portsmouth	57	56	63
Oklahoma City	62	63	63
Omaha	65	67	64
Orlando-Daytona Beach	59	59	62
Philadelphia	63	63	62
Pittsburgh	61	60	63
Portland-Mt. Washington	57	58	63
Richmond	53	54	63
Roanoke	56	56	63
Sacramento-Stockton	59	61	66
San Antonio	61	61	63
San Diego	59	51	63
Shreveport	58	59	63
Spokane	57	58	63
Tulsa	60	62	63
Wichita	59	60	62
Wichita Falls	60	62	65
Average	60	60	63

^aComputed from American Research Bureau Data.

^bEastern Standard Time, one hour earlier for markets using Central Standard Time.

column, local sets-in-use for all evening television programs, reflects the sets-in-use in the market regardless of the program being telecast and includes local, network, syndicated, and film programs; while the second column, local sets-in-use for all evening network television programs telecast in the market, indicates the sets-in-use during the telecasting of only the network programs carried in that market. The third column, U. S. for all network programs telecast in the market, provides a comparison of the local sets-in-use with the national average network sets-in-use for the same programs during the November, 1962, survey period.

The fact that the average sets-in-use for all of the forty-one television markets does not substantially differ in any of the three comparisons tends to indicate that the forty-one markets are neither higher nor lower than the average of other television markets and therefore are representative of total United States television set usage in November, 1962.

Network half-hours telecast by each station.--One of the important factors to be considered when comparing the average ratings of evening network television programs in the selected forty-one VHF television markets is the market-to-market difference in the time of the telecast of the same competing programs. Fortunately, this did not prove to be a problem in the study; and it is clearly indicated in Table 5 that, for the most part, the selected markets' network program telecasts did closely follow the network pattern in both the number of network one-half hours telecast and the same relative time schedule, except for Central Time Zone differences.

TABLE 5

WEEKLY NUMBER OF ONE-HALF HOURS OF NETWORK PROGRAMS TELECAST
AT THE SAME HOUR AS ON THE NETWORK, IN SELECTED VHF
TELEVISION MARKETS, NOVEMBER 1962^a 7:30-11:00 P.M.^b

Market	Station Network Affiliation		
	ABC	CBS	NBC
	Network $\frac{1}{2}$ Hours Telecast	Network $\frac{1}{2}$ Hours Telecast	Network $\frac{1}{2}$ Hours Telecast
Total Network $\frac{1}{2}$ Hours Available	48	49	48
Albany	48	45	41
Amarillo	44	44	43
Atlanta	48	45	46
Baltimore	46	47	42
Beaumont-Port Arthur	45	45	47
Boston	43	48	48
Buffalo	48	47	46
Cedar Rapids-Waterloo	48	44	47
Charleston-Huntington	48	48	47
Chattanooga	47	47	48
Cincinnati	45	46	48
Cleveland	42	44	48
Columbus	44	43	48
Des Moines-Ames	42	41	47
Fargo	48	49	43
Green Bay	45	48	47
Greenville-Asheville-Spartanburg	47	45	47
Houston	46	47	47
Kansas City	43	45	45
Little Rock	48	46	48
Memphis	45	49	44
Miami	45	44	44
Nashville	47	47	44
New Orleans	48	45	46
Norfolk-Portsmouth	48	45	48
Oklahoma City	44	44	44
Omaha	46	46	47
Orlando-Daytona Beach	47	48	48
Philadelphia	44	49	48
Pittsburgh	44	48	48
Portland-Mt. Washington	44	46	45
Richmond	46	49	46
Roanoke	48	45	48
Sacramento-Stockton	43	36	42
San Antonio	47	43	47
San Diego	41	49	45
Shreveport	48	46	42
Spokane	43	49	48
Tulsa	47	45	45
Wichita	46	46	47
Wichita Falls	47	38	45

^aComputed from American Research Bureau Data.

^bEastern Standard Time, one hour earlier for markets using Central Standard Time.

Stations telecasting all network programs.--Table 6 is the first of four tables designed to indicate the differences in comparative evening network program scheduling in the selected forty-one VHF television markets in November, 1962. Eleven (or 27 per cent) of the ABC stations, six (or 15 per cent) of the CBS stations, and twelve (or 29 per cent) of the NBC stations in the forty-one markets telecast all of the evening network programs at the same time as the telecast by the individual networks, except for Central Time Zone differences. It is interesting to note that in no market did all three of the network affiliates exactly duplicate the time of all their network's telecasts.

Network programs not telecast by stations.--A number of the evening programs offered by the networks were not telecast by their affiliated stations in the forty-one selected VHF television markets. However, for the most part, the programs not telecast were those new programs that soon after their initial telecast were destined for cancellation due to low ratings, and those new and hold-over network public service programs (which never seemed to get high ratings but which are an important ingredient in a balanced network program schedule). Table 7, the second of the tables designed to indicate the differences in comparative evening network scheduling in the selected forty-one VHF television markets, shows the number of stations that did not telecast the various specific network programs in November, 1962. With the exception of the Marshall Dillon program on CBS, which was a network feed to the local CBS stations for use as a local spot commercial carrier, the remainder of the programs in this table were nationally sponsored for network telecast, but may not have been telecast due to the national sponsor not ordering the station, may have

TABLE 6

STATIONS TELECASTING ALL NETWORK PROGRAMS AT SAME HOURS
AS NETWORK TELECAST, IN SELECTED VHF TELEVISION
MARKETS, NOVEMBER 1962^a 7:30-11:00 P.M.^b

ABC Stations	No.	CBS Stations	No.	NBC Stations	No.
Albany-Schenectady-Troy	1	Fargo	1	Boston	1
Atlanta	1	Memphis	1	Chattanooga	1
Buffalo	1	Philadelphia	1	Cincinnati	1
Cedar Rapids-Waterloo	1	Richmond	1	Cleveland	1
Charleston-Huntington	1	San Diego	1	Columbus	1
Fargo	1	Spokane	1	Little Rock	1
Little Rock	1			Norfolk-Portsmouth	1
New Orleans	1			Orlando-Daytona	1
Norfolk-Portsmouth	1			Philadelphia	1
Roanoke	1			Pittsburgh	1
Shreveport	1			Roanoke	1
Total	11		6		12
Per cent	27		15		29

^aComputed from American Research Bureau Data.

^bEastern Standard Time, one hour earlier for markets using Central Standard Time.

TABLE 7

NETWORK PROGRAMS NOT TELECAST AT NETWORK TELECAST HOUR,
IN SELECTED VHF TELEVISION MARKETS, NOVEMBER 1962^a
7:30-11:00 P.M.^b

ABC Stations ^c	No. Stations	CBS Stations ^c	No. Stations	NBC Stations ^c	No. Stations
Howard K. Smith	11	Marshal Dillon	25	Chet Huntley	15
Rogers & Evans	11	Fair Exchange	16	Wide Country	10
Fight of The Week	8	Stump The Stars	13	Don't Call Charlie	8
B & H Close-Up	5	Eyewitness	10	Joey Bishop	7
Ozzie & Harriet	5	Lloyd Bridges	7	It's A Man's World	4
Mr. Smith Wash.	4	Mister Ed	6	Saints & Sinners	3
Cheyenne	4	CBS Reports	6	Int. Showtime	3
Jetsons	3	Dobbie Gillis	5	Brinkley's Journ.	2
Combat	2	Alfred Hitchcock	3	Laramie	1
Gallant Men	2	Rawhide	3	Sam Benedict	1
Naked City	1	Tell The Truth	3	Price Is Right	1
Stoney Burke	1	I've Got A Secret	2	Eleventh Hour	1
Untouchables	1	Nurses	2	Jack Paar	1
Our Man Higgins	1	Jack Benny	2	Hazel	1
77 Sunset Strip	1	Route 66	2	Dinah/Dupont	1
Dickens & Fenster	1	Andy Griffith	1		
McHale's Navy	1	Loretta Young	1		
Hawaiian Eye	1	Lucille Ball	1		
		Perry Mason	1		
		Bev. Hillbillies	1		
		Dick Van Dyke	1		
		What's My Line	1		

^aComputed from American Research Bureau data.

^bEastern Standard Time, one hour earlier for markets using Central Standard Time.

^cPrograms may not have been telecast due to national sponsor not ordering the station, may have been telecast at a different hour, could have been telecast by another station contracted to a different network or pre-empt for a local or syndicated program.

been telecast at a different hour, could have been telecast by another station contracted to a different network, or the time period could have been preempt for a local or syndicated program.

Programs scheduled in preempt network time.--The scheduling of various programs in preempt evening network time was also a factor considered in the selected forty-one VHF television markets in the study. Table 8, the third of the tables designed to indicate the differences in comparative evening network scheduling in the forty-one VHF television markets in November, 1962, provides a listing of those programs that were scheduled in preempt evening network time. Considering the frequency of some programs and the total number listed in Table 8, it would appear that programs scheduled in preempt evening network time would, indeed, be an important factor in the forty-one VHF television markets. However, this is not the case, since a number of the feature movies and other programs in this table appeared in preempt evening network time for only one-half hour of their total telecast time. For instance, a number of the programs ran over into only the first half-hour of evening network time, while others began their telecast with the last half-hour of evening network time and may or may not have completed their telecast in preempt evening network time.

Programs scheduled in no-network-service time.--The three networks, during the November, 1962, ARB survey period, did not program the same number of evening one-half hours. ABC did not offer a network telecast to its affiliated stations on Fridays, 10:30-11:00 p.m., nor did NBC offer a network telecast to its affiliated stations on Mondays, 10:30-11:00 p.m. However, CBS did provide network telecasts for each

TABLE 8

NETWORK PROGRAMS^a, SYNDICATED PROGRAMS, FEATURE MOVIES AND LOCAL PROGRAMS SCHEDULED IN PRE-EMPT TIME^b, IN SELECTED VHF TELEVISION MARKETS, NOVEMBER 1962^c, 7:30-11:00 P.M.

Programs					
Title	No.	Title	No.	Title	No.
Feature Movies	26	Want. Dead Or Alive	2	Lawman	1
Third Man	15	Fair Exchange	2	Roaring 20's	1
Death Valley Days	10	Lloyd Bridges Show	2	Desilu Playhouse	1
Peter Gunn	9	Jack Benny	2	Thriller	1
Hennesey	8	Cheyenne	2	Burns & Allen	1
Biography	6	Mr. Smith Wash.	2	Sea Hunt	1
Checkmate	6	Ensign O'Toole	1	Dragnet	1
Story Of	6	The Nurses	1	Medic	1
Ripcord	5	Hazel	1	Divorce Court	1
Deputy	5	Fight of The Week	1	Expedition	1
Outlaws	4	Rawhide	1	House Divided	1
Adv. in Paradise	4	Perry Mason	1	Phil Silvers	1
M-Squad	3	Gallant Men	1	Sugarfoot	1
Shannon	3	Don't Call Charlie	1	Supercar	1
Surfside 6	3	I've Got A Secret	1	Riverboat	1
Rebel	3	77 Sunset Strip	1	Lockup	1
Hong Kong	3	Joey Bishop Show	1	Brothers Brannagan	1
Stump The Stars	3	Loretta Young Show	1	State Troopers	1
B & H Close-Up	3	The Untouchables	1	Everglades	1
R. Rogers-D. Evans	3	Andy Griffith Show	1	Cain's Hundred	1
Loc.-Reg. Football	3	Dobie Gillis	1	Trails West	1
Loc.-Ice Hockey	2	Password	1	It's In The Name	1
Wyatt Earp	2	Huckleberry Hound	1	Silents Please	1
Man Hunt	2	People Are Funny	1	Call Mr. D.	1
Communism R.M.E.	2	Father Knows Best	1	Broad. Goes Latin	1
Mr. Lucky	2	Winston Churchill	1	Grt. Mus. Chicago	1
King of Diamonds	2	Victory At Sea	1	Loc.-Spec. Of Week	1
Yogi Bear	2	Passport to Adv.	1	Loc.-Sportsm.Frnd.	1
Keyhole	2	Frontiers of Know.	1	Loc.-V. Lombardi	1
Best of Groucho	2	Strikes & Spares	1	Loc.-Peo. Press Con.	1
Tightrope	2	Danger Man	1	Loc.-Focus on News	1

^aNetwork programs listed in this Table were telecast at a different hour than regularly scheduled on the network.

^bThis Table does not include those programs telecast during the no-network-service time on ABC Friday 10:30-11:00 and on NBC Monday 10:30-11:00.

^cComputed from American Research Bureau data.

^dEastern Standard Time, one hour earlier for markets using Central Standard Time.

of the one-half hours of the weekly evening schedule. But one of these programs was the one-half hour Marshall Dillon program on Tuesdays, 7:30-8:00 p.m., which was a network feed to the affiliated stations for use as a local spot commercial carrier. Table 9, the fourth of the tables designed to indicate the differences in comparative evening network scheduling in the forty-one VHF television markets, provides a listing of those programs telecast locally on the ABC stations Fridays, 10:30-11:00 p.m., and on the NBC stations Mondays, 10:30-11:00 p.m. On both ABC and NBC the program most often scheduled in no-network-service time was the syndicated series, Third Man.

Total rating points higher or lower than network.--The basic table for the determination of the actual variation between the average ratings for the local evening network programs and the average national network ratings for the same programs in the selected forty-one VHF television markets in November, 1962, is Table 10.

The information provided in Table 10 is a summation of the several intermediate tabulations necessary before arriving at these data. Data computation sheets were prepared for each of the television markets, indicating: (1) a listing of all of the evening network television programs telecast Sunday through Saturday, 7:30-11:00 p.m., during the November, 1962, ARB rating period, by one-half hour segments; (2) for each of the three stations in the television market, ARB average local ratings for the evening network programs telecast by each station were tabulated; (3) ARB average U. S. network ratings for each network program telecast by the local affiliate were tabulated; (4) the average ratings for all of the individual programs telecast

TABLE 9

PROGRAMS SCHEDULED IN NO-NETWORK-SERVICE TIME, IN SELECTED
VHF TELEVISION MARKETS, NOVEMBER 1962^a 7:30-11:00 P.M.^b

Friday 10:30-11:00 P.M.	No. Stations	Monday 10:30-11:00 P.M.	No. Stations
ABC Stations		NBC Stations	
Third Man	5	Third Man	4
Rebel	4	The Joey Bishop Show	4
Death Valley Days	3	Chet Huntley Reporting	3
Johnny Midnight	3	Political	3
Ripcord	3	Feature Movies	2
M-Squad	2	Stump The Stars	2
Peter Gunn	2	Peter Gunn	1
Feature Movies	2	Ripcord	1
Mr. Lucky	2	M-Squad	1
Medic	2	Best of Groucho	1
Biography	1	Biography	1
Story Of	1	Best Of Post	1
Keyhole	1	Keyhole	1
Sea Hunt	1	One Step Beyond	1
Thriller	1	The Beachcomber	1
Deputy	1	Cain's Hundred	1
Everglades	1	Hong Kong	1
Dragnet	1	King of Diamonds	1
Tightrope	1	Danger Man	1
Political	1	Ann Southern	1
Local Specials	1	People's Choice	1
Local--Outdoor Sportsman	1	Honeymooners	1
Local--Weekend in Sports	1	Sir Francis Drake	1
		Probe	1
		Ensign O'Toole	1
		Panic	1
		Profile '62	1
		Local--Camera 10	1
		Local--Viewpoint	1
Total	41		41

^aComputed from American Research Bureau data.

^bEastern Standard Time, one hour earlier for markets using Central Standard Time.

TABLE 10

TOTAL RATING POINTS AND LOCAL RATING POINTS HIGHER OR LOWER THAN NETWORK FOR
ALL NETWORK PROGRAMS TELECAST AT THE SAME HOUR AS ON THE NETWORK IN
SELECTED VHF TELEVISION MARKETS, NOVEMBER 1962^a 7:30-11:00 P.M.^b

Market	Station Network Affiliation											
	ABC ^c				CBS ^d				NBC ^e			
	U.S. Total Rtng. Pnts.	Local Total Rtng. Pnts.	Local Rtng. Pnts. High	Local Rtng. Pnts. Low	U.S. Total Rtng. Pnts.	Local Total Rtng. Pnts.	Local Rtng. Pnts. High	Local Rtng. Pnts. Low	U.S. Total Rtng. Pnts.	Local Total Rtng. Pnts.	Local Rtng. Pnts. High	Local Rtng. Pnts. Low
Albany-Schenectady-Troy	867	891	24	..	1079	853	..	226	896	951	55	..
Amarillo	825	885	60	..	1072	1029	..	43	951	906	..	45
Atlanta	867	725	..	142	1064	921	..	143	980	920	..	60
Baltimore	854	879	25	..	1104	1093	..	11	912	787	..	125
Beaumont-Port Arthur	850	732	..	118	1081	1226	145	..	993	875	..	118
Boston	781	842	61	..	1119	998	..	121	1010	977	..	33
Buffalo	867	896	29	..	1088	1112	24	..	980	851	..	129
Cedar Rapids-Waterloo	867	1199	332	..	1065	1316	251	..	998	696	..	302
Charleston-Huntington	867	808	..	59	1119	802	..	317	1002	1139	137	..
Chattanooga	848	880	32	..	1112	914	..	198	1010	921	..	89
Cincinnati	814	993	179	..	1094	936	..	158	1010	1013	3	..
Cleveland	796	995	199	..	1059	941	..	118	1010	931	..	79
Columbus	799	809	10	..	1040	922	..	118	1010	812	..	198
Des Moines-Ames	813	771	..	42	1029	1073	44	..	1002	752	..	250
Fargo	867	659	..	208	1126	850	..	276	957	1326	369	..
Green Bay	813	863	50	..	1089	1413	324	..	1002	839	..	163
Greenville-Ashe-Spartan.	853	760	..	93	1081	612	..	469	1001	940	..	61
Houston	859	1005	146	..	1093	968	..	125	1002	851	..	151
Kansas City	794	817	23	..	1098	995	..	103	973	878	..	95
Little Rock	867	723	..	144	1089	1062	..	27	1010	988	..	22
Memphis	831	948	117	..	1126	1129	3	..	954	766	..	188
Miami	821	685	..	136	1078	1092	14	..	940	990	50	..
Nashville	848	830	..	18	1088	1027	..	61	955	896	..	59
New Orleans	867	819	..	48	1074	1089	15	..	990	1085	95	..
Norfolk-Portsmouth	867	730	..	137	1079	1095	16	..	1010	811	..	199
Oklahoma City	846	704	..	142	1042	1009	..	33	942	1071	129	..
Omaha	859	1094	235	..	1087	1008	..	79	1002	978	..	24
Orlando-Daytona Beach	848	762	..	86	1111	1177	66	..	1010	906	..	104
Philadelphia	807	1091	284	..	1126	926	..	200	1010	920	..	90
Pittsburgh	819	902	83	..	1119	1198	79	..	1010	675	..	335
Portland-Mt. Washington	801	576	..	240	1071	996	..	75	976	1051	75	..
Richmond	835	781	..	54	1126	1117	..	9	990	638	..	352
Roanoke	867	254	..	613	1078	1232	154	..	1010	1161	151	..
Sacramento-Stockton	810	926	116	..	896	715	..	181	925	810	..	115
San Antonio	863	1062	199	..	1025	888	..	137	1002	814	..	188
San Diego	770	458	..	312	1126	1026	..	100	948	835	..	113
Shreveport	867	860	..	7	1070	1139	69	..	935	687	..	248
Spokane	810	808	..	2	1126	906	..	220	1010	1000	..	10
Tulsa	863	849	..	14	1082	1135	53	..	951	845	..	106
Wichita	827	1201	374	..	1080	720	..	360	993	858	..	135
Wichita Falls	863	551	..	312	963	999	36	..	973	1058	85	..

^aComputed from American Research Bureau Data.

^bEastern Standard Time, one hour earlier for markets using Central Standard Time.

^cTotal rating points for all ABC programs telecast, 867; 48 one-half hours per week.

^dTotal rating points for all CBS programs telecast, 1126; 49 one-half hours per week.

^eTotal rating points for all NBC programs telecast, 1010; 48 one-half hours per week.

Sunday through Saturday, by each local station, were added together to provide the local total rating points; (5) the average U. S. network ratings for all of the individual network programs telecast by the local affiliates were added together to provide the U. S. total rating points; (6) to determine the total rating points higher than the network total rating points for the same programs, the U. S. total rating points were subtracted from the local total rating points; and (7) to determine the total rating points lower than the network total rating points for the same programs, the local total rating points were subtracted from the U. S. total rating points.

The more obvious variations in total rating points in Table 10 are those concerning the highs and lows for each network affiliate. The total rating points for the ABC affiliate in Wichita was 374 points higher than the network and, at the other extreme, the total rating points for the ABC affiliate in Roanoke was 613 points lower than the network. The total rating points for the CBS affiliate in Green Bay was 324 points higher than the network and, at the other extreme, the total rating points for the CBS affiliate in Greenville-Asheville-Spartanburg was 469 points lower than the network. The total rating points for the NBC affiliate in Fargo was 369 points higher than the network and, at the other extreme, the total rating points for the NBC affiliate in Richmond was 352 points lower than the network. Factors contributing to these variations will be discussed in Chapter III.

Percentage above or below network ratings.--Table 11 is the key reference table for this study. It indicates the percentage above network rating and the percentage below network rating for each of the

TABLE 11

PERCENTAGE ABOVE OR BELOW NETWORK RATINGS FOR ALL NETWORK PROGRAMS TELECAST
AT THE SAME HOUR AS ON THE NETWORK, IN SELECTED VHF TELEVISION
MARKETS, NOVEMBER 1962^a 7:30-11:00 P.M.^b

Market	Station Network Affiliation					
	ABC		CBS		NBC	
	Percent- age Above Network Rating	Percent- age Below Network Rating	Percent- age Above Network Rating	Percent- age Below Network Rating	Percent- age Above Network Rating	Percent- age Below Network Rating
Albany-Schenectady-Troy	3	27	6	..
Amarillo	7	4	..	5
Atlanta	..	20	..	16	..	7
Baltimore	3	1	..	16
Beaumont-Port Arthur		16	13	13
Boston	8	12	..	3
Buffalo	3	..	2	15
Cedar Rapids-Waterloo	38	..	24	43
Charleston-Huntington	..	7	..	40	14	..
Chattanooga	4	22	..	10
Cincinnati	22	17	1 ^c	..
Cleveland	25	13	..	8
Columbus	1	13	..	24
Des Moines-Ames	..	5	4	33
Fargo	..	32	..	32	39	..
Green Bay	6	..	30	19
Greenville-Asheville-Spartanburg	..	12	..	77	..	6
Houston	17	13	..	6
Kansas City	3	10	..	11
Little Rock	..	20	..	3	..	2
Memphis	14	..	1 ^c	25
Miami	..	20	1	..	5	..
Nashville	..	2	..	6	..	7
New Orleans	..	6	1	..	10	..
Norfolk-Portsmouth	..	19	1	25
Oklahoma City	..	20	..	3	14	..
Omaha	27	8	..	2
Orlando-Daytona Beach	..	11	6	11
Philadelphia	35	22	..	10
Pittsburgh	10	..	7	50
Portland-Mt. Washington	..	43	..	8	8	..
Richmond	..	7	..	1	..	55
Roanoke	..	24	14	..	15	..
Sacramento-Stockton	14	25	..	14
San Antonio	23	15	..	23
San Diego	..	58	..	10	..	14
Shreveport	..	1 ^c	6	36
Spokane	..	1 ^c	..	24	..	1
Tulsa	..	2	5	13
Wichita	42	50	..	16
Wichita Falls	..	57	4	..	9	..
Total Stations	20	21	15	26	10	31

^aComputed from American Research Bureau Data.

^bEastern Standard Time, one hour earlier for markets using Central Standard Time.

^cLess than 1 per cent.

network affiliated stations in the selected forty-one VHF television markets in November, 1962. The percentages shown in Table 11 were computed by using the basic raw data detailed in Table 10.

Of the forty-one ABC stations in the study, twenty had average local ratings higher than the average network ratings for the same programs. Of the forty-one CBS stations in the study, fifteen had average local ratings higher than the average network ratings for the same programs. Of the forty-one NBC stations in the study, ten had average local ratings higher than the average network ratings for the same program. Of the 123 stations in the study, only forty-five (or 36.6 per cent) had average local ratings higher than the average network ratings for the same programs.

The broadcaster might be prone to say, "Who cares whether our station has average local ratings above those of the network for the same programs if our station is number one in the market during the evening prime-time hours?" The answer to this question is that 70.7 per cent of the number-one stations in each of the forty-one television markets had average local ratings above those of the network for the same programs. From Table 100 the number-one station during the November, 1962, ARB survey period was related to the percentage above or below network rating shown in Table 11. Of the forty-one number-one stations in each of the selected markets, twenty-nine (or 70.7 per cent) had average local ratings above the network ratings for the same programs. The twenty-nine number-one stations are listed below, by their network affiliation: NBC Albany, CBS Beaumont-Port Arthur, CBS Buffalo, CBS Cedar Rapids-Waterloo, NBC Charleston-Huntington, ABC Cincinnati

ABC Cleveland, CBS Des Moines-Ames, NBC Fargo, CBS Green Bay, ABC Houston, CBS Memphis, CBS Miami, CBS New Orleans, CBS Norfolk-Portsmouth, NBC Oklahoma City, ABC Omaha, CBS Orlando-Daytona Beach, ABC Philadelphia, CBS Pittsburgh, NBC Portland-Mt. Washington, CBS Richmond, CBS Roanoke, ABC Sacramento-Stockton, ABC San Antonio, CBS Shreveport, CBS Tulsa, ABC Wichita, and CBS Wichita Falls.

Television station questionnaire.--Since an individual station's local advertising, merchandising, station personalities, editorial policy, local evening news programs, and on-the-air promotion--among other factors--have generally been considered to have an effect upon the average ratings for the evening network programs on the station¹ (and to provide a source of localized information to relate to the hypotheses advanced in the study), a television station questionnaire (see Appendix) was designed to provide individual station data, including the amount of display advertising, special media, on-the-air promotional announcements, promotion and merchandising, the television news operation, station personalities, editorial policy, the respondent's beliefs why the station was number one, two, or three in the market, station image, and the respondent's assessments of the reasons for the station being above or below the average network ratings for the same programs.

After the percentage above or below evening network rating was computed (Table 11), an appropriate letter of transmittal (see Appendix) was addressed to the station promotion director and mailed with the questionnaire to all 123 stations in the study. One letter was mailed

1

Ibid.

to all of the stations that had average local evening ratings above the average evening network ratings, and the other letter was mailed to the stations with average local evening ratings below the average network ratings. The first mailing was in December, 1963, and the second mailing was made in March, 1964. The forty-two usable questionnaires, Table 12, were from twenty-eight different television markets and thus provided a representation from 68 per cent of the forty-one television markets sought for the study.

Radio-TV editor questionnaire.--Many newspapers in the United States regularly devote a considerable amount of space to news of broadcasting. Some editors criticize and/or comment upon a particular station, network, program, or series and possibly have an effect upon the television viewers' program and/or station selection. To isolate another variable in the study, a radio-TV editor questionnaire (see Appendix) was designed to provide information, including the sources of information used to develop the radio-TV column, factors considered when recommending a particular program, the respondent's beliefs why some locally telecast evening network programs received a higher or lower rating than the same program received nationally, to what extent the respondent thought the evening local and/or syndicated lead-in programs influenced the ratings of the following network programs, the respondent's evaluation of the reasons for one television station's domination of the evening network program ratings in the market, the respondent's "image" of each of the three television stations in the market and the respondent's evaluation of "his public image" as a factor in influencing the viewing popularity of evening network

TABLE 12
TELEVISION STATION QUESTIONNAIRE USABLE RETURNS^a

Market	Station Call	Network Affil.
Albany-Schenectady-Troy	WAST	ABC
	WTEN	CBS
Amarillo	KFDA	CBS
	KGNC	NBC
Atlanta	WSB	NBC
Baltimore	WJZ	ABC
Boston	WBZ	NBC
Buffalo	WGR	NBC
Charleston-Huntington	WCHS	CBS
	WSAZ	NBC
Cincinnati	WCPO	CBS
Columbus	WTVN	ABC
	WLWC	NBC
Fargo	KXJB	CBS
Green Bay	WDAY	NBC
	WBAY	CBS
Greenville-Asheville-Spartanburg	WFBC	NBC
Kansas City	KCMO	CBS
Little Rock	KATV	ABC
	KARK	NBC
Miami	WTVJ	CBS
Nashville	WLAC	CBS
New Orleans	WVUE	ABC
Norfolk-Portsmouth	WTAR	CBS
	WAVY	NBC
Oklahoma City	KOCO	ABC
Orlando-Daytona Beach	WDBO	CBS
	WESH	NBC
Philadelphia	WFIL	ABC
	WRCV	NBC
Richmond	WRVA	ABC
	WXEX	NBC
Roanoke	WLVA	ABC
	WDBJ	CBS
San Antonio	KONO	ABC
San Diego	XETV	ABC
Spokane	KREM	ABC
	KXLY	CBS
Wichita	KHQ	NBC
	KAKE	ABC
Wichita Falls	KTVH	CBS
	KFDX	NBC

^aUsable returns are defined as returned questionnaires containing answers to most of the questions.

programs in the market.

The questionnaire was mailed to all of the newspaper radio-TV editors in the selected forty-one VHF television markets. There were eighty daily and Sunday newspapers published in the selected television markets. However, only seventy-two newspapers in thirty-eight markets had a radio-TV editor. The newspapers in the television markets in the study that did not have a radio-TV editor or publish a column devoted to radio-television were: Chatanooga, Orlando-Daytona, and Spokane. The mailings were addressed to the radio-TV editor listed in the 1962 Editor & Publisher International Yearbook. A first mailing was made in December, 1963, and a second in March, 1964. The eighteen usable questionnaires, Table 13, were from sixteen different television markets and thus provided a representation from 39 per cent of the forty-one selected VHF television stations sought for the study. Even though the returns were comparatively small, they did provide an insight into the effect the radio-television editor had upon the variations in ratings.

TV Guide.--This national publication (with a weekly circulation of 7,607,546 in the forty-eight states, based upon the issue of March 12, 1960) was included in the study to evaluate the effect the program display advertising and editorial content, devoted to network and local programs, had upon the variations of the local ratings for evening network television programs in the selected VHF markets.

This distribution of TV Guide in the metropolitan areas of the forty-one selected VHF television markets is shown in Table 14. Even though TV Guide was the nation's largest weekly circulated magazine,

TABLE 13
 RADIO-TV EDITOR QUESTIONNAIRE
 USABLE RETURNS^a

Market	Newspaper
Beaumont-Port Arthur	Beaumont Journal
Cedar Rapids-Waterloo	Cedar Rapids Gazette
Columbus	Citizen-Journal
Des Moines-Ames	Des Moines Register
Green Bay	Press-Gazette
Greenville-Asheville-Spartanburg	Greenville News-Piedmont Press
Houston	Press
Kansas City	Kansas City Star
Memphis	Commercial Appeal
Nashville	Banner
Norfolk-Portsmouth	Virginian-Pilot
Philadelphia	Bulletin Inquirer
Sacramento-Stockton	Sacramento Bee
San Antonio	Express News
Shreveport	Journal
.	Times
Tulsa	World

^aUsable returns are defined as returned questionnaires containing answers to most of the questions.

TABLE 14
 TV GUIDE DISTRIBUTION IN SELECTED
 VHF TELEVISION MARKETS

Market	Metro Area Estimated Television Homes ^a	Metro ^b Area Circulation	Percent- age of Est. TV Homes
Albany-Schenectady-Troy	194,700	20,307	10
Amarillo	43,600	1,916	4
Atlanta	277,600	20,073	7
Baltimore	448,900	55,721	12
Beaumont-Port Arthur	85,000	8,363	10
Boston	887,900	178,565	20
Buffalo	308,800	41,918	14
Cedar Rapids-Waterloo	89,100	10,497	12
Charleston-Huntington	145,500	15,642	11
Chattanooga	81,600	11,743	14
Cincinnati	314,200	29,410	9
Cleveland	522,700	87,094	17
Columbus	197,000	16,259	8
Des Moines-Ames	81,900	4,350	5
Fargo	29,100	79	3
Green Bay	60,400	3,949	7
Greenville-Asheville-Spartanburg	136,200	8,605	6
Houston	352,200	22,777	6
Kansas City	317,000	78,911	25
Little Rock	67,600	1,607	2
Memphis	160,800	4,196	3
Miami	299,000	33,602	11
Nashville	109,500	5,286	5
New Orleans	238,600	20,826	9
Norfolk-Portsmouth	201,900	14,874	7
Oklahoma City	135,500	19,554	14
Omaha	131,900	21,269	16
Orlando-Daytona Beach	134,900	17,862	13
Philadelphia	1,231,700	152,221	12
Pittsburgh	683,400	75,961	11
Portland-Mt. Washington	53,500	6,540	12
Richmond	112,800	3,512	3
Roanoke	43,300	1,473	3
Sacramento-Stockton	219,400	75,157	3
San Antonio	168,500	6,979	4
San Diego	305,900	85,502	28
Shreveport	75,800	3,825	5
Spokane	82,200	12,564	15
Tulsa	107,800	13,136	12
Wichita	102,800	26,771	3
Wichita Falls	34,800	1,576	5
Total	9,275,000	1,220,472	
Average Percentage			13

^aAmerican Research Bureau Data, November 1962.

^bBased on March 12, 1960 issue of TV Guide, published by Triangle Publications, Incorporated.

Table 14 shows the total penetration averaged only 13 percent in the markets of the study, with a high of 28 per cent in San Diego and a low of 2 per cent in Little Rock.

Copies of TV Guide covering twelve weekly issues for the period September 8 through November 30, 1962, for nineteen (or 46 per cent) of the forty-one VHF television markets, were used to measure the column inches of display advertising and other content information concerned with the cover picture, editorial comment, "As We See It," feature articles, and the "Review," by Gilbert Seldes.

Display advertising was measured in terms of column inches for evening network programs, local (including live, syndicated and feature movie) programs and other network programs for each of the network affiliates, Table 15. The total display advertising in TV Guide varied considerably from market-to-market, and it was interesting to note that substantially less display advertising was devoted to local (including live, syndicated, and feature movie) programs and other network programs.

Information contained in the other sections of the publication were not factors that could be considered determinants responsible for variations in average ratings, but are presented to indicate that an effort was made to determine if there was a relationship. For instance, the cover picture in three out of eleven issues was devoted to an ABC program, four out of eleven issues to a CBS program, four out of eleven issues to an NBC program, and one issue was devoted to the "Fall Preview." Feature articles concerning programs and television stars were divided in the following manner: ABC five, CBS eleven, and

TABLE 15

THE NUMBER OF COLUMN INCHES OF DISPLAY ADVERTISING
 IN TV GUIDE, SEPTEMBER 8 - NOVEMBER 30, 1962,
 IN SELECTED VHF TELEVISION MARKETS

Market	ABC Station				CBS Station				NBC Station			
	Eve. Net.	Local	Other Net.	Total	Eve. Net.	Local	Other Net.	Total	Eve. Net.	Local	Other Net.	Total
Amarillo	156	29	. .	185	190	62	. .	252	287	. .	26	313
Atlanta	81	111	. .	192	336	218	23	577	236	33	20	289
Beaumont	127	78	. .	205	171	65	7	243	314	72	20	406
Chattanooga	81	46	. .	127	338	7	36	381	224	59	13	296
Cincinnati	133	81	. .	214	239	20	3	262	262	77	26	365
Columbus	127	65	. .	192	252	59	10	321	272	92	23	387
Houston	127	127	291	146	29	466	278	. .	26	304
Little Rock	120	120	179	72	. .	251	211	13	. .	224
Memphis	120	72	. .	192	223	78	3	304	301	78	26	405
Nashville	154	68	. .	222	278	72	16	366	284	65	20	369
New Orleans	169	13	. .	182	171	3	. .	174	320	216	24	560
Norfolk	104	91	. .	195	81	59	. .	140	265	59	20	344
Omaha	127	156	. .	283	258	48	39	345	346	52	13	411
Philadelphia	127	156	. .	283	314	358	13	685	381	198	66	645
Richmond	97	78	. .	175	145	65	. .	210	224	59	23	306
San Antonio	124	69	. .	193	171	65	. .	236	285	65	20	370
Shreveport	153	42	. .	195	140	63	4	207	301	68	26	395
Spokane	205	23	3	231	219	65	7	291	528	57	33	618
Wichita	125	73	. .	198	197	49	. .	246	297	75	20	392

NBC eight. The editorial comment, "As We See It," quite often mentioned a number of network evening programs, with ABC receiving mention thirteen times, CBS nine, and NBC nine. During the twelve weeks, Gilbert Seldes in the "Review" commented on eight evening network programs: three programs on the ABC network received good comment; one program on the CBS network received critical comment; and four NBC programs received comment, with three receiving good comment and one receiving critical comment. Starting September 22, 1962, and ending with the October 21, 1962, issue, a new feature was inaugurated which consisted of the placing of a double check mark (✓✓) next to the listings of certain programs which the editor considered to be "of unusual interest." During the five weeks this feature appeared, fourteen ABC programs, eighteen CBS programs, and twenty-three NBC programs received a double check mark, with the major share of the double check marks being directed toward individual specials or specials within a series.

Daily newspapers.--Newspapers were included in the study to evaluate the effect the television display advertising² and editorial content, devoted to network and local programs, had upon the variations of the local ratings for evening network programs for all stations and particularly for the television stations owned by a daily newspaper, since--due to common ownership--they would appear to have a competitive advantage.

2

James C. Becknell, Jr., "The Influence of Newspaper Tune-in Advertising on the Size of a TV Show's Audience," Journal of Advertising Research, Vol. 1, No. 3 (March, 1961), 23-26.

Individual letters addressed to each newspaper's circulation manager suggesting a gratuitous and/or paid three-month subscription beginning September 8 and ending November 30, 1962 (see Appendix) were mailed August 25, 1962, to all of the daily and Sunday newspapers in fifteen television markets. Fifty-seven daily and Sunday newspapers were published in the fifteen markets. The television markets and the number of newspapers contacted in each market, including morning, evening, and Sunday newspapers, are listed as follows: Amarillo (3); Atlanta (3); Chattanooga (3); Columbus (3); Houston (5); Little Rock (4); Memphis (4); Nashville (3); New Orleans (3); Norfolk-Portsmouth (6); Omaha (3); Philadelphia (5); San Antonio (4); Spokane (3); and Wichita (5).

The response to the letter was considerably less than expected, considering the fact that a firm order was placed in the event that gratuitous subscriptions were against the policy of the newspaper. However, a number of letters were received informing the writer that it was against company policy to start a subscription prior to receiving advance payment and that, unfortunately, issues prior to the date of the beginning of the paid subscription could not be furnished.

All eighteen newspapers in the following five television markets immediately started the subscriptions, gratuitous and/or paid: Amarillo: Amarillo Daily News (morning), Amarillo Globe Times (evening), Amarillo Sunday News-Globe; Little Rock: Arkansas Gazette (morning), Arkansas Democrat (evening), Arkansas Gazette (Sunday), Arkansas Democrat (Sunday); Omaha: Omaha World Herald (morning),

Evening World Herald, Sunday World Herald; Philadelphia: Philadelphia Inquirer (morning), Philadelphia Daily News (morning), The Evening Bulletin, Philadelphia Inquirer (Sunday), The Sunday Bulletin; Spokane: The Spokesman-Review (morning), Spokane Daily Chronicle (evening), The Spokesman-Review (Sunday). Newspapers were received from the following four television markets, but since all of the newspapers in each market were not received, the markets were not included in the display advertising comparative data. Chattanooga: Chattanooga News-Free Press (evening); Houston: Houston Chronicle (evening), Houston Chronicle (Sunday); Norfolk-Portsmouth: Hampton Roads Daily Press (morning), Hampton Roads Times Herald (evening), Hampton Roads Daily Press (Sunday).

The display advertising in the newspapers was measured in terms of column inches devoted to evening network programs, local (including live, syndicated, and feature movie) programs and other network programs, for each of the network affiliates. Display advertising for five television markets where subscriptions from all newspapers were received is presented in Table 16. The total display advertising varied considerably from market to market, and substantially less display advertising was allotted to local and other network programs.

The editorial sections of the newspapers were analyzed for television information related to evening network programs, local (including live, syndicated and feature movie) programs and other network programs, in terms of the following major areas and sub-areas. Front page straight news: local TV stations, other TV stations, political TV; Straight news elsewhere in the newspaper: local TV

TABLE 16

THE NUMBER OF COLUMN INCHES OF DISPLAY ADVERTISING
 IN NEWSPAPERS, SEPTEMBER 8 - NOVEMBER 30, 1962,
 IN SELECTED VHF TELEVISION MARKETS

Market	ABC Station				CBS Station				NBC Station			
	Eve. Net.	Local	Other Net.	Total	Eve. Net.	Local	Other Net.	Total	Eve. Net.	Local	Other Net.	Total
Amarillo	1015	88	12	1115	827	432	80	1339	5168	1002	311	6481
Little Rock	1439	299	. .	1738	1573	406	30	2009	603	12	. .	615
Omaha	2156	1247	. .	3403	667	319	14	1000	214	36	. .	250
Philadelphia	2837	5304	. .	8141	1479	2561	202	4242	1664	1389	40	3093
Spokane	1601	27	. .	1628	781	18	. .	799	3271	65	. .	3336

stations, other TV stations, political TV, signed editorial page columns, letters to the editor; TV inserts: separate TV guide, TV guide part of another insert; TV program listings: front page newspaper's TV station, front page newspaper's radio station, on comic page, opposite comic page, usually on the same page, no particular page, bold-face type used for newspaper's TV station, listing of outside metropolitan area TV stations; TV editors: newspaper's own TV editor with a signed column, syndicated, or unsigned columns, best bets for viewing included in column, best bets for viewing separate, TV movie listing separate, sports on TV separate; TV display advertising: TV program listing page, close to TV program listing page, opposite comic page, on sports page, elsewhere in the newspaper; Radio display advertising: stations owned by TV network affiliate and other radio stations. Data from the newspaper analysis will be presented, where appropriate, in other chapters of the study.

The writer received extraordinary cooperation from a number of sources for the major portion of the data used in the study. However, one shortcoming was the inability to gain access to the September, October, and November, 1962, issues of all the daily newspapers and all the individual market issues of TV Guide so that a complete evaluation of the comparative use of television display advertising and television editorial content could have been made. Another shortcoming was the inability to receive an accurately completed questionnaire from all of the television stations and all of the radio-television newspaper editors in each market.

The remaining chapters of the study are organized, first, to

present a market-by-market analysis of the stations in each of the selected VHF television markets from the point of view of the station's average evening network ratings being above or below the national network evening ratings for the same program by expanding the preceding data and by taking into account additional variable data; second, to determine the validity of the nine hypotheses advanced in the study relative to the data presented in the preceding chapters; and third, to present the summary and conclusions of the study.

CHAPTER III

MARKET-BY-MARKET ANALYSIS OF THE SELECTED VHF TELEVISION MARKETS

The analysis of each of the forty-one selected VHF television markets in the study is related to the data described in Chapter II and additional variable information unique to each market. All data in this chapter, as well as throughout the study, were collected during the period September 8 to November 30, 1962, and all statistics and percentages are applicable only to that period and were not necessarily applicable prior to or after November, 1962. Generally, most of the facts considered in the analysis do not affect the percentage above or below network ratings. However, the program becomes the dominant variable when the viewer only has a choice of programs from the three national networks. Two basic tables are presented for each market to provide station and program comparative data.

Albany-Schenectady-Troy, Tables 17 and 18

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, WRGB, owned by the General Electric Company, was the first station established in the area and was used as an experimental television

TABLE 17

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE ALBANY-SCHENECTADY-TROY
MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WAST	WTEN	WRGB
Channel number	13	10	6
Antenna height above average terrain (feet)	1250	1270	1020
Date began operation	6-15-56	10-14-53	12-1-47
Date AM affiliate (if any) began operation.	1947	1922
Newspaper affiliation (if any)

^aInformation from Broadcasting Yearbook, Editor & Publisher International Yearbook and Television Factbook.

TABLE 18
 VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
 IN THE ALBANY-SCHENECTADY-TROY MARKET
 NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network 1/2 hours not carried locally during the survey period	4	7
Lead-in programs, average ratings for preceding 1-1/2 hours 6:00-7:30 p.m. .	12	14	14
Lead-in programs, average ratings for preceding 1/2 hour 7:00-7:30 p.m. . . .	14	13	16
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	19	23
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	24	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . .	+ 3	-27	+ 6

^a Computations made from American Research Bureau data.

station. WRGB has been on the air since November 6, 1939, and began commercial operation December 1, 1947. The CBS affiliate, WTEN, began operation October 14, 1953, and the ABC affiliate, WAST, began operation June 15, 1956.

Radio stations owned by television affiliates.--The AM affiliate of WRGB, WGY, began operation in 1922 and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--None of the television stations in the Albany-Schenectady-Troy market were affiliated with a daily newspaper in the Albany-Schenectady-Troy area.

Evening network programs telecast.--The ABC affiliate, WAST, carried all of the network programs at the same hour as telecast by the network, and in the no-network-service time--Friday, 10:30-11:00 p.m.--the syndicated program, Keyhole, was telecast. The CBS affiliate, WTEN, did not carry, as telecast by the network, four half-hours of evening network time devoted to: Marshal Dillon, Lloyd Bridges Show, and Fair Exchange. The NBC affiliate, WRGB, did not carry, as telecast by the network, seven half-hours of evening network time devoted to: Saints and Sinners, Chet Huntley Reporting, Wide Country, and International Showtime. In the no-network-service time --Monday, 10:30-11:00 p.m.--the syndicated program, Third Man, was telecast on WRGB.

Lead-in ratings.--There was very little difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. During the last half-hour preceding the evening network programs, Monday through Friday, WAST

telecast M-Squad five days a week; WTEN telecast local news, weather, and CBS news; and WRGB telecast Story Of, Phil Silvers, Ripcord, Death Valley Days, and Checkmate.

Local evening news programs.--The local evening news program of the stations prior to the evening network programs were not a factor in the Albany-Schenectady-Troy market since WAST did not telecast any news programs and the average rating for the local news on WTEN was twelve and the local news on WRGB was only ten. There was an indication that the stations with syndicated programs during the half-hour preceding the evening network programs might have a slight advantage over the station programming news. However, this advantage--if any--did not continue during the evenings, as the average ratings for the network programs carried by the ABC and CBS affiliates achieved the same average rating, while the NBC affiliate's rating increased substantially. This increase can be accounted for, in part, by the stature of WRGB in the community and the conditioning of the audience through its six years of telecasting before the second station was established in 1953 and the third in 1956.

TV Guide display advertising.--TV Guide for the Albany-Schenectady-Troy market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Albany-Schenectady-Troy market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Albany-Schenectady-Troy market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were returned by WAST and WIEN. Questionnaire data indicated that WAST had an extensive promotion schedule, utilizing display advertising in morning, evening, and Sunday newspapers and TV Guide. Outdoor boards, bus cards, and a \$13,000 audience contest were other promotional features used by WAST. According to the respondent, the station "programmed ten times more local specials than the other two stations put together." The studios were located on a high-traffic street; an outside program marquee was used; a local program previewing the 1962 fall programs was telecast three different times; the network fall preview was telecast once; a local audience participation show for kids was programmed, Monday through Friday; and an average of fifteen on-the-air promotional announcements were used each day.

Station WIEN also had an extensive promotion schedule, utilizing morning and evening newspapers and TV Guide. Outdoor boards and on-the-air promotional announcements were used. Other promotional activities included: the telecasting of the network fall preview program; sports schedules with the station's call letters were distributed; and at least six cross-plugs a day were used in cooperation with the sister radio station, WROW. The news operation was considered to be the best in the market by the respondent.

Radio-television editor questionnaire data.--Three newspapers in the Albany-Schenectady-Troy market had radio-television editors.

However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average rating for the evening network programs on WAST, telecast at the same hour as by the network, were 3 per cent above the network rating. This increase over the network rating can be attributed to the fact that a number of programs--for instance, Sunday Night Movie, Combat, Close-Up, Premier/Alcoa, Gallant Men, Lawrence Welk, and Fight of the Week--received substantially higher local average ratings. The evening network programs on WIEN had average ratings 27 per cent below the network ratings. And the decrease can be explained by the low ratings for Ed Sullivan, Candid Camera, To Tell the Truth, The Lucy Show, Danny Thomas, Andy Griffith, Red Skelton, Jack Benny, Garry Moore, Beverly Hillbillies, Dick Van Dyke, Perry Mason, Alfred Hitchcock, Rawhide, Route 66, Jackie Gleason, Godfrey/Defenders, Have Gun Will Travel, and Gunsmoke. The evening network programs on WRGB had average ratings 6 per cent above the network ratings. This increase can be related to the stature of the station in the community, due to its early beginning and the fact that ratings for a number of the evening network programs were well above the network average ratings, for instance: Walt Disney, It's a Man's World, The Price is Right, Brinkley's Journal, Empire, Dick Powell, Perry Como, Eleventh Hour, and Jack Paar.

Amarillo, Tables 19 and 20

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

TABLE 19

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE AMARILLO MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KVII	KFDA	KGNC
Channel number	7	10	4
Antenna height above average terrain (feet)	840	804	786
Date began operation	12-21-57	4-4-53	3-11-53
Date AM affiliate (if any) began operation	1922
Newspaper affiliation (if any)	morning evening Sunday

^aInformation from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 20

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE AMARILLO MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network 1/2 hours not carried locally during the survey period	4	5	5
Lead-in programs, average ratings for preceding 1-1/2 hours 5:00-6:30 p.m. . .	6	17	11
Lead-in programs, average ratings for preceding 1/2 hour 6:00-6:30 p.m.. . . .	10	19	18
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	20	23	21
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	19	24	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+ 7	- 4	- 5

^a
Computations made from American Research Bureau data.

First television station established.--The NBC affiliate, KGNC, was the first station established in the market on March 3, 1953. However, the CBS affiliate, KFDA, was established less than one month later on April 4, 1953. Amarillo was a two-station market for over four years, until the beginning of operation of the ABC affiliate, KVII, on December 21, 1957.

Radio stations owned by television affiliates.--KGNC's AM affiliate, KGNC, began operation in 1922, and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--The NBC affiliate, KGNC, was the only television station in the Amarillo market owned by a newspaper. It was owned by the Globe News Publishing Company, publishers of the morning Amarillo Daily News, the evening Amarillo Globe Times, and the Amarillo Sunday News-Globe.

Evening network programs telecast.--The ABC affiliate, KVII, did not carry, as telecast by the network, four half-hours of evening network time devoted to: Howard K. Smith, Close-Up, Our Man Higgins, and Naked City. In the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program, Thriller, was telecast. The CBS affiliate, KFDA, did not carry, as telecast by the network, five half-hours of evening network time devoted to: Stump the Stars, Marshall Dillon, Lloyd Bridges Show, and Fair Exchange. The NBC affiliate, KGNC, did not carry, as telecast by the network, five half-hours of evening network time devoted to: Brinkley's Journal, Chet Huntley Reporting, Wide Country, and Don't Call Me Charlie. In the no-network-service time, Monday, 9:30-10:00 p.m., the last half-hour of the syndicated program, Cain's Hundred, was telecast.

Lead-in ratings.--There was a considerable difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. During the last half-hour preceding the evening network programs Monday through Friday, KVII telecast--on an alternate basis--Sea Hunt and the Bud Wilkinson Show; KFDA telecast Jim Pratt News, national news and weather; and KGNC telecast news, weather, and sports.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Amarillo market, since KVII did not telecast any news programs and the average rating for the local news on KFDA was twenty; for the local news on KGNC nineteen was recorded. The above statement can be explained by the fact that with the beginning of the evening network programs the average evening network ratings for all three stations increased with KVII doubling its rating even though it did not program any evening news.

TV Guide display advertising.--In the Amarillo market, TV Guide, for the period September 8 to November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, KVII, there were 156 column inches of display advertising for evening network programs, 29 inches for local programs, and none for other network programs--for a total of 185 inches. For the CBS affiliate, KFDA, there were 190 inches for evening network programs, 62 inches for local programs, and none for other network programs--for a total of 252 inches. For the NBC affiliate, KGNC, there were 287 inches for evening network programs, none for

local programs and 26 inches for other network programs--for a total of 313 inches.

Newspaper display advertising.--The morning, evening, and Sunday newspapers for the Amarillo market for the period September 8 to November 30, 1962, were analyzed in terms of column inches of advertising for each of the television stations, Table 16. For the ABC affiliate, KVII, there were 1,015 column inches of display advertising for evening network programs, 88 inches for local programs, and 12 inches for other network programs--for a total of 1,115 inches. For the CBS affiliate, KFDA, there were 827 inches for evening network programs, 432 inches for local programs, and 80 inches for other network programs--for a total of 1,339 inches. For the NBC affiliate, KGNC, there were 5,168 inches for evening network programs, 1,002 inches for local programs, and 311 inches for other network programs--for a total of 6,481 inches.

Newspaper content analysis. In the content analysis of the Amarillo newspapers, relative to television, it was found that the morning Amarillo Daily News printed the program schedule for KGNC-FM on the front page; all of the television stations' daily schedules were usually on the same page as the theater advertising; the programs for KGNC were listed first; most of the television display advertising was on the same page as the program schedules; and KGNC-AM was the only radio station in the market that used morning newspaper display advertising.

In the content analysis of the evening Amarillo Globe Times there was considerable front page comment concerning the telecasting of

the Nixon-Hiss interviews on the Howard K. Smith Show, as well as the fact that a number of political candidates would appear on television, including the station call letters and time of telecast. The television stations' program schedule was usually on the same page as the theater advertising; syndicated television comment columns were a regular feature; a listing of recommended programs for viewing was titled "Watch Words," and the programs on KGNC were listed first; most of the television display advertising was on the same page as the program schedules; and KGNC-AM was the only radio station in the market that used evening newspaper display advertising.

In the content analysis of the Amarillo Sunday News-Globe the program schedule was on the same page as the theater advertising; the programs on KGNC were listed first; a syndicated television comment column was a regular feature; a listing of recommended programs for viewing was titled "Watch Words" and the programs of KGNC were listed first; most of the display advertising was on the same page as the program schedule. There was very little advertising for KGNC-AM, and the advertising was confined to the sports pages.

Station questionnaire data.--Station questionnaires were returned by KFDA and KGNC. Questionnaire data indicated that KFDA had a small promotion schedule in printed media, utilizing display space in the TV insert in the Sunday newspaper, TV Guide, and local free TV program schedules. Other promotional activities included: a local program previewing the 1962 fall programs which was telecast once; the network fall preview was telecast once; a local audience participation show for kids was programmed Monday through Friday; and

a heavy schedule of on-the-air promotional announcements were used. Seven hundred and fifty announcements were used in September, 834 in October, and 1,126 in November. KFDA editorialized twice a day and, according to the respondent: "The station's standing in the community and general image was very good, due to the cooperation with local organizations and clubs, and the fact that the station maintained a heavy schedule of on-the-air promotional announcements for its evening network programming."

Station KGNC had an extensive promotion schedule in printed media, utilizing morning, evening, and Sunday newspapers and TV Guide. Other promotional activities included: grocery store shelf talkers with the station's call letters; a local audience participation show for kids was programmed Monday through Friday; a television "Bingo" type of program was programmed five days a week; and sports schedules with the station's call letters were distributed. The station editorialized only occasionally. KGNC did not telecast a local program previewing the 1962 fall programs, nor did it telecast the network fall preview program. According to the respondent, "A light schedule of on-the-air promotional announcements was used."

Radio-television editor questionnaire data.-- One of the newspapers in the Amarillo market had a radio-television editor. However, the questionnaire mailed to the editor was not returned.

Percentage above or below network ratings.--The average rating for the evening network programs on KVII, telecast at the same hour as by the network, were 7 per cent above the network ratings. This increase over the network ratings could be attributed to the fact that

a number of programs--for instance, Sunday Night Movie, Cheyenne, Stoney Burke, The Untouchables, Premier/Alcoa, 77 Sunset Strip, The Roy Rogers and Dale Evans Show, and Mr. Smith Goes to Washington--received substantially higher local ratings. The evening network programs on KFDA had average ratings 4 per cent below the network ratings, and the decrease can explained by the low local ratings for Dennis the Menace, Ed Sullivan, To Tell the Truth, Red Skelton, Jack Benny, The Garry Moore Show, Dick Van Dyke, Jackie Gleason, and Godfrey/Defenders. The evening network programs on KGNC had average ratings 5 per cent below the network rating. The decrease is directly related to the low ratings for The Price is Right, Laramie, Empire, Dr. Kildare, International Showtime, Sing Along With Mitch, Jack Paar, and Sam Benedict.

Atlanta, Tables 21 and 22

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, WSB, was the first station established in the market on September 29, 1948. However, the CBS affiliate, WAGA, was established six months later on March 8, 1949. Atlanta was a two-station market for three and one-half years, until the beginning of operation of the ABC affiliate, WAIL, on September 30, 1951.

Radio stations owned by television affiliates. WSB's AM affiliate, WSB, began operation in 1922, and it was the only radio station in the market owned by a television affiliate.

TABLE 21

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE ATLANTA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WATL	WAGA	WSB
Channel number	11	5	2
Antenna height above average terrain (feet)	1040	1070	1006
Date began operation	9-30-51	3-8-49	9-29-48
Date AM affiliate (if any) began operation	1922
Newspaper affiliation (if any)	morning evening Sunday

^aInformation from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 22

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE ATLANTA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network 1/2 hours not carried locally during the survey period	4	2
Lead-in programs, average ratings for preceding 1-1/2 hours 6:00-7:30 p.m. . .	6	16	19
Lead-in programs, average ratings for preceding 1/2 hour 7:00-7:30 p.m.. . . .	6	16	20
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	15	20	20
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-20	-16	- 7

a

Computations made from American Research Bureau data.

Television stations affiliated with a daily newspaper.--The NBC affiliate, WSB, was the only television station in the Atlanta market owned by a newspaper. It was owned by Atlanta Newspapers, Inc., publishers of the morning Atlanta Constitution, the evening Atlanta Journal, and the Sunday Journal Constitution.

Evening network programs telecast.--The ABC affiliate, WAIL, carried all of the network programs at the same hour as telecast by the network, and in the no-network-service time--Friday, 10:30-11:00 p.m.--the local program, Weekend In Sports, was telecast. The CBS affiliate, WAGA, did not carry, as telecast by the network, four half-hours devoted to: Stump the Stars, Marshal Dillon, and Rawhide. The NBC affiliate, WSB, did not carry, as telecast by the network, two half-hours devoted to Wide Country. In the no-network-service time, Monday 10:30--11:00 p.m., the program Stump the Stars was telecast. This was an ABC network program, but it was telecast by the NBC affiliate, WSB.

Lead-in ratings.--There was a considerable difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and this same differential existed during the last half-hour preceding the evening network programs. Monday through Friday WAIL telecast weather, CBS News, local news, and ABC News. It should be noted that even though WAIL is an affiliate of ABC it carried the CBS News. During the half-hour preceding the evening network programs, Monday through Friday, station WAGA telecast on alternate basis: Beachcomber, Hong Kong, Rebel, Biography, and the first half-hour of Rawhide. WSB telecast, on an

alternate basis: Death Valley Days, Hennesey, Whirlybirds, Ripcord, and Brave Stallion.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Atlanta market, since only WAIJ telecast news during the period and the syndicated programs on WAGA and WSB received much higher ratings, Table 22. However, the distinct advantage in ratings was considerably reduced with the beginning of evening network programming.

TV Guide display advertising.--In the Atlanta market, TV Guide for the period September 8 to November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, WAIJ, there were 81 column inches of display advertising for evening network programs, 111 inches for local programs, and none for other network programs--for a total of 192 inches. For the CBS affiliate, WAGA, there were 336 inches for evening network programs, 218 inches for local programs, and 23 inches for other network programs--for a total of 577 inches. For the NBC affiliate, WSB, there were 236 inches for evening network programs, 33 inches for local programs, and 20 inches for other network programs--for a total of 289 inches.

Newspaper display advertising.--The daily newspapers in the Atlanta market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Atlanta market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by WSB. Questionnaire data indicated that WSB had an extensive promotion schedule in printed media, utilizing display advertising in the three Atlanta newspapers and TV Guide. No other advertising medium was used by WSB except on-the-air promotional announcements. Three hundred and fifty announcements were used in September, 400 in October, and 400 in November. The studios were located on a high-traffic street. A local program previewing the 1962 fall programs was telecast once, but the network fall preview program was not carried by WSB. Other promotional activities included: grocery store shelf talkers; a local audience participation show for kids was telecast five days a week; and a local audience participation show for adults was telecast five days a week. According to the respondent, the news operation is "depended upon by the community." WSB editorialized several times each day, and the respondent felt that the AM affiliate contributed to the overall image of the station operation and progressive attitude of the management.

Radio-television editor questionnaire data. Three newspapers in the Atlanta market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average rating for the evening network programs on WAIL, telecast at the same hour as by the network, were 20 per cent below the network rating, and this decrease can be attributed to the fact that a number of programs--for instance, Cheyenne, Ben Casey, Combat, The Untouchables, Going My Way, Our Man Higgins, Naked City, My Three Sons, 77 Sunset Strip, and

Lawrence Welk--received substantially lower local ratings. The evening network programs on WAGA had average network ratings 16 per cent below the network ratings. This decrease was reflected in the low ratings for Ed Sullivan, What's My Line, Andy Griffith, Jack Benny, The Garry Moore Show, Mister Ed, Perry Mason, The Nurses, Alfred Hitchcock, Jackie Gleason, and Gunsmoke. The evening network programs on WSB had average ratings 7 per cent below the network ratings; and a number of programs --for instance, Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, The Virginian, Perry Como, Eleventh Hour, Hazel, International Showtime, and Sing Along With Mitch--received local ratings much lower than the network ratings.

Baltimore, Tables 23 and 24

Signal coverage.--All three stations provided good signal coverage of the metropolitan area. The transmitters and antennas were in the same location, and all three stations operated at full power.

First television station established.--The CBS affiliate, WMAR, was the first station established in the market, October 27, 1947. It was followed by the NBC affiliate, WBAL, on March 11, 1948; and the ABC affiliate, WJZ, on November 2, 1948.

Radio stations owned by television affiliates.--WBAL's AM affiliate, WBAL, began operation in 1925, and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--The CBS affiliate, WMAR, was owned by the A. S. Abell Company, publishers of the morning Baltimore Sun, the Evening Sun, and the Sunday Sun. The NBC affiliate, WBAL, was owned by Hearst Consolidated Publications,

TABLE 23

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE BALTIMORE MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WJZ	WMAR	WBAL
Channel number	13	2	11
Antenna height above average terrain (feet)	730	730	730
Date began operation	11-2-48	10-27-47	3-11-48
Date AM affiliate (if any) began operation.	1925
Newspaper affiliation (if any)	morning evening Sunday	evening Sunday . .

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 24

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE BALTIMORE MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network 1/2 hours not carried locally during survey period	2	2	6
Lead-in programs, average ratings for preceding 1-1/2 hours 6:00-7:30 p.m. . .	10	13	10
Lead-in programs, average ratings for preceding 1/2 hour 7:00-7:30 p.m.	13	14	10
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	23	19
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	23	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+ 3	- 1	-16

a

Computations made from American Research Bureau data.

Inc., publishers of the evening Baltimore News-Post and the Sunday American.

Evening network programs telecast.--The ABC affiliate, WJZ, did not carry, as telecast by the network, two half-hours of evening network time devoted to Fight of the Week. In the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, M.-Squad was telecast. The CBS affiliate, WMAR, did not carry, as telecast by the network, two half-hours of evening network time devoted to Marshal Dillon and Dobie Gillis. The NBC affiliate, WBAL, did not carry, as telecast by the network, six half-hours of evening network time devoted to Laramie, Wide Country, and Sam Benedict. In the no-network-service time, Monday, 10:30-11:00 p.m., the syndicated program, Third Man, was telecast.

Lead-in ratings.--There was very little difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. During the last half-hour preceding the evening network programs, Monday through Friday, WJZ telecast, on an alternate basis, Maverick on Monday and Wednesday; Adventures in Paradise, Hong Kong, and Cimarron City. WMAR telecast 7 O'Clock Final and CBS News and WBAL telecast news, special report, and sports.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Baltimore market, since the ratings for all of the news programs were low. WJZ's news had only a six rating, WMAR's news received a thirteen rating, and WBAL's news received a twelve rating.

As soon as the evening network programs began, the ratings for all three stations increased substantially.

TV Guide display advertising.--TV Guide for the Baltimore market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Baltimore market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Baltimore market were not available for a content analysis relative to television.

Station questionnaire data.--The only station in the Baltimore market that returned a station questionnaire was the ABC affiliate, WJZ. Questionnaire data indicated that WJZ had a comprehensive promotion schedule, utilizing display advertising in evening and Sunday newspapers and TV Guide. Other promotional activities included: outdoor boards, taxi posters; display advertising in several local shopping newspapers; and 300 promotional announcements were used in September, 250 in October, and 196 in November; grocery store shelf talkers with the station's call letters; a local audience participation show for kids was telecast five times a week; a local audience participation show for teenagers was telecast; and sports schedules imprinted with the station's call letters were distributed. Station WJZ did not telecast a local program previewing the 1962 fall programs, and the network fall preview of evening programs was not telecast. WJZ editorialized once a week.

Radio-television editor questionnaire data.--Four newspapers in the Baltimore market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on WJZ were 3 per cent above the network ratings. This increase can be attributed to the high local average ratings for The Jetsons, Cheyenne, The Rifleman, Stoney Burke, Ben Casey, Combat, and Naked City. The evening network programs on WMAR received average ratings only 1 per cent below the average network ratings. The evening network programs on WBAL had average ratings 14 per cent below the network ratings. This decrease can be directly related to the substantially lower average local ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, Dr. Kildare, Hazel, International Showtime, Don't Call Me Charlie, Jack Paar, and the Saturday Night Movie.

Beaumont-Port Arthur, Tables 25 and 26

Signal coverage.--All three stations operate at full power, but only two provided good signal coverage in all parts of the metropolitan area. The ABC affiliate, KBMT, with its transmitter located south of the metropolitan area, had a signal problem in certain sections and this was reflected to some extent in the average ratings for its programs.

First television station established.--The CBS affiliate, KFDM, was the first station established in the market on April 24, 1955. The NBC affiliate in Port Arthur, KPAC, was established on October 22, 1957. For three and one-half years Beaumont-Port Arthur was a

TABLE 25

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE BEAUMONT-PORT ARTHUR MARKET,
NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KBMT	KFDM	KPAC
Channel number	12	6	4
Antenna height above average terrain (feet)	960	600	990
Date began operation	6-8-61	4-24-55	10-22-57
Date AM affiliate (if any) began operation.	1924	1934
Newspaper affiliation (if any)

^a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 26

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE BEAUMONT-PORT ARTHUR MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network 1/2 hours not carried locally during the survey period	3	4	1
Lead-in programs, average ratings for preceding 1-1/2 hours 5:00-6:30 p.m. . .	5	18	12
Lead-in programs, average ratings for preceding 1/2 hour 6:00-6:30 p.m.. . . .	6	26	17
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	16	27	14
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	19	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-16	+13	-13

a

Computations made from American Research Bureau data.

two-station market, until the beginning of operation of the ABC affiliate, KBMT, on June 8, 1961.

Radio stations owned by television affiliates.--Both KFDM and KPAC operated radio stations in the Beaumont-Port Arthur market. KFDM-AM began operation in 1924, and it was the oldest radio station in the market owned by a television affiliate. KPAC-AM began operation in 1934.

Television stations affiliated with a daily newspaper.--None of the television stations in the market were affiliated with a daily newspaper in the Beaumont-Port Arthur area.

Evening network programs telecast.--The ABC affiliate, KBMT, did not carry, as telecast by the network, three network half-hours of evening network time devoted to Howard K. Smith and Fight of the Week. In the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program, Ripcord, was telecast. The CBS affiliate, KFDM, did not carry as telecast by the network four network half-hours of evening network time devoted to Stump the Stars, Fair Exchange, and Eyewitness to History. The NBC affiliate, KPAC, did not carry, as telecast by the network, one network half-hour of evening network time devoted to the Joey Bishop Show. In the no-network-service time, Monday, 9:30-10:00 p.m., the first half hour of the feature movie presentation called "Award Theatre" was telecast.

Lead-in ratings.--There was a considerable difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. For the ABC affiliate there was the additional signal problem. During the last half-hour

preceding the evening network program, there was another increase in the differences in the ratings for the three stations. This difference can be attributed to the differences in the acceptance of the Monday through Friday news operations in the market. During the half-hour preceding the evening network programs, Monday through Friday, the ABC affiliate, KBMT, telecast ABC News, Twelve-Star News, and the weather. The CBS affiliate, KFDM, telecast Tri-City News, CBS News, and the weather. The NBC affiliate, KPAC, telecast news, weather, and Huntley-Brinkley.

Local evening news programs.--The local evening news programs of the stations telecast prior to the evening network programs were not a factor in the Beaumont-Port Arthur market, even though the CBS affiliate had an average rating of twenty-six for its news. With the beginning of the evening network programs, the average ratings for the ABC affiliate (with its signal problem) increased ten rating points; the average ratings for the CBS affiliate increased one point; and the average ratings for the NBC affiliate decreased three points.

TV Guide display advertising.--In the Beaumont-Port Arthur market, TV Guide for the period September 8 to November 30, 1962 was analyzed in terms of the column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, KBMT, there were 127 column inches of display advertising for evening network programs, 78 inches for local programs, and none for other network programs--for a total of 205 inches. For the CBS affiliate, KFDM, there were 171 inches for evening network programs, 65 inches

for local programs, and 7 inches for other network programs--for a total of 243 inches. For the NBC affiliate, KPAC, there were 314 inches for evening network programs, 72 inches for local programs, and 20 inches for other network programs--for a total of 406 inches.

Newspaper display advertising.--The daily newspapers in the Beaumont-Port Arthur market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Beaumont-Port Arthur market were not available for a content analysis relative to television.

Station questionnaire data. Station questionnaires were not returned by any of the television stations in the Beaumont-Port Arthur market.

Radio-television editor questionnaire data.--Three newspapers in the Beaumont-Port Arthur market had radio-television editors. However, only one questionnaire was returned. The editor of the Beaumont-Journal devoted an average of fifteen hours a week viewing television. Her column did not carry a by-line, but it did have the overline, "Antenna Time." The sources of information used to develop the column were: network promotional material, local station promotional material, personal television viewing, and the agents for two local actresses then appearing in a number of network television programs. The editor did not attend a preview screening of the network television programs for the fall of 1962; however, from other information a special column was written to give a preview of the

coming programs for the new television season. The fall program preview column appeared in the latter part of August. The editor considered the programs in terms of general interest, quality, popularity, and whether or not a half-tone engraving was available before a recommendation for viewing was written. She believed that the only reason for one station being dominant in the market was because the station telecast the most programs that the viewers wanted to watch. However, she did mention the fact that the ABC affiliate did not provide a good signal in some areas. Her evaluation of the stations in terms of image was that the ABC affiliate was the "upstart" station and a bit amateurish; the CBS affiliate was solid and professional, but a bit too conservative in its policies; and the NBC affiliate was "next-best" to the CBS affiliate. The editor wrote the television column in addition to being the general entertainment and fine arts editor. She felt that her recommendations were "generally" taken seriously, and that she had an affect upon the program popularity in the Beaumont-Port Arthur market.

Percentage above or below network ratings.--The average ratings for the evening network programs on KBMT, telecast at the same hour as by the network, were 16 per cent below the network ratings, and this decrease can be attributed to the low ratings for a number of programs, for instance: Wagon Train, Going My Way, Our Man Higgins, Naked City, Ozzie and Harriet, Donna Reed, Leave it to Beaver, My Three Sons, McHale's Navy, Gallant Men, The Flintstones, I'm Dickens-He's Fenster, 77 Sunset Strip, Roy Rogers and Dale Evans Show, and Lawrence Welk. An additional factor was the signal coverage problem,

but the fact remains that if the viewers preferred a program they would watch it whether they received a good picture or not. The highest rated program in the Beaumont-Port Arthur market was the ABC program, Ben Casey, which had an average local rating of forty-five. The average network programs on KFDM had average ratings 13 per cent above the network ratings. The increase could, in part, be attributed to the ABC affiliate's signal problem and the substantially higher ratings for a number of programs, for instance: Danny Thomas, Andy Griffith, Marshal Dillon, Lloyd Bridges Show, Red Skelton, Jack Benny, Beverly Hillbillies, Dick Van Dyke, Mister Ed, The Nurses, Rawhide, Route 66, and Have Gun Will Travel. The evening network programs on KPAC had average ratings 13 per cent below the network ratings. This decrease can be attributed to the substantially lower ratings for a number of programs, for instance: Walt Disney, Car 54--Where Are You?, Danny Kaye/Bonanza, The Price is Right, Empire, Dick Powell, Perry Como, Dr. Kildare, International Showtime, Sing Along with Mitch, and The Jack Paar Show.

Boston, Tables 27 and 28

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, WBZ, was the first station established in the market June 9, 1948. However, the ABC affiliate, WNAC, was established twelve days later, on June 21, 1948. Boston was a two-station market for nine years, until the CBS affiliate, WHDH, began operation on November 26, 1957.

TABLE 27

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE BOSTON MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WNAC	WHDH	WBZ
Channel number	7	5	4
Antenna height above average terrain (feet)	480	1138	1182
Date began operation	6-21-48	11-26-57	6-9-48
Date AM affiliate (if any) began operation.	1922	1929	1921
Newspaper affiliation (if any)	morning evening Sunday	. .

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 28

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE BOSTON MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	5	1	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	11	10	16
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	14	11	13
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	20	21	20
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+ 8	-12	- 3

a

Computations made from American Research Bureau data.

Radio stations owned by television affiliates.--The three television stations in the Boston market each had an AM affiliate. WNAC-AM began operation in 1922, WHDH-AM began operation in 1929, and WBZ-AM began operation in 1921, and it was the oldest station in the market operated by a television affiliate.

Television stations affiliated with a daily newspaper.--The CBS affiliate, WHDH, was the only television station in the Boston market owned by a newspaper. It was owned by the Boston Herald-Traveler Corporation, publishers of the morning Boston Herald, the evening Boston Traveler, and the Sunday Boston Herald-Traveler.

Evening network programs telecast.--The ABC affiliate, WNAC, did not carry, as telecast by the network, five half-hours of evening network time devoted to The Jetsons, Cheyenne, and The Roy Rogers and Dale Evans Show. In the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Third Man, was telecast. The CBS affiliate, WHDH, did not carry, as telecast by the network, one half-hour of the evening network time devoted to Marshal Dillon. The NBC affiliate, WBZ, carried all of the network programs at the same hour as telecast by the network. In the no-network-service time, Monday, 10:30-11:00 p.m., the syndicated program, Best of Groucho, was telecast.

Lead-in ratings.--There was some difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. However, during the last half-hour preceding the evening network programs, the differences in ratings decreased. Monday through Friday, during this half-hour,

WNAC telecast, on an alternate basis, Trails West, M.-Squad, Everglades, Guestward Ho, and Rescue 8. WHDH telecast CBS News, local news, and weather. WBZ telecast, on an alternate basis, Biography, Dragnet, Death Valley Days, Wyatt Earp, and Brave Stallion. The syndicated programs on WNAC had an average rating of fourteen; the news and weather on WHDH had an average rating of eleven; and the syndicated programs on WBZ had an average rating of thirteen.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Boston market, since the evening news programs on WNAC and WBZ were telecast thirty minutes prior to the beginning of the evening network programs and since the news on WHDH, which preceded the evening network programs, received a rating of only ten. There was no indication of a carry-over audience to the following programs.

TV Guide display advertising.--TV Guide for the Boston market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Boston market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Boston market were not available for a content analysis relative to television.

Station questionnaire data.--The only television station in the Boston market that returned a station questionnaire was the NBC affiliate, WBZ. Questionnaire data indicated that WBZ had an

extensive promotional schedule in printed media, utilizing display advertising in the morning, evening, and Sunday newspapers and TV Guide. Other promotional activities included: outdoor boards, a local audience participation show for kids which was telecast five times a week, studios located on a high-traffic street, on-the-air promotional announcements used to promote evening network programs, and cross-plugs used in cooperation with WBZ-AM. The station did not telecast a local preview of the fall 1962 network programs, nor did it carry the network fall preview. WBZ telecast four different editorials each week, with a number of them being repeated several times. The news operation of WBZ was considered, by the respondent, to be the best in the market.

Radio-television editor questionnaire data.--Four newspapers in the Boston market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on WNAC were 8 per cent above the network ratings. This increase can be attributed to the high local ratings for the Sunday Night Movie, Combat, Hawaiian Eye, The Untouchables, Close-Up, Going My Way, Our Man Higgins, Naked City, and Gallant Men. The evening network programs on WHDH received average local ratings 12 per cent below the network ratings. This was due to the low average rating for Dennis the Menace, Ed Sullivan, Candid Camera, Andy Griffith, Red Skelton, Jack Benny, The Garry Moore Show, Dobie Gillis, Beverly Hillbillies, The Nurses, Rawhide, Route 66, Have Gun, Will Travel, and Gunsmoke. The evening network programs on

WBZ had average local ratings 3 per cent below the network, due to the low ratings for Walt Disney, Danny Kaye/Bonanza, Laramie, Empire, The Virginian, and International Showtime.

Buffalo, Tables 29 and 30

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The CBS affiliate, WBEN, was the first station established in the market on May 14, 1948, and was the only station in the market for over six years, until the beginning of operation of the NBC affiliate, WGR, on August 14, 1954. Buffalo was a two-station market for four more years, until the establishment of the ABC affiliate, WKBW, on November 30, 1958.

Radio stations owned by television affiliates.--Two of the three television stations in the Buffalo market operated radio stations. WGR's AM affiliate began operation in 1922, and it was the oldest radio station in the market operated by a television affiliate. The sister station of WBEN began operation in 1930.

Television stations affiliated with a daily newspaper.--The CBS affiliate, WBEN, was the only television station in the Buffalo market owned by a newspaper. It was owned by the Buffalo Evening News, Inc., publishers of the Buffalo Evening News.

Evening network programs telecast.--The ABC affiliate, WKBW, carried all of the network programs at the same hour as telecast by the network, and in the no-network-service time--Friday, 10:30-11:00 p.m.--the syndicated program, Third Man, was telecast. The CBS affiliate, WBEN, did not carry, as telecast by the network, two half-

TABLE 29

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE BUFFALO (U.S. ONLY) MARKET
NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WKBW	WBEN	WGR
Channel number	7	4	2
Antenna height above average terrain (feet)	1420	1200	690
Date began operation	11-30-58	5-14-48	8-14-54
Date AM affiliate (if any) began operation.	1930	1922
Newspaper affiliation (if any)	evening	. .

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook and Television Factbook.

TABLE 30

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE BUFFALO (U.S. ONLY) MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	2	2
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.. . . .	9	13	12
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m..	8	17	13
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	24	19
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+ 3	+ 2	-15

a

Computations made from American Research Bureau data.

hours of evening network time devoted to Andy Griffith and Marshal Dillon. The NBC affiliate, WGR, did not carry, as telecast by the network, two half-hours of evening network time devoted to Wide Country. In the no-network-service time, Friday, 10:30-11:00 p.m., the program, Molson Theatre, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. During the last half-hour preceding the evening network programs, Monday through Friday, WBKW telecast news, sports, and CBS News. WBEN telecast, on an alternate basis, Honeymooners, Phil Silvers Show, Hennessey, Bat Masterson, and People are Funny. WGR telecast, on an alternate basis, Wyatt Earp, Ripcord, Death Valley Days, Divorce Court, and a local program, Quarterback Club.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Buffalo market. The only station that telecast news as a lead-in to the evening network programming was the ABC affiliate, WKBW. With the beginning of the evening network programs, the average ratings for all three stations increased substantially.

TV Guide display advertising.--TV Guide for the Buffalo market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Buffalo market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Buffalo market were not available for a content analysis relative to television.

Station questionnaire data.--The only station in the Buffalo market that returned a station questionnaire was the NBC affiliate, WGR. However, a personal letter was received from the CBS affiliate, WBEN, which answered a number of the questions. WBEN has had at least eight and one-half inches of display advertising on the radio-television page of the Buffalo Evening News each day since the station began operation on May 14, 1948. Display advertising had appeared in the newspaper for WBEN-AM since the station began operation in 1930. For the past ten years inside bus cards and outside bus cards were used to promote WBEN and WBEN-AM. Forty painted wall signs in the western New York area, which were changed semi-annually, were used for about ten years. The only display advertising in TV Guide was that placed in cooperation with the CBS network. Six to twelve on-the-air promotional announcements were telecast daily which promoted local and network programs. WBEN minimized retailer promotion and merchandising activities, and no cross-plugs were used in cooperation with WBEN-AM.

Station WGR maintained an extensive promotion and merchandising schedule, utilizing display advertising in morning, evening, and Sunday newspapers; display advertising in TV Guide was used; WGR used inside bus cards on a limited basis; grocery store shelf talkers with the station's call letters were used; searchlights and other promotional activities were used at store openings and other special events; a local audience participation show for adults was telecast five days a

week; studio space was provided for the meetings of businessmen's and ladies' clubs; sports schedules with the station's call letters were distributed; television display units and clocks were maintained at the Buffalo International Airport; WGR telecast the network fall preview of programs; a heavy schedule of on-the-air promotional announcements was used through the survey period; and five cross-plugs a day were used in cooperation with WGR-AM. The respondent felt that the station had a strong and dominant community image that could be related to the station's creative local programs and the willingness to deal with community problems.

Radio-television editor questionnaire data.-- Two newspapers in the Buffalo market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on WBKW were 3 per cent above the network ratings. This increase can be attributed to the high ratings for: The Jetsons, Sunday Night Movie, Going My Way, Our Man Higgins, Naked City, The Flintstones, He's Dickens--I'm Fenster, and 77 Sunset Strip. The programs on WBEN received average ratings 2 per cent above the network ratings. This increase was due to the high ratings for: Candid Camera, What's My Line?, Lucy Show, Danny Thomas, The Garry Moore Show, Alfred Hitchcock, and Fair Exchange. The ratings for evening network programs on WGR were 15 per cent below the network ratings, and this decrease can be related to the low ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, Laramie, Empire, Dick Powell, The Virginian, The Perry Como Show, Dr. Kildare, Hazel,

International Showtime, and Sing Along with Mitch.

Cedar Rapids-Waterloo, Tables 31 and 32

Signal coverage.--All three stations operated at full power, but only two provided good signal coverage in all parts of the metropolitan area. The NBC affiliate, KWWL, licensed to Waterloo, had its transmitter ten miles south of Waterloo in an area which did not provide a snow-free signal throughout the four-county metropolitan area. The signal problem can be related, to some extent, to the lower average ratings for the evening network programs on KWWL.

First television station established.--All three stations in the Cedar Rapids-Waterloo market began operation in 1953, with WMT, the CBS affiliate, beginning on September 30; KCRG, the ABC affiliate, beginning on October 15; and KWWL, the NBC affiliate, beginning on November 25.

Radio stations owned by television affiliates.--The three television stations all had sister radio stations. Both KCRG-AM and KWWL-AM began operation in 1947. WMT-AM began operation in 1922, and was the oldest radio station owned by a television affiliate in the Cedar Rapids-Waterloo market.

Television stations affiliated with a daily newspaper.--Only one of the television stations in the market was affiliated with a newspaper. The ABC affiliate, KCRG, was owned by The Gazette Company, publishers of the evening and Sunday Cedar Rapids Gazette.

Evening network programs telecast.--The ABC affiliate, KCRG, carried all of the evening network programs at the same hour as telecast by the network, and in the no-network-service time--Friday,

TABLE 31

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE CEDAR RAPIDS-WATERLOO MARKET,
NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KCRG	WMT	KWWL
Channel number	9	2	7
Antenna height above average terrain (feet)	1060	1449	1130
Date began operation	10-15-53	9-30-53	11-25-53
Date AM affiliate (if any) began operation.	1947	1922	1947
Newspaper affiliation (if any)	evening Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 32

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE CEDAR RAPIDS-WATERLOO MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	5	1
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.. . . .	9	21	7
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m..	9	30	10
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	25	30	15
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network.. . .	+38	+24	-43

^a

Computations made from American Research Bureau data.

9:30-10:00 p.m.--the syndicated program, Biography, was telecast. The CBS affiliate, WMT, did not carry, as telecast by the network, five half-hours of evening network time devoted to Stump the Stars, Marshal Dillon, Mister Ed, and Fair Exchange. The NBC affiliate, KWVL, did not carry, as telecast by the network, one half-hour of evening network time devoted to Don't Call Me Charlie; and in the non-network-service time--Monday, 9:30-10:00 p.m.--the syndicated program, Beachcomber, was telecast.

Lead-in ratings.--There was a considerable difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. The differences increased during the last half-hour preceding the evening network programs. During this half-hour, all three stations telecast news programs Monday through Friday. The average rating for the local news programs on KCRG was six; on WMT thirty-one; and on KWVL nine. The differences can be explained only by the individual popularity of the news programs on each of the three television stations and by the signal coverage problem of KWVL.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Cedar Rapids-Waterloo market. As soon as the evening network programs began, the ratings for KCRG and KWVL increased substantially.

TV Guide display advertising.--TV Guide for the Cedar Rapids-Waterloo market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Cedar Rapids-Waterloo market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Cedar Rapids-Waterloo market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were not returned by any of the television stations in the Cedar Rapids-Waterloo market.

Radio-television editor questionnaire data.--Two newspapers in the Cedar Rapids-Waterloo market had radio-television editors. However, only one questionnaire was returned. The radio-television editor of the evening Cedar Rapids Gazette spent an average of ten to fifteen hours a week viewing television. The syndicated column, "Television Today," appeared in the daily edition of the newspaper. In the Sunday edition a special four-page television insert was devoted to television and also included was a signed column by the editor called "Channel Comment." The sources of information used to develop her column were: personal television viewing, her own reading of various syndicated columns, wire service releases, and her own ideas. The editor did not attend a preview screening of the network television programs for the fall of 1962. However, from other information a special column was written to give a preview of the coming programs for the new television season. She did not feel that her column had any affect upon the popularity of the programs in the Cedar Rapids-Waterloo market; and she

said: "The longer I've been a critic--movie and television--the more confused I get as to what the public likes and does not like."

Percentage above or below network ratings.--The average ratings for the evening network programs on KCRG, telecast at the same hour as by the network, were 38 per cent above the network ratings. This increase can be attributed to the signal coverage problem for KWVL and to the high average local ratings for: The Jetsons, Sunday Night Movie, Voice of Firestone, Cheyenne, The Rifleman, Stoney Burke, Ben Casey, Close-Up, Naked City, Donna Reed, Leave it to Beaver, My Three Sons, McHale's Navy, Premier/Alcoa, The Roy Rogers and Dale Evans Show, Mr. Smith Goes to Washington, and Lawrence Welk. The evening network programs on WMT received average local ratings 24 per cent higher than the network ratings. This increase can be related to the signal coverage problem of KWVL and to the high ratings for Candid Camera, What's My Line?, To Tell the Truth, I've Got a Secret, The Lucy Show, Danny Thomas, Andy Griffith, Red Skelton, Jack Benny, The Garry Moore Show, CBS Reports, Rawhide, Route 66, Eyewitness to History, Jackie Gleason, and Gunsmoke. The evening network programs on KWVL had average ratings 43 per cent below the network ratings. This decrease is a direct result of the signal coverage problem. However, if the viewers preferred a program, they would watch it whether or not they received a good picture--as indicated by the high ratings received for Wide Country, The Andy Williams Show, and Jack Paar.

Charleston-Huntington, Tables 33 and 34

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

TABLE 33

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE CHARLESTON-HUNTINGTON MARKET
NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WHTN	WCHS	WSAZ
Channel number	13	8	3
Antenna height above average terrain (feet)	1000	1240	1253
Date began operation	10-2-55	8-16-54	11-15-49
Date AM affiliate (if any) began operation	1927	1946
Newspaper affiliation (if any)

^a Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 34

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE CHARLESTON-HUNTINGTON MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	1	1
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	7	11	25
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	10	11	25
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	17	17	24
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	- 7	-40	+14

a

Computations made from American Research Bureau data.

First television station established.--The NBC affiliate, WSAZ, was the first television station established in the market on November 15, 1949, and was the only station in the market for almost five years, until the beginning of operation of the CBS affiliate, WCHS, on August 8, 1954. The ABC affiliate, WHTN, began operation a little over one year later, on October 2, 1955.

Radio stations owned by television affiliates.--Two of the three television stations in the Charleston-Huntington market operated radio stations. WSAZ's AM affiliate began operation in 1946. WCHS's AM affiliate began operation in 1927, and it was the oldest radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--None of the television stations in the market were affiliated with a daily newspaper in the Charleston-Huntington area.

Evening network programs telecast.--The ABC affiliate, WHTN, carried all of the evening network programs at the same hour as telecast by the network. In the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Third Man, was telecast. The CBS affiliate, WCHS, licensed to Charleston, did not carry, as telecast by the network, one half-hour of evening network time devoted to Marshal Dillon. The NBC affiliate, WSAZ, did not carry, as telecast by the network, one half-hour of evening network time devoted to Chet Huntley Reporting. In the no-network-service time, Monday, 10:30-11:00 p.m., the time period was filled by a number of different programs, including the preempt Chet Huntley Reporting.

Lead-in ratings.--There was a considerable difference in the

lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. During the last half-hour preceding the evening network programs, the same differences continued. During this period, Monday through Friday, WHTN telecast, on an alternate basis, Tighrope, Amos 'n Andy, Wanted Dead or Alive, Whiplash, and Assignment Underwater. WCHS telecast Esso Reporter, weather, and CBS News. WSAZ telecast, on an alternate basis, Huckleberry Hound, Shotgun Slade, The Story Of, Sea Hunt, and Death Valley Days.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Charleston-Huntington market. The only station that telecast news as a lead-in to the evening network programming was the CBS affiliate, WCHS. With the beginning of the evening network programs, the average ratings for two of the stations increased substantially, while the station with the highest average lead-in ratings for the preceding half-hour lost one rating point.

TV Guide display advertising.--TV Guide for the Charleston-Huntington market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Charleston-Huntington market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Charleston-Huntington market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were returned by WCHS and WSAZ. Questionnaire data indicated WCHS maintained a well coordinated promotional schedule, utilizing display advertising in the morning, evening and Sunday newspapers and TV Guide. Other promotional activities included: the use of thirty outdoor boards

for a period of four weeks; a local audience participation show for kids was telecast five days a week; the studios were located on a high-traffic street; and an outside marquee was used to promote special programs; a local program previewing the 1962 fall programs was telecast during the latter part of September with the theme, "Seven Wonderful Nights," and to build on this theme the station delivered special gifts each evening at dinner time to 100 selected businessmen in the metropolitan area. With the G.E. True Theater premiering on Sunday, a copy of True Magazine was taken to each home; on Monday a large playground ball was delivered in honor of The Lucy Show; on Tuesday night to observe the new Red Skelton show, a brilliant red skeleton was presented to each selected businessman; on Wednesday, a moonshine jug filled with honey heralded the coming of the Beverly Hillbillies; nurse kits were distributed on Thursday for The Nurses; a plastic car was given for Friday's Route 66; and, since Saturday night was Jackie Gleason night, a long-play record album with Jackie's picture on it was left as a gift. A monthly average of 200 on-the-air promotional announcements were used during the months of September, October, and November, 1962; and cross-plugs were used in cooperation with WCHS-AM.

Station WSAZ also had an extensive promotional schedule,

utilizing display advertising morning, evening, and Sunday newspapers. Other promotional activities included: outdoor boards; grocery store shelf talkers imprinted with the station's call letters; a local audience participation show for kids was telecast five times a week; space was provided in the studio building for businessmen's and ladies' club meetings; sports schedules imprinted with the station's call letters were distributed; the studio was located on a high-traffic street; the station telecast the network preview program for the new television season; and a heavy schedule of on-the-air promotional announcements was used. Four hundred and twenty-three announcements were telecast in September, 305 in October, and 191 in November, 1962. In addition, special and extensive merchandising and promotional activities were carried out for Death Valley Days, The Story Of, Films of the '50's, and Ensign O'Toole. The respondent thought that WSAZ had a good image in the community, and that the image was related to the consistent promotion and the affiliation with the NBC network.

Radio-television editor questionnaire data--Four newspapers in the Charleston-Huntington market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings--The average ratings for the evening network programs on WHTN, telecast at the same hour as by the network, were 7 per cent below the network ratings, and this decrease can be attributed to the low average local ratings for: Ben Casey, Wagon Train, Going My Way, Our Man Higgins, My Three Sons, Naked City, McHale's Navy, Premier/Alcoa, and Lawrence Welk. The evening network programs on WCHS had average ratings 40 per cent below the

network ratings. This decrease was reflected in the low average local ratings for a number of programs, for instance: Dennis the Menace, Ed Sullivan, G.E. True, Candid Camera, What's My Line, To Tell the Truth, I've Got a Secret, Danny Thomas, Andy Griffith, Red Skelton, Jack Benny, The Garry Moore Show, Armstrong Circle Theater/U.S. Steel, Perry Mason, The Nurses, Route 66, Jackie Gleason, Have Gun Will Travel, and Gunsmoke. The evening network programs on WSAZ had average local ratings 14 per cent above the network ratings. This was due to the substantially higher ratings for Car 54--Where Are you?, It's a Man's World, Brinkley's Journal, Laramie, Empire, The Virginian, Wide Country, Dr. Kildare, The Joey Bishop Show, and Saturday Night at the Movies.

Chattanooga, Tables 35 and 36

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The CBS affiliate, WDEF, was the first television station established in the market on April 15, 1954. The NBC affiliate, WRGP, began operation a little over two years later, on May 6, 1956. It was followed by the ABC affiliate, WTVC, on February 11, 1958.

Radio stations owned by television affiliates.--WDEF's AM affiliate, WDEF, began operation in 1941, and was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--None of the television stations in the market were affiliated with a daily newspaper in the Chattanooga area.

TABLE 35

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE CHATTANOOGA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WTVC	WDEF	WRGP
Channel number	9	12	3
Antenna height above average terrain (feet)	1040	994	1070
Date began operation	2-11-58	4-15-54	5-6-56
Date AM affiliate (if any) began operation.	1941	. .
Newspaper affiliation (if any)

^a

Information from Broadcasting Yearbook, Editor & Publisher
International Yearbook and Television Factbook.

TABLE 36

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE CHATTANOOGA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	1	2	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.. . . .	9	14	20
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m....	13	19	17
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	19	19
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+ 4	-22	-10

a

Computations made from American Research Bureau data.

Evening network programs telecast.--The ABC affiliate, WTVC, did not carry, as telecast by the network, one half-hour of evening network time devoted to Ozzie and Harriet. In the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Rebel, was telecast. The CBS affiliate, WDEF, did not carry, as telecast by the network, two half-hours of evening network time devoted to Stump the Stars and Marshal Dillon. The NBC affiliate, WRGP, carried all of the evening network programs at the same hour as telecast by the network. In the no-network service time, Monday, 10:30-11:00 p.m., the syndicated program, Best of Post, was telecast.

Lead-in ratings.--There was a considerable difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, but these differences changed substantially during the last half-hour preceding the evening network programs. Monday through Friday, during this half-hour, WTVC telecast, on an alternate basis, Flatt and Scruggs, Ozzie and Harriet, Sports Desk, Hong Kong, and Maverick. WDEF telecast, on an alternate basis, Yogi Bear, Quick Draw McGraw, Deputy Dawg, Grand Old Opry, and Huckleberry Hound. WRGP telecast, on an alternate basis, Pioneers, M.-Squad, Dragnet, Mr. Lucky, and Blue Angels. With the beginning of the evening network programs, WTVC's average ratings increased, WDEF's remained the same, and WRGP's increased.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Chattanooga market, since the evening news programs on all three stations were telecast thirty minutes prior to the beginning

of the evening network programs, and there was no indication of a carry-over audience to the syndicated programs during the thirty minutes immediately preceding the evening network programs.

TV Guide display advertising.--In the Chattanooga market, TV Guide for the period September 8 to November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, WTVC, there were 81 column inches of display advertising for the evening network programs, 46 inches for the local programs, and none for the other network programs--for a total of 127 inches. For the CBS affiliate, WDEF, there were 338 inches for evening network programs, 7 inches for local programs, and 36 inches for other network programs --for a total of 381 inches. For the NBC affiliate, WRGP, there were 224 inches of evening network programs, 59 inches for local programs, and 13 inches for other network programs--for a total of 296 inches.

Newspaper display advertising.--Only one of the three newspapers in the Chattanooga market was available. The evening Chattanooga News-Free Press for the period September 8 to November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations. Since all three newspapers were not available for analysis, a true index of the display advertising activities of the stations cannot be assessed. However, in the evening Chattanooga News-Free Press for the ABC affiliate, WTVC, there were 346 column inches of display advertising for evening network programs, 63 inches for local programs, and none for other network programs--for a total of 409 inches. For the CBS affiliate, WDEF, there were 168 inches for evening network

programs, 36 inches for local programs, and none for other network programs--for a total of 204 inches. For the NBC affiliate, WRGP, there were 261 inches for evening network programs, and none for local or other network programs--for a total of 261 inches.

Newspaper content analysis.--In the content analysis of the newspaper, relative to television, it was found that the television program schedule was usually on the same page with the theatre advertising; the stations were listed in numerical order by channel number; the Saturday edition had an extra section which listed the complete week's television schedule and the schedules of other television stations in the trading zone of the newspaper; and all of the display advertising for the television stations was on the same page as the program schedule.

Station questionnaire data.--Station questionnaires were not returned by any of the television stations in the Chattanooga market.

Radio-television editor questionnaire data.--None of the newspapers in the Chattanooga market had radio-television editors. However, occasionally a syndicated television column was printed.

Percentage above or below network ratings.--The average ratings for the evening network programs on WTVC were 4 per cent above the network ratings. This increase can be attributed to the high local evening ratings for The Jetsons, Cheyenne, The Rifleman, Combat, Wagon Train, The Donna Reed Show, Leave it to Beaver, The Flintstones; I'm Dickens--He's Fenster, 77 Sunset Strip, The Roy Rogers and Dale Evans Show, and Mr. Smith Goes to Washington. The programs on WDEF received average local evening ratings 22 per cent below the network ratings.

This decrease was due to the low ratings received for Ed Sullivan, G.E. True, Candid Camera, What's My Line?, Jack Benny, The Garry Moore Show, Armstrong Circle Theater/U.S. Steel, Perry Mason, Alfred Hitchcock, Fair Exchange, Jackie Gleason, Godfrey/Defenders, Have Gun Will Travel, and Gunsmoke. The evening network programs on WRGP had average local ratings 10 per cent below the network ratings. This decrease can be related to the low ratings for a number of programs; for instance: Walt Disney, Dinah Shore/Dupont, Dick Powell, Perry Como, Eleventh Hour, The Andy Williams Show, International Showtime, Sing Along With Mitch, Jack Paar, and Sam Benedict. Generally, the ratings for all of the evening network programs in the Chattanooga market were below the network ratings for the same programs.

Cincinnati, Tables 37 and 38

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, WLW-TV, was the first television station established in the market on January 9, 1948. The ABC affiliate, WKRC, began operation two months later on April 4, 1949; it was followed by the CBS affiliate, WCPO, on July 26, 1949.

Radio stations owned by television affiliates.--All three of the television stations were affiliated with a radio station that had been established in the market for a number of years. WKRC-AM began operation in 1923; WCPO-AM began operation in 1922; and WLW-AM began operation in 1921, and it was the oldest radio station in the market owned by a television affiliate.

TABLE 37

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE CINCINNATI MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WKRC	WCPO	WLW-T
Channel number	12	9	5
Antenna height above average terrain (feet)	1000	665	680
Date began operation	4-4-49	7-26-49	2-9-48
Date AM affiliate (if any) began operation.	1923	1922	1921
Newspaper affiliation (if any)	evening	. .

^a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 38

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE CINCINNATI MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	3	3	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	9	10	18
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m..	13	12	18
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	22	20	21
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+22	-17	+ 1 ^b

a

Computations made from American Research Bureau data.

b

Less than 1 per cent.

Television stations affiliated with a daily newspaper.--Only one of the television stations in the market was affiliated with a newspaper. The CBS affiliate, WCPO, was owned by The E. W. Scripps Company, publishers of the evening Cincinnati Post & Times Star.

Evening network programs telecast.--The ABC affiliate, WKRC, did not carry, as telecast by the network, three half-hours of evening network time devoted to Stoney Burke and Ozzie and Harriet. In the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Story Of, was telecast. The CBS affiliate, WCPO, did not carry, as telecast by the network, three half-hours of evening network time devoted to Marshal Dillon, Mister Ed, and Eyewitness to History. The NBC affiliate, WLW-T, carried all of the evening network programs at the same hour as telecast by the network. In the no-network-service time, Monday, 10:30-11:00 p.m., a local political program was telecast.

Lead-in ratings.--There was a considerable difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. The differences were diminished somewhat during the last half-hour preceding the evening network programs. During this half-hour, Monday through Friday, WKRC telecast, on an alternate basis, Phil Silvers, Biography, Wyatt Earp, Sugarfoot, and Death Valley Days. WCPO telecast Fogerty News, weather, and sports; and WLW-T telecast--on an alternate basis--Wild Cargo, Sparkle-Sportscase, Across the Seven Seas, Keyhole, and Everglades. With the beginning of the evening network programs, the ratings for all three stations increased.

Local evening news programs.--The local evening news programs

of the stations prior to the evening network programs were not a factor in the Cincinnati market. The only station that telecast news as a lead-in to the evening network programming was the CBS affiliate, WCPO, and its ratings for the half-hour were the lowest in the market. However, with the beginning of the evening network programs, WCPO's average ratings increased eight points.

TV Guide display advertising.--In the Cincinnati market, TV Guide for the period September 8 to November 30, 1962 was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, WKRC, there were 133 column inches of display advertising for the evening network programs, 81 inches for local programs, and none for other network programs--for a total of 214 inches. For the CBS affiliate, WCPO, there were 239 inches for the evening network programs, 20 inches for local programs, and 3 inches for other network programs--for a total of 262 inches. For the NBC affiliate, WLW-T, there were 262 inches for the evening network programs, 77 inches for local programs, and 26 inches for other network programs--for a total of 365 inches.

Newspaper display advertising.--The daily newspapers in the Cincinnati market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Cincinnati market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by the CBS affiliate, WCPO. Questionnaire data indicated

that WCPO did not have a planned promotional schedule but did use some display advertising in the evening newspaper and TV Guide. The use of other promotional activities included: Nine outdoor boards were used from September through November; sports schedules imprinted with the station's call letters were distributed; the network fall preview of evening network television programs was telecast; and a light schedule of on-the-air promotional announcements for evening network programs was used. WCPO did not editorialize, and no cross-plugs were used in cooperation with WCPO-AM.

Radio-television editor questionnaire data.--Two of the newspapers in the Cincinnati market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on WKRC were 22 per cent above the network ratings. This increase can be related to the high local evening ratings for The Jetsons, Sunday Night Movie, Cheyenne, The Rifleman, Ben Casey, Combat, Hawaiian Eye, The Untouchables, Close-Up, Gallant Men, The Flintstones, I'm Dickens--He's Fenster, 77 Sunset Strip, The Roy Rogers and Dale Evans Show, and Mr. Smith Goes to Washington. The evening network programs on WCPO were 17 per cent below the network ratings. This decrease can be attributed to the low local ratings for Dennis the Menace, Ed Sullivan, The Real McCoys, The Loretta Young Show, Perry Mason, Rawhide, Route 66, Fair Exchange, Have Gun Will Travel, and Gunsmoke. The evening network programs on WLW-T had average ratings less than 1 per cent above the average network ratings with this increase coming through the substantially higher

ratings for Saturday Night at the Movies.

Cleveland, Tables 39 and 40

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The ABC affiliate, WEWS, was the first television station established in the market, on December 17, 1947. The NBC affiliate, KYW, began operation on October 31, 1948, and the CBS affiliate, WJW, began operation on December 17, 1949.

Radio stations owned by television affiliates.--Two of the three television stations in the Cleveland market operated radio stations. KYW's AM affiliate began operation in 1923, and was the oldest radio station in the market operated by a television affiliate. WJW's AM affiliate began operation in 1943.

Television stations affiliated with a daily newspaper.--The ABC affiliate, WEWS, was the only television station in the Cleveland market owned by a newspaper. It was owned by The E. W. Scripps Company, publishers of the evening Cleveland Press & News.

Evening network programs telecast.--The ABC affiliate, WEWS, did not carry, as telecast by the network, six half-hours of evening network time devoted to The Untouchables, The Roy Rogers and Dale Evans Show, and Fight of the Week. In the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Third Man, was telecast. The CBS affiliate, WJW, did not carry, as telecast by the network, five half-hours of evening network time devoted to The Loretta Young Show, Stump the Stars, Marshal Dillon, and Alfred Hitchcock.

TABLE 39

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE CLEVELAND MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WEWS	WJW	KYW
Channel number	5	8	3
Antenna height above average terrain (feet)	1020	1000	1000
Date began operation	12-17-47	12-17-49	10-31-48
Date AM affiliate (if any) began operation.	1943	1923
Newspaper affiliation (if any)	evening

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 40

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE CLEVELAND MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	6	5	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.. . . .	13	10	17
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m..	11	17	18
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	24	21	18
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+25	-13	- 8

^a

Computations made from American Research Bureau data.

The NBC affiliate, KYW, carried all of the evening network programs at the same hour as telecast by the network. In the no-network-service time, Monday, 10:30-11:00 p.m., the syndicated program, One Step Beyond, was telecast.

Lead-in ratings.--There was a considerable difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. During the last half-hour preceding the evening network programs Monday through Friday, WEWS telecast, on an alternate basis, Jeff's Collie, Hennesey, Quarterback Club, Ensign O'Toole, and Ripcord. WJW telecast City Camera, sports, and CBS News. KYW telecast, on an alternate basis, Huckleberry Hound, Wyatt Earp, Death Valley Days, Yogi Bear, and Quick Draw McGraw. With the beginning of the evening network programs the average ratings for WEWS and WJW increased substantially, but the rating for KYW did not increase.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Cleveland market, since WJW was the only station that telecast news during the half-hour immediately preceding the evening network programs.

TV Guide display advertising.--TV Guide for the Cleveland market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Cleveland market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Cleveland market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were not returned by any of the stations in the Cleveland market.

Radio-television editor questionnaire data.--Two newspapers in the Cleveland market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on WEWS were 25 per cent above the network ratings. This increase was related to the substantially higher local average ratings for The Jetsons, Sunday Night Movie, Cheyenne, The Rifleman, Stoney Burke, Combat, Hawaiian Eye, Naked City, Ozzie and Harriet, Donna Reed, Leave it to Beaver, McHale's Navy, Premier/Alcoa, Gallant Men, The Flintstones, I'm Dickens--He's Fenster, and 77 Sunset Strip. The evening network programs on WJW had average local ratings 13 per cent below the network ratings. The decrease was reflected in the low average ratings for Dennis the Menace, Ed Sullivan, I've Got a Secret, Andy Griffith, Jack Benny, The Garry Moore Show, Dick Van Dyke, Perry Mason, Rawhide, Godfrey/Defenders, and Gunsmoke. The evening network programs on KYW had average local ratings 8 per cent below the network ratings, and the decrease can be attributed to the low average ratings for Walt Disney, Danny Kaye/Bonanza, The Price is Right, Laramie, Eleventh Hour, Dr. Kildare, Hazel, and Sing Along With Mitch.

Columbus, Tables 41 and 42

Signal coverage.--Only two of the three television stations provided good signal coverage of the metropolitan area. The NBC affiliate, WLW-C, had a signal problem in certain sections, due to co-channel interference, and this was reflected, to some extent, in the average ratings for its evening network programs.

First television station established.--The NBC affiliate, WLW-C, was the first television station established in the market on April 4, 1949. However, it was closely followed by the ABC affiliate, WTVN, which began operation on August 30, 1949, and the CBS affiliate, WBNS, which began operation on October 5, 1949.

Radio stations owned by television affiliates.--Two of the three television stations in the market operated radio stations. Both WTVN-AM and WBNS-AM began operation in 1924.

Television stations affiliated with a daily newspaper.--The CBS affiliate, WBNS, was the only television station in the Columbus market owned by a newspaper. It was owned by the Dispatch Printing Company, publishers of the evening and Sunday Columbus Dispatch.

Evening network programs telecast.--The ABC affiliate, WTVN, did not carry, as telecast by the network, four half-hours of evening network time devoted to Cheyenne and Gallant Men. In the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Peter Gunn, was telecast. The CBS affiliate, WBNS, did not carry, as telecast by the network, six half-hours of evening network time devoted to Stump the Stars, Marshal Dillon, Dobie Gillis, Mister Ed, and Alfred Hitchcock. The NBC affiliate, WLW-C, carried all of the

TABLE 41

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE COLUMBUS MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WTVN	WBNS	WLW-C
Channel number	6	10	4
Antenna height above average terrain (feet)	570	710	436
Date began operation	8-30-49	10-5-49	4-4-49
Date AM affiliate (if any) began operation.	1924	1924	. .
Newspaper affiliation (if any)	evening Sunday	. .

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 42

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE COLUMBUS MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	4	6	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	14	13	10
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	19	17	8
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	21	17
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+ 1	-13	-24

a

Computations made from American Research Bureau data.

evening network programs at the same hour as telecast by the network. In the no-network-service time, Monday, 10:30-11:00 p.m., the regionally produced interview program, Viewpoint, was telecast.

Lead-in ratings.--There were some differences in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. However, during the last half-hour preceding the evening network programs, there was very little difference between the ratings for the ABC and CBS affiliates; but the ratings for the NBC affiliate were substantially lower as a direct result of the signal coverage problem. During the half-hour Monday through Friday, WTVN telecast, on an alternate basis, the first half-hour of Cheyenne, Ripcord, World of Giants, Whirlybirds, and the first half-hour of Gallant Men. WBNS telecast the local news program, Looking with Long, and CBS News. WLW-C telecast the regional programs, Jamboree and Sportlite.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Columbus market, since only one of the television stations, WBNS, telecast news during the half-hour immediately preceding the evening network programs. The average ratings for the evening network programs on WBNS were generally lower than the ratings for the news programs. It should be noted that the ABC affiliate, WTVN, did not telecast any early evening news programs.

TV Guide display advertising.--In the Columbus market, TV Guide for the period September 8 to November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television

stations, Table 15. For the ABC affiliate, WTVN, there were 127 column inches of display advertising for the evening network programs, 65 inches for local programs, and none for other network programs--for a total of 192 inches. For the CBS affiliate, WBNS, there were 252 inches for evening network programs, 59 inches for local programs, and 10 inches for other network programs--for a total of 321 inches. For the NBC affiliate, WLW-C, there were 272 inches for evening network programs, 92 inches for local programs, and 23 inches for other network programs--for a total of 387 inches.

Newspaper display advertising.--The daily newspapers in the Columbus market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Columbus market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were returned by WTVN and WLW-C. Questionnaire data indicated that WTVN had an extensive promotional schedule, utilizing display advertising in morning, evening, and Sunday newspapers and a light schedule in TV Guide. Other promotional activities included a local audience participation show for kids; a local audience participation show for teenagers; a local audience participation show for adults; trade bulletins were mailed to grocers and druggists; cross-plugs were used in cooperation with WTVN-AM; and approximately 150 on-the-air promotional announcements for evening network programs were telecast each month. Station editorials were telecast twice a day. The

respondent felt that WTVN's news operation ranked third in the market, and his reason for this ranking was related to the instability of the news department and the tenor of some of the station's editorials. In regard to station image, the respondent stated: "At this time, we are the action-adventure-entertainment station and, as such, we waver between second and third."

Station WLW-C also had an extensive promotion schedule, utilizing morning, evening, and Sunday newspapers; TV Guide; weekly newspapers; taxi posters; grocery store shelf talkers imprinted with the station's call letters; a local audience participation show for teenagers; a local audience participation show for adults; distribution of program schedules through local retail stores; a color television contest; and sixty-nine on-the-air promotional announcements were telecast in September, 112 in October, and 94 in November, 1962. The studios were located on a high traffic street. Special and extensive merchandising, and promotional activities were carried out for Jamboree, Movieville, Jack Denton Show, basketball, and color programming. The respondent felt that WLW-C's news operation ranked second in the market, and he justified the position when he stated: "One competitor has a highly popular news personality. We beat everything but him." The respondent thought that the station had a good local image which resulted from vital, intelligent local programming that served the area with enthusiasm and dedication. WLW-C did not editorialize.

Radio-television editor questionnaire data.--Two newspapers in the Columbus market had radio-television editors. However, only one questionnaire was returned. The radio-television editor of the

Columbus Citizen-Journal devoted about six hours a week to television viewing and wrote the column, "Tips and Comments," that carried her by-line. She developed her column from her personal viewing and from network promotional materials, personal interviews with TV stars, phone calls to TV stars, trips to Hollywood and New York for interviews on the sets, and regional trips when stars were out on promotional tours. She attended a special screening of the ABC network television programs for the 1962-63 television season and wrote a special column previewing the fall network programs. The editor recommended certain programs for viewing and she did this on the basis of guest stars, good plots, and general entertainment value. Her personal comments as to why some evening network programs received higher or lower average ratings than the same programs received nationally were: "Ohioans are not hicks. What the Madison Avenue boys and the Hollywood producers put out is not always what the Middle West will take to its bosom." The editor did not think the evening local and/or syndicated lead-in programs influenced the ratings of the following network programs. She considered her "public image" to be "good" but did not feel that it influenced the viewing popularity of the evening network programs.

Percentage above or below network ratings.--The average ratings for the evening network programs on WTVN were 1 per cent above the network ratings. The increase can be attributed to the higher local average ratings for The Jetsons, Sunday Night Movie, Combat, and 77 Sunset Strip. The evening network programs on WBNS had average local ratings 13 per cent below the network ratings. This decrease was reflected in the low average ratings for Ed Sullivan, To Tell the Truth,

Danny Thomas, Andy Griffith, The Garry Moore Show, Perry Mason, Route 66, Fair Exchange, Eyewitness to History, Godfrey/Defenders, and Have Gun, Will Travel. The evening network programs on WLW-C had average local ratings 24 per cent below the network ratings, and this decrease was directly related to the signal coverage problem and the substantially lower average ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, Laramie, Dick Powell, The Perry Como Show, Wide Country, Dr. Kildare, Hazel, International Showtime, Sing Along with Mitch, and Jack Paar.

Des Moines-Ames, Tables 43 and 44

Signal coverage.--All three stations provided good signal coverage of the metropolitan area and all operated at full power.

First television station established.--The ABC affiliate, WOI, was the first television station established in the market on February 21, 1950. WOI was a commercial television station owned by Iowa State University of Science & Technology in Ames, Iowa. WOI was the only television station in the Des Moines-Ames market for over four years, until the NBC affiliate, WHO, began operation on April 15, 1954. The CBS affiliate, KRNT, began operation on July 31, 1955.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations, but the AM affiliate of WOI was operated as a non-commercial educational station. WHO-AM was the oldest commercial radio station in the market operated by a television affiliate, and it began operation in 1924. KRNT-AM began operation in 1935.

Television stations affiliated with a daily newspaper.--The CBS

TABLE 43

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE DES MOINES-AMES MARKET,
NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WOI	KRNT	WHO
Channel number	5	8	13
Antenna height above average terrain (feet)	553	610	780
Date began operation	2-1-50	7-31-55	4-15-54
Date AM affiliate (if any) began operation.	1935	1924
Newspaper affiliation (if any)	morning evening Sunday	. .

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 44

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE DES MOINES-AMES MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	4	8	1
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	8	13	10
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	12	16	11
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	26	16
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	19	25	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	- 5	+ 4	-33

a

Computations made from American Research Bureau data.

affiliate, KRNT, was the only television station in the Des Moines-Ames market owned by a newspaper. It was owned by the Cowles Magazines and Broadcasting Company, publishers of the morning Des Moines Register, the evening Des Moines Tribune, and the Des Moines Sunday Register.

Evening network programs telecast.--The ABC affiliate, WOI, did not carry, as telecast by the network, four half-hours of evening network time devoted to Howard K. Smith, Combat, and Our Man Higgins. In the no-network-service time, Friday, 9:30-10:00 p.m. the syndicated program, Death Valley Days, was telecast. The CBS affiliate, KRNT, did not carry as telecast by the network eight half-hours of evening network time devoted to To Tell the Truth, I've Got a Secret, Stump the Stars, Marshal Dillon, The Lloyd Bridges Show, CBS Reports, and Eyewitness to History. The NBC affiliate, WHO, did not carry, as telecast by the network, one half-hour of evening network time devoted to Chet Huntley Reporting. In the no-network-service time, Monday, 9:30-10:00, a local program was telecast.

Lead-in ratings.--There was some difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. However, during the last half-hour preceding the evening network programs, there was little difference between the ratings for the ABC and NBC affiliates, while the average rating for the CBS affiliate was four rating points higher. During the half-hour, Monday through Friday, WOI telecast, on an alternate basis, Quick Draw McGraw, the first half-hour of Combat, Sea Hunt, Yogi Bear, and Huckleberry Hound. KRNT telecast local news and sports; and WHO telecast weather, local news, and Huntley-Brinkley.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Des Moines-Ames market, since the average ratings for the news programs were substantially below the ratings for the evening network programs. There was no indication of a carry-over audience.

TV Guide display advertising.--TV Guide for the Des Moines-Ames market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Des Moines-Ames market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Des Moines-Ames market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were not returned by any of the stations in the Des Moines-Ames market.

Radio-television editor questionnaire data.--A radio-television editor questionnaire was returned by the editor who wrote for the morning Des Moines Register, the evening Des Moines Tribune, and the Des Moines Sunday Register. He devoted about three hours a week to personal television viewing and wrote three television columns. The heading for his column in the morning newspaper was, "The Best on Television Today"; in the evening newspaper, "On Your Screen Tonight"; and in the Sunday newspaper, "Iowa TV Magazine." Occasionally, the columns carried his by-line. The sources of information used to develop the television columns were: program producers' promotional material,

and personal television viewing. The respondent felt that the network promotional material was the most important and reliable source of information. He did not attend any special screenings of network television programs for the 1962-63 television season, nor did he write a column previewing the new fall programs. When making viewing recommendations, he preferred to recommend programs that were one-time-only rather than a continuing series and, regardless, tried to pick the best two programs carried each evening by all the stations in the area. His personal comment as to why some evening network programs received higher or lower average ratings than the same programs received nationally was: "The likes and dislikes of viewers in this area--public taste." The editor felt that his "public image" and/or columns had very little influence--if any--upon the viewing popularity of any evening network television program, since critical comment was never made until after a program had been telecast. At that time, poor drama and violence were assailed and good performances were praised.

Percentage above or below network ratings.--The average ratings for the evening network programs on WOI were 5 per cent below the network ratings. This decrease can be attributed to the low local average ratings for Ben Casey, Hawaiian Eye, Naked City, Premier/Alcoa, The Flintstones, 77 Sunset Strip, and Lawrence Welk. The evening network programs on KRNT had average local ratings 4 per cent above the network ratings. This increase can be related to the high average ratings for Candid Camera, What's My Line?, Andy Griffith, Dobie Gillis, Dick Van Dyke Show, Armstrong Circle Theatre/U.S. Steel, Mister Ed, and Alfred Hitchcock. The evening network programs on WHO had average

local ratings 33 per cent below the network ratings. This decrease was reflected in the substantially lower ratings for a number of programs; for instance: Walt Disney, Car 54--Where are You?, Danny Kaye/Bonanza, Dinah Shore/Dupont, Saints and Sinners, Empire, Dick Powell, The Virginian, Wide Country, Dr. Kildare, Sing Along With Mitch, and Sam Benedict.

Fargo, Tables 45 and 46

Signal coverage.--Only two of the three television stations provided good signal coverage of the metropolitan area. The ABC affiliate, KXGO, had a signal problem in certain sections of the two-county metropolitan area. The signal problem was due to the low operating power and the low antenna height above average terrain.

First television station established.--The NBC affiliate, WDAY, was the first television station established in the market on June 1, 1953. The CBS affiliate, KXJB, began operation on July 12, 1954. Fargo was a two-station market for over five years, until the beginning of operation of the ABC affiliate, KXGO, on November 11, 1959.

Radio stations owned by television affiliates.--WDAY's AM affiliate, WDAY, began operation in 1922, and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--The NBC affiliate, WDAY, was the only television station in the Fargo market owned by a newspaper. It was owned by The Forum Publishing Company, publishers of the morning, evening, and Sunday Fargo Forum.

Evening network programs telecast.--The ABC affiliate, KXGO, carried all of the evening network programs at the same hour as

TABLE 45

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE FARGO MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KXGO	KXJB	WDAY
Channel number	11	4	6
Antenna height above average terrain (feet)	392	1090	1150
Date began operation	11-11-59	7-12-54	6-1-53
Date AM affiliate (if any) began operation.	1922
Newspaper affiliation (if any)	morning evening Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 46

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE FARGO MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	5
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.. . . .	5	6	25
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m..	5	6	36
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	14	17	31
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	23	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-32	-32	+39

a

Computations made from American Research Bureau data.

telecast by the network. In the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program, Deputy, was telecast. The CBS affiliate, KXJB, carried all of the evening network programs at the same hour as telecast by the network. The NBC affiliate, WDAY, did not carry, as telecast by the network, five half-hours of evening network time devoted to Dinah Shore/Dupont, Wide Country, and The Joey Bishop Show. In the no-network-service time, Monday, 9:30-10:00 p.m., the syndicated program M.-Squad was telecast.

Lead-in ratings.--There was little difference between the lead-in ratings for the ABC and CBS affiliates for the one and one-half hours preceding the evening network programs. However, there was a great difference between their ratings and the lead-in ratings of the NBC affiliate. Several factors were responsible for the great difference in ratings; for instance, the signal problem of the ABC affiliate, the personnel problems of the CBS affiliate, and the overwhelming local popularity of the NBC affiliate. During the last half-hour preceding the evening network programs the ratings for the NBC affiliate, WDAY, increased eleven rating points while the ratings for the ABC and CBS affiliates remained the same. During the half-hour, Monday through Friday, the ABC affiliate, KXGO, telecast the last fifteen minutes of The Early Show and ABC News; the CBS affiliate, KXJB, telecast local news, sports and weather; and the NBC affiliate, WDAY, telecast local news, sports, weather, and business news.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Fargo market. Even though all three stations telecast news during

the half-hour immediately preceding the evening network programs, there was no indication that the news programs affected the average evening ratings, because with the beginning of the evening network programs the ratings for the ABC affiliate increased nine rating points, the ratings for the CBS affiliate increased nine points, and the ratings for the NBC affiliate decreased five points.

TV Guide display advertising.--TV Guide for the Fargo market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Fargo market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Fargo market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were returned by the CBS affiliate and the NBC affiliate. Questionnaire data indicated that the CBS affiliate, KXJB, had a promotion schedule utilizing display advertising in the evening and Sunday newspapers, and TV Guide. Other promotional activities included: outside bus cards; distribution of news capsules to the Fargo restaurants; a local audience participation show for kids; the distribution of sports schedules imprinted with the station's call letters; and a modest schedule of on-the-air promotional announcements for evening network programs was telecast during the months of September, October, and November, 1962. KXJB editorialized once a day and telecast a special network program previewing the fall programs on the CBS network. The

respondent felt that the low ratings for KXJB were directly related to the instability of the station personnel, which had been a station problem since the beginning of operation.

The station questionnaire returned by the NBC affiliate, WDAY, indicated that a light schedule of display advertising was used in the morning, evening, and Sunday newspapers. The other promotional activities of WDAY were cross-plugs in cooperation with WDAY-AM and a very heavy schedule of on-the-air promotional announcements for evening network programs. An average of 600 on-the-air promotional announcements were telecast each month.

Radio-television editor questionnaire data.--One newspaper in the Fargo market had a radio-television editor. However, the questionnaire mailed to the editor was not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on KXGO were 32 per cent below the network ratings. This decrease can be related to the signal problem and the low local evening ratings for the Sunday Night Movie, Howard K. Smith, Cheyenne, Stoney Burke, Combat, Wagon Train, Going My Way, Our Man Higgins, Naked City, The Donna Reed Show, My Three Sons, McHale's Navy, The Flintstones, and 77 Sunset Strip. However, if the viewers preferred a program they would watch it whether they received a good picture or not, as indicated by the fact that the programs Ben Casey and Lawrence Welk received the highest ratings in the market during their time periods. The evening network programs on KXJB were 32 per cent below the network ratings and this decrease is reflected in the low local evening ratings for a number of programs;

for instance: Dennis the Menace, Ed Sullivan, Candid Camera, Red Skelton, The Garry Moore Show, Mister Ed, Perry Mason, The Nurses, Alfred Hitchcock, Rawhide, Route 66, Godfrey/Defenders, Have Gun Will Travel, and Gunsmoke. The average ratings for the evening network programs on WDAY were 39 per cent above the network ratings and this increase can be related to the popularity of WDAY and to the substantially higher local ratings for Walt Disney, Car 54--Where Are You?, Danny Kaye/Bonanza, It's a Man's World, The Price is Right, Brinkley's Journal, Laramie, Dick Powell, Chet Huntley Reporting, The Perry Como Show, Dr. Kildare, Hazel, The Andy Williams Show, International Showtime, Sing Along With Mitch, Don't Call Me Charlie, and Jack Paar.

Green Bay, Tables 47 and 48

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The CBS affiliate, WBAY, was the first television station established in the market, March 17, 1953. The ABC affiliate, WLUK, began operation on August 9, 1954; and the NBC affiliate, WFRV, began operation on May 21, 1955.

Radio stations owned by television affiliates.--WBAY's AM affiliate, WBAY, began operation in 1922, and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--None of the television stations in the Green Bay market were affiliated with a daily newspaper in the Green Bay area.

Evening network programs telecast.--The ABC affiliate, WLUK, did not carry, as telecast by the network, three half-hours of evening

TABLE 47

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE GREEN BAY MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WLUK	WBAY	WFRV
Channel number	11	2	5
Antenna height above average terrain (feet)	1260	1205	1120
Date began operation	8-9-54	3-17-53	5-21-55
Date AM affiliate (if any) began operation.	1922	. .
Newspaper affiliation (if any)

a

Information from Broadcasting Yearbook, Editor and Publisher International Yearbook, and Television Factbook.

TABLE 48

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE GREEN BAY MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	3	1	1
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	6	23	9
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	5	30	8
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	19	29	18
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+ 6	+30	-19

^a

Computations made from American Research Bureau data.

network programming devoted to Howard K. Smith and 77 Sunset Strip. In the no-network-service time, Friday, 9:30-10:00 p.m., the last half-hour of a local feature movie was telecast. The CBS affiliate, WBAY, did not carry, as telecast by the network, one half-hour of evening network programming devoted to the Beverly Hillbillies. WBAY was the only station in the forty-one selected VHF markets that did not carry the Beverly Hillbillies at the same hour as telecast by the network and, in fact, the program was not telecast in the Green Bay market but was preempted by WBAY for the local program, The Vince Lombardi Show, featuring the coach of the Green Bay Packers professional football team. The NBC affiliate, WFRV, did not carry, as telecast by the network one half-hour of evening network programming devoted to Chet Huntley Reporting. In the no-network-service time, Monday, 9:30-10:00 p.m., the preempted network program, Chet Huntley Reporting was telecast.

Lead-in ratings.--There was a great difference in the lead-in ratings for the three television stations in the Green Bay market for the one and one-half hour preceding the evening network programs. The difference between the ABC and NBC affiliates' average ratings was small, but the rating for the CBS affiliate was four times that of either of the two other stations. Generally, all of the ratings for the CBS affiliate, WBAY, were much higher than the ratings for the other two stations in the market, and the higher ratings can be attributed to the fact that WBAY, during this time period, had a very popular local audience participation show for kids; and the news, weather, and sports personalities were dominant in the market. During

the half-hour immediately preceding the evening network programs, Monday through Friday, the ABC affiliate, WLUK, telecast ABC News, news, and weather; the CBS affiliate, WBAY, telecast news, weather, and CBS News; and the NBC affiliate, WFRV, telecast sports, local news, weather, and Huntley-Brinkley. However, with the beginning of the evening network programming, the ratings for the ABC affiliate increased an average of fourteen rating points; WBAY dropped a rating point, and the ratings for the NBC affiliate increased ten points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Green Bay market. Even though all three stations telecast local and network news during the half-hour immediately preceding the evening network programs, there was no indication that the news programs affected the average evening ratings, because with the beginning of the evening network programs the viewers selected their favorite programs without concern for the station or network.

TV Guide display advertising.--TV Guide for the Green Bay market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Green Bay market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Green Bay market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by the CBS affiliate, WBAY. Questionnaire data indicated that WBAY did not use any display advertising in the daily or Sunday newspapers but did have six column inches each week in TV Guide and one page each week in a locally distributed television listing. Other promotional activities included: grocery store shelf talkers imprinted with the station's call letters; a local audience participation show for kids which was telecast five times a week; a local audience participation show for adults; space was provided for businessmen's meetings and ladies' club meetings; special promotional and merchandising activities were carried out for The Vince Lombardi Show and Death Valley Days; and the station had a huge auditorium which was used for telethons, dog shows, livestock shows, science fairs, Friday night teenage dances, and other community activities; and the evening network programs were promoted hourly on WBAY-AM. However, no on-the-air promotional announcements were used on television to promote the evening network programs. In regard to the reasons for WBAY's evening network programs being above the average national ratings for the same programs, the respondent stated, "I'd say a bulk of the credit belongs to the strong lineup of entertainment provided by the CBS network and possibly the popularity of our local kids' show and the station personalities."

Radio-television editor questionnaire data.--Only one newspaper in the Green Bay market had a radio-television editor, and she returned the questionnaire. The editor of the Press-Gazette devoted about thirty-five hours a week to watching television and wrote a daily

and Sunday column that carried her by-line. The sources of information used to develop her column were: program producers' promotional material; TV stars' personal promotional material, program syndicators' promotional material, syndicated commentaries from Associated Press and United Press International, and personal viewing. The editor did not attend a screening of network programs for the 1962-63 television season, and she did not write a column covering the fall network programming. She did not believe that one station dominated the evening network viewing in the Green Bay market, but the ratings indicated that this assumption was incorrect. She felt that her columns and the program schedules are a public service, but suspected that they have very little influence upon the general viewing habits of the people in the Green Bay market.

Percentage above or below network ratings.--The average ratings for the evening network programs on WLUK were 6 per cent above the network ratings. This increase is reflected in the higher ratings for The Jetsons, Ben Casey, Going My Way, Our Man Higgins, Naked City, The Donna Reed Show, Leave it to Beaver, McHale's Navy, Premier/Alcoa, The Flintstones, I'm Dickens--He's Fenster, The Roy Rogers and Dale Evans Show, and Lawrence Welk. The average ratings for the evening network programs on WBAY were 30 per cent above the network ratings. The increase can be attributed to the substantially higher ratings for Candid Camera, What's My Line, The Lucy Show, Danny Thomas, Andy Griffith, The Loretta Young Show, Stump the Stars, Marshal Dillon, Lloyd Bridges Show, Red Skelton, Jack Benny, The Garry Moore Show, Dobie Gillis, Dick Van Dyke, Armstrong Circle Theatre/U.S. Steel, Rawhide, Route 66, Fair Exchange, Eyewitness to History,

and Gunsmoke. The average ratings for the evening network programs on WFRV were 19 per cent below the network ratings and the decrease can be related to the substantially lower ratings for Walt Disney, Dinah Shore/Dupont, The Price is Right, Laramie, Empire, The Virginian, Dr. Kildare, International Showtime, Sing Along With Mitch, and Sam Benedict.

Greenville-Asheville-Spartanburg, Tables 49 and 50

Signal coverage.--Only two of the three television stations provided good signal coverage of the metropolitan area. The CBS affiliate, WSPA, had a signal problem in certain sections of the four-county metropolitan area. The signal problem was due to the low operating power and the low antenna height above average terrain.

First television station established.--The NBC affiliate, WFBC, located in Greenville, South Carolina, was the first television station established in the market on December 31, 1953. The ABC affiliate, WLOS, located in Asheville, North Carolina, began operation on September 18, 1954. The CBS affiliate, WSPA, located in Spartanburg, South Carolina, began operation on April 29, 1956.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations. WSPA-AM began operation in 1929, and it was the oldest radio station in the market owned by a television affiliate. WFBC-AM began operation in 1933, and WLOS-AM began operation in 1946.

Television stations affiliated with a daily newspaper.--The NBC affiliate, WFBC, was the only television station in the Greenville-Asheville-Spartanburg market owned by a daily newspaper. It was owned by The Greenville News-Piedmont Company, publishers of the

TABLE 49

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE GREENVILLE-ASHEVILLE-SPARTANBURG
MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WLOS	WSPA	WFBC
Channel number	13	7	4
Antenna height above average terrain (feet)	2830	1182	2000
Date began operation	9-18-54	4-29-56	12-31-53
Date AM affiliate (if any) began operation.	1946	1929	1933
Newspaper affiliation (if any)	morning evening Sunday

^a
Information from Broadcasting Yearbook, Editor & Publisher
International Yearbook, and Television Factbook.

TABLE 50

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
 IN THE GREENVILLE-ASHEVILLE-SPARTANBURG MARKET,
 NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	1	4	1
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m..	12	8	18
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m..	14	9	18
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	16	14	20
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network	-12	-77	- 6

^a
 Computations made from American Research Bureau data.

morning and Sunday Greenville News and the evening Greenville Piedmont.

Evening network programs telecast.--The ABC affiliate, WLOS, did not carry, as telecast by the network, one half-hour of evening network time devoted to The Jetsons, and in the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Mr. Lucky, was telecast. The CBS affiliate, WSPA, did not carry, as telecast by the network, four half-hours of evening network time devoted to Marshal Dillon, Fair Exchange, and Eyewitness to History. The NBC affiliate, WFBC, did not carry, as telecast by the network, one half-hour of evening network time devoted to Brinkley's Journal, and in the no-network-service time, Monday, 10:30-11:00 p.m., the last half-hour of the syndicated program, Hong King, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs; and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WLOS telecast, on an alternate basis, Ripcord, Rebel, Bat Masterson, Checkmate, and Everglades; WSPA telecast, on an alternate basis, Blue Ridge Quartet, Surfside 6, Man From Cochise, Blue Ridge Request, and the Eddy Arnold Show; WFBC telecast, on an alternate basis, Peter Gunn, Hennesey, Third Man, Shannon and Beachcomber. With the beginning of the evening network programs, WLOS's average rating increased; WSPA's average rating increased substantially; and WFBC's average rating increased.

Local evening news programs.--The local evening news programs

of the stations prior to the evening network programs were not a factor in the Greenville-Asheville-Spartanburg market, since the evening news programs of all three stations were telecast thirty minutes or more prior to the beginning of the evening network programs; there was no indication of a carry-over audience to the syndicated programs during the thirty minutes immediately preceding the evening network programs.

TV Guide display advertising.--TV Guide for the Greenville-Asheville-Spartanburg market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Greenville-Asheville-Spartanburg market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Greenville-Asheville-Spartanburg market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Greenville-Asheville-Spartanburg market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by the NBC affiliate, WFBC. Questionnaire data indicated that WFBC had a well coordinated promotional schedule with fifty column inches per week of display advertising in the morning and

evening newspapers; ten to fifteen column inches of display advertising in the Sunday newspaper; and three to six inches of display advertising in each weekly issue of TV Guide. Other promotional activities included: the use of ten outdoor boards for four weeks; a local audience participation show for kids was telecast five times a week; a local audience participation show for adults was telecast; a neon sign with the station's call letters was mounted on the antenna; the studios were located on a high-traffic street; a weekly schedule of cross-plugs were used in cooperation with the AM affiliate; special and extensive merchandising and promotional activities were carried out for the Six O'Clock News and Monty's Mickey Mouse Club. A schedule of on-the-air announcements for evening network programs was telecast regularly: 264 were telecast in September, 295 in October, and 387 in November, 1962. The respondent felt that the station's image was excellent because "they worked at it" and because the station personnel participated in a number of community affairs and activities.

Radio-television editor questionnaire data.--Only one of the newspapers, the evening Greenville News, had a radio-television editor, and he returned the questionnaire. He watched television about eight hours a week and wrote a weekly column in the weekly television log tear-out section. The sources of information used to develop his column were: program producers' promotional material, network promotional material, local station promotional material, television stars' personal promotional material, program sponsors' promotional material, program syndicators' promotional material, and

personal television viewing. The editor did not attend a special screening of the network television programs for the 1962-63 television season, nor did he write a special column previewing the fall programs. The editor made the comment, "I think, generally, TV programs, like smoking, are just a bad habit that help to waste a lot of good time that could be used more profitably other ways. Television has got to learn that people are different and like different programs."

Percentage above or below network ratings.--The average ratings for the evening network programs on WLOS were 12 per cent below the average network ratings for the same programs. This decrease can be related to the lower ratings for the Sunday Night Movie, Ben Casey, Going My Way, Naked City, My Three Sons, and 77 Sunset Strip. The average ratings for the evening network programs on WSPA were 77 per cent below the average network ratings. This decrease was related to the signal problem and thus the substantially lower ratings for most of its evening network programs--with the exception of The Beverly Hillbillies, which was the highest rated program in the market, even though the reception in some sections was inferior. The average ratings for the evening network programs on WFBC were 6 per cent below the average network ratings. This decrease can be attributed to the lower ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, The Perry Como Show, Eleventh Hour, Hazel, The Andy Williams Show, Sing Along With Mitch, and Jack Paar. Generally, the average local evening network ratings in the Greenville-Asheville-Spartanburg market were lower than the national average evening network ratings.

Houston, Tables 51 and 52

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, KPRC, was the first television station established in the market, January 1, 1949, and was the only television station for over four years, until the CBS affiliate, KHOU, began operation on March 22, 1953. The ABC affiliate, KTRK, began operation on November 21, 1954.

Radio stations owned by television affiliates.--Two of the three television stations in the Houston market operated radio stations. KPRC-AM began operation in 1925, and it was the oldest radio station in the market owned by a television affiliate. KTRK-AM began operation in 1930.

Television stations affiliated with a daily newspaper.--Two of the three television stations in the Houston market were owned by newspapers. The ABC affiliate, KTRK, was owned by The Houston Chronicle Publishing Company, publishers of the evening and Sunday Houston Chronicle. The NBC affiliate, KPRC, was owned by The Houston Post Company, publishers of the morning and Sunday Houston Post.

Evening network programs telecast.--The ABC affiliate did not carry, as telecast by the network, two half-hours of evening network time devoted to Howard K. Smith and I'm Dickens--He's Fenster, and in the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program, Ripcord, was telecast. The CBS affiliate, KHOU, did not carry, as telecast by the network, two half-hours of evening network time devoted to I've Got a Secret and Marshal Dillon. The NBC

TABLE 51

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE HOUSTON MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KTRK	KHOU	KPRC
Channel number	13	11	2
Antenna height above average terrain (feet)	960	1170	640
Date began operation	11-20-54	3-22-53	1-1-49
Date AM affiliate (if any) began operation.	1930	. .	1925
Newspaper affiliation (if any)	evening Sunday	. .	morning Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 52

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE HOUSTON MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	2	2	1
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.. . . .	11	10	11
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m..	12	15	14
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	22	21	17
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+17	-13	- 6

a

Computations made from American Research Bureau data.

affiliate, KPRC, did not carry, as telecast by the network, one half-hour of evening network time devoted to Chet Huntley Reporting, and in the no-network-service time, Monday, 9:30-10:00 p.m., the syndicated program, Third Man, was carried.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KTRK telecast news, sports, weather, and ABC News; KHOU telecast news, weather, and CBS News; and KPRC telecast World At Large, Sports Newsreel, and weather. With the beginning of evening network programs, KTRK's ratings increased ten rating points; KHOU's ratings increase six points; and KPRC's ratings increased three points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Houston market, since the evening news programs received ratings substantially lower than the ratings for the evening network programs.

TV Guide display advertising.--In the Houston market, TV Guide for the period September 8 to November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, KTRK, there were 127 column inches of display advertising for the evening network programs and none for local and other network programs--for a total of 127 inches; for the CBS affiliate, KHOU, there were 291 inches for evening network programs, 146 inches for local programs, and 29 inches

for other network programs--for a total of 466 inches; and for the NBC affiliate, KPRC, there were 278 inches for evening network programs, none for local programs and 26 inches for other network programs--for a total of 304 inches.

Newspaper display advertising.--The evening Houston Chronicle and the Sunday Houston Chronicle for the period September 8 to November 30, 1962, were analyzed in terms of column inches of display advertising for each of the television stations. Since all five newspapers were not available for analysis, a true index of the display advertising activities of the stations cannot be assessed. However, in the evening Houston Chronicle and the Sunday Houston Chronicle, for the ABC affiliate, KTRK, there were 1,282 column inches of display advertising for evening network programs, 480 inches for local programs and 14 inches for other network programs--for a total of 1,776 inches; for the CBS affiliate, KHOU, there were 393 inches for evening network programs--for a total of 726 inches; and for the NBC affiliate, KPRC, there were 121 inches for evening network programs, 70 inches for local programs, and none for other network programs--for a total of 191 inches.

Newspaper content analysis.--In the content analysis of the evening Houston Chronicle, relative to television, it was found that the television program schedule did not regularly appear on a particular page; the stations were listed alphabetically by networks with the first listing ABC, the second CBS, and the third NBC; the evening Houston Chronicle had a regular radio-television editor; and, in addition, the syndicated column TV Key appeared daily. In all

instances programs and references to KTRK, which was owned by the Houston Chronicle, were printed in bold-face type. Each day there was a separate column, "Tonight's Top Ten." Generally, the major portion of the television display advertising was on the same page with the program listings. There was very little advertising for the radio stations affiliated with the television stations, but there was some advertising for the other radio stations in the market.

In the content analysis of the Sunday Houston Chronicle a separate TV guide was printed; there was no indication that the insert was in any way slanted toward the newspaper-owned television station, KTRK; the same editor who wrote a column in the evening Houston Chronicle wrote a column for the Sunday Houston Chronicle; and two other syndicated columns appeared with the by-lines Terrence O'Falttery and Cynthia Lowry. Generally, the Sunday TV insert did not carry too much display advertising for the television stations other than the display advertising for KTRK.

Station questionnaire data.--Station questionnaires were not returned by any of the stations in the Houston market.

Radio-television editor questionnaire data.--A radio-television editor questionnaire was returned by the editor who wrote for the evening Houston Press. She watched television about fifteen hours a week; and she wrote a television column, "Daily Previews and Reviews," however, the column did not carry her by-line. The sources of information used to develop the television column were: program producers' promotional material, network promotional material, local station promotional material, TV stars' promotional material, the syndicated

material, TV Scout, and personal television viewing. She attended a special screening of the CBS and NBC network television programs for the 1962-63 season, and she wrote a special column covering the previews of the network programs, which appeared on September 14, 1962 in a special edition. The editor selected certain programs and recommended them for viewing on the basis of the syndicated TV Scout's choice. Her personal comment as to why some evening network programs received higher or lower average ratings than the same programs received nationally was: "The natural inclinations and regional tastes and prejudices." She felt that the lead-in programs had very little influence--if any--on the ratings of the following network programs, due to the fact that most viewers select programs, not networks. The editor was reluctant to give an evaluation of her "public image," but did comment that since her newspaper was not affiliated with a television station, the comments and previews were less biased.

Percentage above or below network ratings.--The average ratings for the evening network programs on KTRK were 17 per cent above the average network ratings for the same programs, and this increase can be attributed to the higher rating for the Sunday Night Movie, Cheyenne, The Rifleman, Stoney Burke, Ben Casey, The Untouchables, Close-up, Our Man Higgins, Naked City, and The Roy Rogers and Dale Evans Show. The average ratings for the evening network programs of KHOU were 13 per cent below the average network ratings for the same programs, and this decrease was reflected in the lower ratings for Dennis the Menace, Ed Sullivan, To Tell the Truth, The Lucy Show, Danny Thomas, The Garry Moore Show, Mr. Ed, Perry Mason,

Jackie Gleason, Godfrey/Defenders, and Gunsmoke. The average ratings for the evening network programs on KPRC were 6 per cent below the average network ratings, and this decrease was reflected by the lower ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, The Price is Right, Empire, Dick Powell, The Virginian, The Perry Como Show, Dr. Kildare, International Showtime, Sing Along With Mitch, and Jack Paar.

Kansas City, Tables 53 and 54

Signal coverage.--All three stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, WDAF, was the first television station established in the market, on October 16, 1949, and was the only station for almost five years. The ABC affiliate, KMBC, began operation on August 1, 1953, and the CBS affiliate, KCMO, began operation on September 27, 1953.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations. KMBC-AM began operation in 1921, and it was the oldest radio station in the market owned by a television affiliate. WDAF-AM began operation in 1922, and KCMO-AM began operation in 1936.

Television stations affiliated with a daily newspaper.--None of the television stations in the Kansas City market were affiliated with a daily newspaper.

Evening network programs telecast.--The ABC affiliate, KMBC, did not carry, as telecast by the network, five half-hours of evening network time devoted to Howard K. Smith, Ozzie and Harriet,

TABLE 53

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE KANSAS CITY MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KMBC	KCMO	WDAF
Channel number	9	5	4
Antenna height above average terrain (feet)	1070	1130	750
Date began operation	8-1-53	9-27-53	10-16-49
Date AM affiliate (if any) began operation.	1921	1936	1922
Newspaper affiliation (if any)

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 54

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE KANSAS CITY MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	5	4	2
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	12	8	12
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	10	11	18
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	19	22	20
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+ 3	-10	-11

^a

Computations made from American Research Bureau data.

McHale's Navy, and The Roy Rogers and Dale Evans Show. In the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program M.-Squad was telecast. The CBS affiliate, KCMO, did not carry, as telecast by the network, four half-hours of evening network time devoted to Stump the Stars, Marshal Dillon, and CBS Reports. The NBC affiliate, WDAF, did not carry, as telecast by the network, two half-hours of evening network time devoted to Chet Huntley Reporting, and Don't Call Me Charlie, and in the no-network-service time, Monday, 9:30-10:00 p.m., the preempt Chet Huntley Reporting was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KMBC telecast news, weather, and ABC News; KCMO telecast news, weather, Sportsbook, and Speak Up; and WDAF telecast news, sports, and Huntley-Brinkley. With the beginning of the evening network programs KMBC's average ratings increased nine points; KCMO's ratings increased eleven points; and WDAF's ratings increased two points.

Local evening news programs.--The local evening news programs of the station prior to the evening network programs were not a factor in the Kansas City market, since the evening news programs of all three stations were telecast immediately preceding the beginning of the evening network programs; there was no indication of a carry-over audience. In fact, the local evening network ratings for each station increased substantially.

TV Guide display advertising.--TV Guide for the Kansas City market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Kansas City market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Kansas City market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by the CBS affiliate, KCMO. Questionnaire data indicated that KCMO maintained a promotional schedule of display advertising in the evening and Sunday newspapers and in a local television program schedule. Other promotional activities included: the use of 98 outdoor boards, fifty-two weeks a year; 125 taxi posters were used during an eleven-week period; 100 outside bus cards were used during the same eleven-week period; the station engaged in a substantial merchandising plan for most of its accounts; the studios were located on a high-traffic street; a weekly schedule of cross-plugs was used in cooperation with the AM affiliate; and a schedule of on-the-air announcements for evening network programs was telecast regularly. The television station telecast a special local program previewing the upcoming TV shows for the 1962-63 season, and it also telecast a special network program previewing the new fall television programs.

Radio-television editor questionnaire data.--Only one of the newspapers, the Kansas City Star, had a radio-television editor, and

he returned the questionnaire. He watched television about fourteen hours a week and wrote a weekly column in the Sunday edition called "On The TV Scene," carrying his by-line. The sources of information used to develop his column were: network promotional material, local station promotional material, personal interviews with TV stars and personal television viewing. The editor did not attend a special screening of the network television programs for the 1962-63 television season, but he did write a special column previewing the fall programs from information provided by a syndicated television service. The special column appeared in the September 15, 1962 edition of the newspaper. The editor did not think that the ratings for the evening local and/or syndicated lead-in programs influenced the ratings of the following network programs. The respondent felt that his "public image" was such that his recommendation for viewing a particular program may cause a viewer to look once, but after that personal preference took over.

Percentage above or below network ratings.--The average ratings for the evening network programs on KMBC were 3 percent above the average network ratings for the same program, and this increase can be related to the higher ratings for Cheyenne, The Rifleman, Stoney Burke, Ben Casey, Our Man Higgins, and Naked City. The average ratings for the evening network programs on KCMO were 10 per cent below the average network ratings, and this decrease can be attributed to the lower average ratings for Dennis the Menace, Ed Sullivan, To Tell the Truth, I've Got a Secret, Mr. Ed, Perry Mason, The Nurses, Jackie Gleason, and Godfrey/Defenders. The average ratings for the evening

network programs on WDAY were 11 per cent below the average network ratings for the same programs, and this decrease can be related to the lower ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, The Virginian, The Perry Como Show, Dr. Kildare, International Showtime, and Sing Along With Mitch.

Little Rock, Tables 55 and 56

Signal coverage.--Only two of the three television stations provided good signal coverage of the metropolitan area. The ABC affiliate, KATV, located in Pine Bluff, had a signal problem in certain sections of the metropolitan area. The signal problem was due to the low operating power, the location of the antenna about thirty miles south of the city of Little Rock and the low antenna height above average terrain.

First television station established.--The ABC affiliate, KATV, was the first television station established in the market on December 18, 1953. The NBC affiliate, KARK, began operation on April 15, 1954, and the CBS affiliate, KTHV, began operation on November 27, 1955.

Radio stations owned by television affiliates.--KARK's AM affiliate, KARK, began operation in 1928, and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper--The CBS affiliate, KTHV, was the only television station in the Little Rock market owned by a newspaper. It was owned by The Arkansas Democrat Company, publishers of the evening and Sunday Arkansas Democrat.

TABLE 55

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE LITTLE ROCK MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KATV	KTHV	KARK
Channel number	7	11	4
Antenna height above average terrain (feet)	1010	1760	1693
Date began operation	12-18-53	11-27-55	4-15-54
Date AM affiliate (if any) began operation.	1928
Newspaper affiliation (if any)	evening Sunday	. .

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 56

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE LITTLE ROCK MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	3	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	5	14	16
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	9	16	22
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	15	23	21
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-20	- 3	- 2

a

Computations made from American Research Bureau data.

Evening network programs telecast.--The ABC affiliate, KATV, carried all of the network programs at the same hour as telecast by the network, and in the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program, Third Man, was telecast. The CBS affiliate, KTHV, did not carry, as telecast by the network, three half-hours of evening network time devoted to Marshal Dillon and Fair Exchange. The NBC affiliate, KARK, carried all of the network programs at the same hour as telecast by the network, and in the no-network-service time, Monday, 9:30-10:00 p.m., the syndicated program, King of Diamonds, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KATV telecast the Six O'Clock Report and the local program, Venable Quartet; KTHV telecast news and CBS News; and KARK telecast news, weather, and Huntley-Brinkley. With the beginning of the evening network programs, KATV's average ratings increased six points; KTHV's increased seven points; and KARK's decreased one point.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Little Rock market, since with the beginning of the evening network programs there was no indication of a carry-over audience.

TV Guide display advertising.--In the Little Rock market, TV

Guide for the period September 8 through November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, KATV, there were 120 column inches of display advertising for the evening network programs and none for local and other network programs--for a total of 120 inches; for the CBS affiliate, KTHV, there were 179 inches for the evening network programs, 72 inches for local programs and none for other network programs, for a total of 251 inches; and for the NBC affiliate, KARK, 211 inches for evening network programs, 13 inches for local programs, and none of other network programs, for a total of 234 inches.

Newspaper display advertising.--All of the morning, evening, and Sunday newspapers for the Little Rock market for the period September 8 through November 30, 1962, were analyzed in terms of column inches of advertising for each of the television stations, Table 16. For the ABC affiliate, KATV, there were 1,439 column inches of display advertising for evening network programs, 299 inches for local programs, and none for other network programs, for a total of 1,738 inches; for the CBS affiliate, KTHV, there were 1,573 inches for evening network programs, 406 inches for local programs, 30 inches for other network programs, for a total of 2,009 inches; and for the NBC affiliate, KARK, there were 603 inches for evening network programs, 12 inches for local programs and none for other network programs, for a total of 615 inches.

Newspaper content analysis.--In the content analysis of the Little Rock newspapers, relative to television, it was found that the evening Arkansas Democrat printed the program schedule for all of the

television stations, usually on the same page as the theater advertising; no regular radio-television editor wrote a column, but occasionally a syndicated column appeared; recommendations for particular program viewing were made under the heading, "TV Today," and no display television advertising appeared for the ABC affiliate, KATV, or for the NBC affiliate, KARK, but a substantial amount of display advertising appeared for the ABC affiliate, KATV, or for the NBC affiliate, KARK, but a substantial amount of display advertising did appear for the newspaper-owned station, KTHV; and there was no network advertising for the radio stations in the Little Rock market.

In the content analysis of the Sunday edition of the Arkansas Democrat, the newspaper printed a tear-out sheet listing all of the programming for the coming week, as well as the schedules for other stations in the newspaper's trading zone; various unsigned television comment columns appeared at irregular intervals in the tear-out section; no television display advertising appeared for the ABC affiliate, KATV, or for the NBC affiliate, KARK, and very little display advertising was used by the newspaper-owned station, KTHV; and there was no display advertising for any radio stations in the Little Rock market.

In the content analysis of the morning Arkansas Gazette, there was considerable front-page and editorial news concerning KATV's application to the FCC for an increase in power and a change of antenna location; the program schedules for the television stations did not appear regularly on any particular page; the Arkansas Gazette had its own regular radio-television editor, Martha Douglas, who wrote

a number of signed columns; two syndicated columns appeared frequently with the titles of "TV Key Previews" and "TV Key Mail Bag"; programs recommended for particular viewing were cited in the column by Martha Douglas; a special listing of movies was made with the headline, "Today's TV Movies," and the movies were rated in terms of stars: one star being poor and four stars excellent. Display advertising for all of the television stations in the Little Rock market appeared in the Arkansas Gazette, and some advertising for radio stations was used; but, for the most part, it was confined to sports programs.

In the content analysis of the Sunday Arkansas Gazette, the schedules of the television stations appeared a couple of pages before that of movie advertising, and the stations were listed numerically by channel (KARK 4, KATV 7, and KTHV 11); listings for other radio and television stations in the trading zone were shown; there was a substantial column written by the regular radio-television editor, Martha Douglas; there were a number of syndicated columns; for instance: Cynthia Lowry, Doc Quigg, Robert Musel, Dick DuBrow, and Dial Torgerson, which appeared in the Sunday edition of the newspaper; all three of the television stations placed display advertising, but not to any great extent; and there was no radio advertising in the Sunday Arkansas Gazette.

Station questionnaire data.--Station questionnaires were returned by KATV and KARK. Questionnaire data indicated that the ABC affiliate, KATV, had a well co-ordinated promotional schedule with substantial display advertising in the morning newspaper and display

advertising in the local television schedule. Other promotional activities included: the use of thirty outdoor boards for a period of four weeks; a local audience participation show for kids was telecast five times a week; a local audience participation show for adults was telecast; bumper strips were distributed; a balloon with the station's call letters was used during the livestock show; a number of leaflets promoting the station were distributed at various times; the studios were located on a high auto traffic street; a marquee was used to advertise the television programs; and a schedule of on-the-air announcements for evening network programs were telecast regularly: 257 were telecast in September, 193 in October, and 175 in November, 1962. The station telecast a special local program previewing the upcoming television shows for the 1962-63 season. The respondent stated: "Our ratings weren't as high as they should have been due to the signal problem that we had and the ABC network programs didn't seem to have a strong appeal in the Little Rock market." In another comment, the respondent said: "We promoted twice as much as our competition and, if I do say so myself, it was good promotion; but we were still third in the market; so it must definitely be the signal problem."

Questionnaire data from the NBC affiliate, KARK, indicated that KARK used display advertising in the evening newspapers and six column inches each week in TV Guide. The station did not engage in other promotional activities, other than a schedule of on-the-air promotional announcements for network programs and approximately 200 announcements were made each month during the months of September,

October, and November, 1962. When commenting on the reasons why a station's evening network program ratings might be above or below the ratings for the same program on the network, the respondent said: "I feel that a station's ratings can be helped to some extent by its image and by good promotion and publicity, but in the last analysis it is the programming that tells the tale."

Radio-television editor questionnaire data.--One newspaper in the Little Rock market had a radio-television editor. However, the questionnaire mailed to the editor was not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on KATV were 20 per cent below the average network ratings for the same programs, and this decrease can be related to the signal problem and the lower ratings for the Sunday Night Movie, The Untouchables, Wagon Train, Going My Way, Our Man Higgins, The Donna Reed Show, The Flintstones, I'm Dickens--He's Fenster, and Lawrence Welk. The average ratings for the evening network programs on KTHV were 3 percent below the average network ratings for the same programs, and this decrease can be attributed to the lower ratings for Dennis the Menace, Ed Sullivan, G.E. True, Candid Camera, What's My Line?, Red Skelton, Jack Benny, and The Garry Moore Show. The average ratings for the evening network programs on KARK were 2 per cent below the average network ratings for the same programs, and this decrease can be related to the lower ratings for Walt Disney, The Perry Como Show, International Showtime, Sing Along With Mitch, Jack Paar, and Sam Benedict.

Memphis, Tables 57 and 58

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, WMCT, was the first television station established in the market on December 11, 1948, and was the only television station for five years, until the ABC affiliate, WHBQ, began operation on September 27, 1953. Memphis was a two-station market for another three years, until the establishment of the CBS affiliate, WREC, on January 1, 1956.

Radio stations owned by television affiliates.--All three of the television stations in the Memphis market operated radio stations. WREC-AM began operation in 1922, and it was the oldest radio station in the market owned by a television affiliate. WMCT-AM began operation in 1923, and WHBQ-AM began operation in 1925.

Television stations affiliated with a daily newspaper.--The NBC affiliate, WMCT, was the only television station in the market owned by a newspaper. It was owned by The Memphis Publishing Company, publishers of the morning Commercial Appeal, the evening Press-Scimitar, and the Sunday Commercial Appeal.

Evening network programs telecast.--The ABC affiliate, WHBQ, did not carry, as telecast by the network, three half-hours of evening network time devoted to Close-up and the Roy Rogers and Dale Evans Show. In the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program, Rebel, was telecast. The CBS affiliate, WREC, carried all of the evening network programs at the same hour as telecast by the network. The NBC affiliate, WMCT, did not carry, as

TABLE 57

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE MEMPHIS MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WHBQ	WREC	WMCT
Channel number	13	3	5
Antenna height above average terrain (feet)	1013	1000	1013
Date began operation	9-27-53	1-1-56	12-11-48
Date AM affiliate (if any) began operation.	1925	1922	1923
Newspaper affiliation (if any)	morning evening Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 58

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE MEMPHIS MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	3	2	4
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.. . . .	14	18	12
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m..	19	19	15
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	21	23	17
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	23	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+14	+ 1 ^b	-25

a
Computations made from American Research Bureau data.

b
Less than 1 per cent.

telecast by the network, four half-hours of evening network time devoted to It's a Man's World and Eleventh Hour. In the no-network-service time, Monday, 9:30-10:00 p.m., the syndicated program, Peter Gunn, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WHBQ telecast each day of the week the syndicated program, Sea Hunt; the CBS affiliate, WREC, telecast each day of the week the syndicated program Highway Patrol; and the NBC affiliate, WMCT, telecast news, weather, and Huntley-Brinkley. With the beginning of the evening network programs, the ratings for all three stations increased.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Memphis market, since WHBQ did not telecast any early evening news and the news on WREC was telecast more than thirty minutes prior to the evening network programs, and there was no indication that the news programs on WREC and WMCT had any carry-over audience to the evening network programs.

TV Guide display advertising.--In the Memphis market, TV Guide for the period September 8 through November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, WHBQ, there were 120 column inches of display advertising for the evening network

programs, 72 inches for the local programs, and none for the other network programs--for a total of 192 inches; for the CBS affiliate, WREC, there were 223 inches for evening network programs, 78 inches for local programs, and 3 inches for other network programs--for a total of 304 inches; and for the NBC affiliate, WMCT, there were 301 inches for evening network programs, 78 inches for local programs, and 26 inches for other network programs--for a total of 405 inches.

Newspaper display advertising.--The daily newspapers in the Memphis market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Memphis market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were not returned by any of the television stations in the Memphis market.

Radio-television editor questionnaire data.--Two newspapers in the Memphis market had radio-television editors. However, only one questionnaire was returned. The radio-television editor of the Memphis Commercial Appeal devoted about fourteen hours a week to television viewing and wrote a daily and Sunday column that carried his by-line. He developed his column from program producers' promotional material, network promotional material, local station promotional material, movie stars' personal promotional material, program syndicators' promotional material, personal interviews of TV stars and personal TV viewing. He attended a special screening of the CBS and NBC network television programs for the 1962-63 season,

but did not write a special column covering the previews. The respondent did not believe that his "public image" was a factor in influencing the viewing popularity of evening network programs.

Percentage above or below network ratings.--The average ratings for the evening network programs on WHBQ were 14 percent above the network ratings for the same programs, and this increase can be related to the higher ratings for The Jetsons, Cheyenne, The Rifleman, Stoney Burke, Hawaiian Eye, The Untouchables, Naked City, and Leave it to Beaver. The average ratings for the evening network programs on WREC were less than 1 per cent above the average network ratings, and this increase can be related to the substantially higher ratings for Dobie Gillis and the Beverly Hillbillies. The Beverly Hillbillies received a rating of fifty in the Memphis market. The average ratings for the evening network programs on WMCT were 25 per cent below the average network ratings, and this decrease can be attributed to the lower ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, The Price is Right, Brinkley's Journal, Laramie, Empire, Dick Powell, The Perry Como Show, Dr. Kildare, Hazel, The Andy Williams Show, International Showtime, Sing Along With Mitch, and Jack Paar.

Miami, Tables 59 and 60

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The CBS affiliate, WTVJ, was the first television station established in the market on March 21,

TABLE 59

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE MIAMI MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WLBW	WTVJ	WCKT
Channel number	10	4	7
Antenna height above average terrain (feet)	1002	983	950
Date began operation	11-20-61	3-21-49	7-29-56
Date AM affiliate (if any) began operation.
Newspaper affiliation (if any)	morning evening Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 60

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE MIAMI MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	3	5	4
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m. . . .	5	26	19
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	8	27	21
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	15	25	23
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	25	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-20	+ 1	+ 5

^a

Computations made from American Research Bureau data.

1949, and was the only television station for almost seven years, until the NBC affiliate, WCKT, was established on July 29, 1956. Miami was a two-station market for another five years, until the beginning of operation of the ABC affiliate, WLBW, November 20, 1961. The ABC affiliate and the NBC affiliate both had considerable difficulty with the Federal Communications Commission and were continually in the news for a number of years.

Radio stations owned by television affiliates.--None of the television stations were affiliated with a radio station in the Miami market.

Television stations affiliated with a daily newspaper.--The NBC affiliate, WCKT, was the only television station in the Miami market owned by a newspaper. It was owned by the Miami Herald Publishing Company, publishers of the morning Miami Herald and the Sunday Miami Herald.

Evening network programs telecast.--The ABC affiliate, WLBW, did not carry, as telecast by the network, three half-hours of evening network time devoted to The Jetsons, and The Roy Rogers and Dale Evans Show, and in the no-network-service time, Friday, 10:30-11:00 p.m., a public service program was telecast. The CBS affiliate, WTVJ, did not carry, as telecast by the network, five half-hours of evening network time devoted to Marshal Dillon, The Lloyd Bridges Show, CBS Reports, and Mr. Ed. The NBC affiliate, WCKT, did not carry, as telecast by the network, four half-hours of evening network time devoted to It's a Man's World and International Showtime; and in the no-network-service time, Monday, 10:30-11:00 p.m., the syndicated

program, Biography, was telecast.

Lead-in ratings.--There was a considerable difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WLBW telecast, on an alternate basis, Ensign O'Toole, Lock Up, Tops in Sports, The Jetsons, and The Lloyd Bridges Show; WTVJ telecast, on an alternate basis, Mr. Ed, the first half-hour of a feature movie, Death Valley Days, Checkmate, and Ripcord; and WCKT telecast, on an alternate basis, the first half-hour of Monday Night at the Movies, Quick Draw McGraw, Yogi Bear, Huckleberry Hound, and Riverboat. With the beginning of the evening network programs, WLBW's average ratings increased seven points, WTVJ's average ratings decreased two points; and WCKT's ratings increased two points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Miami market, even though the news operation of the CBS affiliate, WTVJ, was considered to be one of the finest in the United States. The evening news programs of all three stations were telecast thirty minutes or more prior to the beginning of the evening network programs and there was no indication of a carry-over audience to the syndicated programs during the thirty minutes immediately preceding the evening network programs.

TV Guide display advertising.--TV Guide for the Miami market was not available for analysis in terms of column inches of display

advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Miami market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Miami market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by the CBS affiliate, WTVJ. Questionnaire data indicated that WTVJ had a well coordinated promotional schedule of heavy morning, evening, and Sunday newspaper display advertising and three to six inches of display advertising in each weekly issue of TV Guide.

Other promotional activities included: the use of 22 outdoor boards for thirteen weeks; a local audience participation show for kids was telecast five times a week; sports schedules imprinted with the station's call letters were distributed; display advertising was used in football programs and programs for other sports events; promotional labels imprinted with the station's call letters were used on all home water bottles in southern Florida; station's call letters and advertising were used on the sides of Railway Express trucks; window displays were used in a number of stores; bumper stickers were distributed throughout southern Florida; matchbooks imprinted with the station's call letters were distributed; posters imprinted with the station's call letters and pictures of the station's personalities were placed in a number of retail stores; radio announcements were purchased on a number of stations throughout southern Florida; the studios were located on a relatively high auto-

traffic street, and a marquee was used to advertise the programs of WTVJ. A heavy schedule of on-the-air promotional announcements for network programs was telecast regularly: 600 were telecast in September, 400 in October, and 100 in November, 1962. WTVJ telecast a special local program previewing the upcoming TV shows for the 1962-63 season and repeated the program early in the season. Special and extensive merchandising and promotional activities were carried out for Popeye Playhouse, Renick Reporting, Noon News, Early Show, Big Show, Checkmate, Death Valley Days, Beverly Hillbillies, Perry Mason, The Nurses, Ripcord, NCAA Football, The Defenders, and Ed Sullivan. The respondent stated: "Ralph Renick, our news director for thirteen years, has won more awards than anyone else in the country. We promote his programs the year around and, consequently, our news operation is the best in the market. However, the high ratings for our evening network programs probably are due to the success of the CBS network television programs in the southern Florida area."

Radio-television editor questionnaire data--Two newspapers in the Miami market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings--The average ratings for the evening network programs on WLBW were 20 per cent below the average network ratings for the same programs. This decrease can be related to the lower ratings received for the Sunday Night Movie, Cheyenne, The Rifleman, Stoney Burke, Ben Casey, Going My Way, Leave it to Beaver, 77 Sunset Strip, Mr. Smith Goes to Washington, and Lawrence Welk. The average ratings for the evening network programs on WTVJ

were 1 per cent above the average network ratings for the same programs. This increase can be attributed to the high ratings for Candid Camera, Red Skelton, Jackie Gleason (who is identified with Miami), and Godfrey/Defenders. The average ratings for the evening network programs on WCKT were 5 per cent above the average network ratings for the same programs, and this increase was reflected in the higher ratings for Danny Kaye/Bonanza, Saints and Sinners, The Price is Right, Brinkley's Journal, The Perry Como Show, The Andy Williams Show, Sam Benedict, and The Joey Bishop Show.

Nashville, Tables 61 and 62

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, WSM, was the first television station established in the market on September 30, 1950, and was the only television station for over three years, until the ABC affiliate, WSIX, began operation on November 28, 1953. The CBS affiliate, WLAC, began operation on August 6, 1954.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations. WSM-AM began operation in 1925, and it was the oldest radio station in the market owned by a television affiliate. WLAC-AM began operation in 1926, and WSIX-AM began operation in 1927.

Television stations affiliated with a daily newspaper.--None of the television stations in the Nashville market were affiliated with a daily newspaper.

TABLE 61

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE NASHVILLE MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WSIX	WLAC	WSM
Channel number	8	5	4
Antenna height above average terrain (feet)	1353	1367	1408
Date began operation	11-28-53	8-6-54	9-30-50
Date AM affiliate (if any) began operation.	1927	1926	1925
Newspaper affiliation (if any)

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 62

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE NASHVILLE MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	1	2	4
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	10	14	14
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	14	14	22
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	22	20
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	23	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	- 2	- 6	- 7

^a

Computations made from American Research Bureau data.

Evening network programs telecast.--The ABC affiliate, WSIX, did not carry, as telecast by the network, one-half hour of evening network time devoted to Ozzie and Harriet; and in the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program, Sea Hunt, was telecast. The CBS affiliate, WLAC, did not carry, as telecast by the network, two half-hours of evening network time devoted to The Nurses. The NBC affiliate, WSM, did not carry, as telecast by the Network, four half-hours of evening network time devoted to Chet Huntley Reporting, Wide Country, and The Joey Bishop Show. In the no-network-service time, Monday, 9:30-10:00 p.m., the public service program, Probe, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WSIX telecast the syndicated program, Rebel, each day of the week; WLAC telecast Newsbeat, weather, and CBS News; and WSM telecast Date Line, weather, and Huntley-Brinkley. With the beginning of the evening network programs, WSIX's average ratings increased four points; WLAC's average ratings increased eight points; and WSM's average ratings decreased two rating points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Nashville market, since only two of the three stations telecast news immediately preceding the beginning of the evening

network programs and there was no indication of a carry-over audience.

TV Guide display advertising.--In the Nashville market, TV Guide for the period September 8 through November 30, 1962 was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, WSIX, there were 120 column inches of display advertising for the evening network programs, 72 inches for local programs, and none for other network programs, for a total of 192 inches; for WLAC there were 223 inches for the evening network programs, 78 inches for local programs, and 3 inches for other network programs--for a total of 304 inches. For WSM there were 301 inches for the evening network programs, 78 inches for local programs, and 26 inches for other network programs --for a total of 405 inches.

Newspaper display advertising.--The daily newspapers in the Nashville market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Nashville market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by WLAC. Questionnaire data indicated that WLAC maintained a well coordinated promotional schedule with heavy display advertising in the morning, evening, and Sunday newspapers, and six inches of display advertising in each issue of TV Guide. Other promotional activities included: direct mail promotional pieces mailed to television homes at intermediate intervals; a local audience participation

show for kids was telecast five times a week; space was provided for ladies' club meetings; sports schedules imprinted with the station's call letters were distributed; letters were sent to various civic groups about programs that might be of particular interest to them; and a schedule of on-the-air announcements for evening network programs were telecast regularly, with 100 being telecast in September, 173 in October, and 134 in November. The studios were located on a relatively high auto-traffic street, and the station telecast a special network program previewing the upcoming TV programs for the 1962-63 season. The respondent felt that the reasons for a station's evening program ratings being higher or lower than those of the network for the same programs was due to the audience having a stronger identification with a particular local station and to the possible effect of on-the-air promotional announcements; but that, in the long run, it was probably the program tastes of the viewers that made the difference.

Radio-television editor questionnaire data.--Two newspapers in the Nashville market had radio-television editors. However, only one questionnaire was returned. The radio-television editor of the Nashville Banner devoted about fifteen hours a week to television viewing and wrote the column, "Watching Machine," that carried his by-line. He developed his column from program producers' promotional material, network promotional material, local station promotional material, TV stars' personal promotional material, program sponsors' promotional material, feature films, promotional films, program syndicators' promotional material, personal interviewing of TV stars, personal "leg work," and personal TV viewing. The editor attended a special

screening of ABC, CBS, and NBC network programs for the 1962-63 season, but did not write a special column covering the preview.

Percentage above or below network ratings.--The average rating for the evening network programs on WSIX were 2 per cent below the average network ratings for the same programs, and this decrease can be related to the lower ratings for the Sunday Night Movie, Ben Casey, Going My Way, and Lawrence Welk. The average ratings for the evening network programs on WLAC were 6 per cent below the average network ratings for the same programs. This decrease can be attributed to the lower ratings for Ed Sullivan, Jack Benny, The Garry Moore Show, Alfred Hitchcock, Jackie Gleason, Godfrey/Defenders, and Have Gun, Will Travel. The average ratings for the evening network programs on WSM were 7 per cent below the average network ratings for the same programs; this decrease can be related to the lower ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, The Price is Right, The Perry Como Show, Dr. Kildare, and International Showtime.

New Orleans, Tables 63 and 64

Signal coverage.--Only two of the three television stations provided good signal coverage of the metropolitan area. The ABC affiliate, WVUE, had a signal problem in certain sections of the three-county metropolitan area. The signal problem was due to the low operation power.

First television station established.--The NBC affiliate, WDSU, was the first television station established in the market on December 18, 1948, and was the only television station for nine years,

TABLE 63

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE NEW ORLEANS MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WVUE	WWL	WDSU
Channel number	12	4	6
Antenna height above average terrain (feet)	1049	710	930
Date began operation	12-17-58	9-7-57	12-18-48
Date AM affiliate (if any) began operation.	1922	1923
Newspaper affiliation (if any)

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 64

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE NEW ORLEANS MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	5	2
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	7	13	20
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	5	18	27
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	17	25	24
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	24	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	- 6	+ 1	+10

a

Computations made from American Research Bureau data.

until the beginning of operation of the CBS affiliate, WWL, on September 7, 1957. The ABC affiliate, WVUE, began operation on December 17, 1958.

Radio-stations owned by television affiliates.--Two of the three television stations in the New Orleans market operated radio stations. WWL-AM began operation in 1922, and it was the oldest radio station in the market owned by a television affiliate. WDSU-AM began operation in 1923.

Television stations affiliated with a daily newspaper.--None of the television stations in the New Orleans market were affiliated with a daily newspaper in the New Orleans area.

Evening network programs telecast.--The ABC affiliate, WVUE, carried all of the network programs at the same hour as telecast by the network; and in the no-network-service time--Friday, 9:30-10:00 p.m.--the syndicated program, Mr. Lucky was telecast. The CBS affiliate, WWL, did not carry five half-hours of evening network time devoted to Marshal Dillon, one-half hour of CBS Reports, Fair Exchange, and Eyewitness to History. The NBC affiliate, WDSU, did not carry, as telecast by the network, two half-hours of evening network time devoted to Chet Huntley Reporting and Don't Call Me Charlie. In the no-network-service time, Monday, 9:30-10:00 p.m., the syndicated program, Danger Man, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs; and there was a difference in the ratings for each of the stations for the half-hour immediately

preceding the evening network programs. During the half-hour, Monday through Friday, WVUE telecast news, sports, and ABC News; WWL telecast the syndicated program M.-Squad each day of the week; and WDSU telecast news, sports, weather, and Huntley-Brinkley. With the beginning of the evening network programs, WVUE's average ratings increased twelve points, WWL's average ratings increased seven points, and WDSU's average ratings decreased three points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the New Orleans market, since only two of the three television stations telecast news prior to the beginning of the evening network programs. There was no indication that the news had a carry-over audience to the following programs.

TV Guide display advertising.--In the New Orleans market, TV Guide for the period September 8 through November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, WVUE, there were 169 column inches of display advertising for the evening network programs, 13 inches for local programs, and none for other network programs--for a total of 182 inches. For the CBS affiliate, WWL, there were 171 inches for the evening network programs, 3 inches for local programs, and none for other network programs--for a total of 172 inches; and for the NBC affiliate, WDSU, there were 320 inches for evening network programs, 216 for local programs, and 24 inches for other network programs--for a total of 560 inches.

Newspaper display advertising.--The daily newspapers in the New Orleans market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the New Orleans market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by the ABC affiliate, WVUE. Questionnaire data indicated that WVUE had a light promotional schedule but did use some display advertising in the morning, evening, and Sunday newspapers, and used only 81 inches of display advertising in TV Guide during the three-month period. The studios were not located on a high-traffic street, but the station did have a marquee and used it for evening network program advertising. A schedule of on-the-air announcements for evening programs was telecast regularly, with 500 being telecast in September, 550 in October, and 350 in November, 1962. The respondent felt that below average ratings for some of the network programs were due to the signal problem in some sections.

Radio-television editor questionnaire data.--Two newspapers in the New Orleans market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on WVUE were 6 per cent below the average network ratings for the same programs. This decrease can be related to the signal problem in some sections and the low ratings for Wagon Train, Going My Way, Ozzie and Harriet, Donna Reed,

Leave it to Beaver, Gallant Men, and Lawrence Welk. The average ratings for the evening network programs on WWL were 1 per cent above the average network ratings for the same programs, and this increase can be related to the high ratings for Candid Camera, What's My Line?, Danny Thomas, Beverly Hillbillies, Rawhide, and Route 66. The average ratings for the evening network programs on WDSU were 10 per cent above the average network ratings for the same programs. This increase can be related in the higher ratings for Danny Kaye/Bonanza, It's a Man's World, Laramie, Dick Powell, The Virginian, Eleventh Hour, Wide Country, and Hazel.

Norfolk-Portsmouth, Tables 65 and 66

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area and all operated at full power.

First television station established.--The CBS affiliate, WTAR, located in Norfolk, was the first television station established in the market, April 2, 1950, and was the only station in the market for over seven years, until the NBC affiliate, WAVY, located in Portsmouth began operation on September 1, 1957. The ABC affiliate, WVEC, located in Hampton began operation on November 13, 1959.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations. WTAR-AM began operation in 1923, and was the oldest radio station in the market owned by a television affiliate. WAVY-AM began operation in 1942, and WVEC-AM began operation in 1948.

TABLE 65

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE NORFOLK-PORTSMOUTH MARKET,
NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WVEC	WTAR	WAVY
Channel number	13	3	10
Antenna height above average terrain (feet)	439	980	990
Date began operation	11-13-59	4-2-50	9-1-57
Date AM affiliate (if any) began operation.	1948	1923	1942
Newspaper affiliation (if any)	morning evening Sunday	. .

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 66

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE NORFOLK-PORTSMOUTH MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	4	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m..	10	15	13
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m..	9	17	13
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	15	24	17
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network	-19	+ 1	-25

a

Computations made from American Research Bureau data.

Television stations affiliated with a daily newspaper.--The CBS affiliate, WTAR, was the only television station in the Norfolk-Portsmouth market which was owned by a daily newspaper. It was owned by the Norfolk-Portsmouth Newspapers, Inc., publishers of the morning and Sunday Virginian-Pilot and the evening Ledger-Dispatch and Portsmouth Star.

Evening network programs telecast.--The ABC affiliate, WVEC, carried all of the network programs as telecast by the network, and in the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Everglades, was telecast. The CBS affiliate, WTAR, did not carry, as telecast by the network, four half-hours of evening network time devoted to Marshal Dillon, The Lloyd Bridges Show, and Fair Exchange. The NBC affiliate, WAVY, carried all of the network programs at the same hour as telecast by the network, and in the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Keyhole, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs; and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WVEC telecast, on an alternate basis, Medic, M.-Squad, Dragnet, Ripcord, and Sea Hunt; WTAR telecast, on an alternate basis, Sons of the Pioneers, the first half-hour of Movie Three, Biography, Death Valley Days, and Tallahassee 7,000; and WAVY telecast, on an alternate basis, King of Diamonds, Hennesey, Sir Francis Drake, Restless Gun, and

Bat Masterson. With the beginning of the evening network programs, WVEC's average ratings increased six points, WTAR's average ratings increased seven points, and WAVY's average ratings increased four points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Norfolk-Portsmouth market, since the evening news programs of all three stations were telecast thirty minutes or more prior to the beginning of the evening network programs and there was no indication of a carry-over audience to the syndicated programs during the thirty minutes immediately preceding the evening network programs.

TV Guide display advertising.--In the Norfolk-Portsmouth market, TV Guide for the period September 8 through November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, WVEC, there were 104 column inches of display advertising for the evening network programs, 91 inches for local programs and none for other network programs--for a total of 195 inches; for the CBS affiliate, WTAR, there were 81 inches for the evening network programs, 59 inches for local programs, and none for other network programs--for a total of 140 inches; and for the NBC affiliate, WAVY, there were 265 inches for the evening network programs, 59 inches for local programs, and 20 inches for other network programs, for a total of 344 inches.

Newspaper display advertising.--The morning Hampton Roads Daily

Press, the evening Hampton Roads Times-Herald and the Sunday Hampton Roads Daily Press for the period September 8 through November 30, 1962, were analyzed in terms of column inches of display advertising for each of the television stations. Since all six newspapers were not available for analysis, a true index of the display advertising activities of the stations cannot be assessed. However, in the morning Hampton Roads Daily Press, the evening Hampton Roads Times-Herald, and the Sunday Hampton Roads Daily Press, for the ABC affiliate, WVEC, there were 393 column inches of display advertising for the evening network programs, 16 inches for local programs and none for other network programs, for a total of 409 inches; for the CBS network affiliate, WTAR, there were 358 inches for the evening network programs, 7 inches for local programs, and none for other network programs, for a total of 365 inches; for the NBC affiliate, WAVY, there were 164 inches for the evening network programs, 214 inches for local programs and none for other network programs, for a total of 378 inches.

Newspaper content analysis.--In the content analysis of the morning Hampton Roads Daily Press, relative to television, it was found that the television program schedule usually appeared on the same page with the theater advertising; the newspaper did not have a regular radio-television editor; and very little television display advertising appeared in the Hampton Roads Daily Press.

In the content analysis of the evening Hampton Roads Times-Herald, the television program schedule usually appeared on the same page with the theater advertising; in the Friday edition of the

newspaper, a full page was devoted to the television programming for the coming week; the syndicated column, "TV Highlights," by Cynthia Lowry, was a regular feature; and there was very little television display advertising in the Hampton Roads Times-Herald.

In the content analysis of the Sunday Hampton Roads Daily Press, it was found that the television program schedule usually appeared on the same page with the theater advertising; the newspaper did not have a regular radio-television editor on the staff, but did run a television column from syndicated information; the schedule of sports on television appeared in the sports pages each Sunday; and there was very little television display advertising in the Sunday Hampton Roads Daily Press; and no advertising for radio stations.

Station questionnaire data.--Station questionnaires were returned by WTAR and WAVY. Questionnaire data indicated that WTAR had a comprehensive promotion schedule, utilizing display advertising in the morning, evening, and Sunday newspapers, in TV Guide, in local free television schedules, and in several shopping news publications. Other promotional activities included grocery store shelf talkers imprinted with the station's call letters; appearances by station personnel, and extensive promotional activities in behalf of store grand openings; a local audience participation show for teenagers; provided space for businessmen's and ladies' club meetings; sports schedules imprinted with the station's call letters were distributed; special and extensive merchandising and promotional activities were carried out for a number of television programs; and the use of cross-plugs several times each day in cooperation with WAVY-AM. The

studios were located on a relatively high auto-traffic street, and a marquee was used for promotion of evening network television programs. A schedule of on-the-air announcements for evening network programs was telecast regularly. WTAR telecast a special local program previewing the upcoming television shows for the 1962-63 season, and also telecast a special network program previewing the upcoming television season. The respondent felt that the station's image was excellent because it was the oldest station in Virginia and a highly ethical broadcasting operation.

The questionnaire data from WAVY indicated that the station had an extensive promotional schedule, utilizing display advertising in morning, evening, and Sunday newspapers; in the Sunday TV inserts; 6 column inches in each weekly issue of TV Guide; and in local television program schedules. Other promotional activities included the use of fifty outdoor boards for a period of four weeks; the use of grocery store dump displays imprinted with the station's call letters in a number of grocery stores; and the distribution of sports schedules imprinted with the station's call letters. Special and extensive merchandising and promotional activities were carried out for Sir Francis Drake, Hennessy, Bat Masterson, Keyhole, Restless Gun, and Deputy. Cross-plugs were used daily in cooperation with WAVY-AM, and a schedule of on-the-air announcements for evening network programs were telecast regularly. The respondent felt that the station's image was good because of the outstanding public affairs programming, but that WAVY was second in the market because the first station in the market was affiliated with the CBS network.

Radio-television editor questionnaire data.--Only one of the newspapers, the morning Virginian-Pilot, returned a radio-television editor questionnaire. Their radio-television editor normally viewed television about one and one-half hours a week, but indicated that in the fall his viewing was a little heavier. He wrote a column for the Friday edition of the newspaper's tear-out log. The column was headlined "Air-Looms" and carried his by-line. His column was developed from program producers' promotional material, network promotion material, local promotional material, TV stars' promotional material, program sponsors' promotional material, feature films' promotional material, personal interviews with TV stars, and personal viewing. When recommending particular programs for viewing, the editor took into consideration the intent of the programs, its worth to the viewers, and the craftsmanship of production and acting. When asked to comment about his "public image," he said: "I know we get letters and phone calls on content of our columns. I don't know whether I'm influencing anyone, but it's comforting to know that somebody reads the column other than myself."

Percentage above or below network ratings.--The average ratings for the evening network programs on WVEC were 19 per cent below the average network ratings for the same programs. This decrease can be related to the lower ratings for The Rifleman, Ben Casey, Hawaiian Eye, The Untouchables, Going My Way, Ozzie and Harriet, My Three Sons, 77 Sunset Strip, and Lawrence Welk. The average ratings for the evening network programs on WIAR were 1 per cent above the average ratings for the same programs, and this increase can be

accounted for by the substantially higher ratings for Red Skelton, Beverly Hillbillies, Dick Van Dyke, and Have Gun Will Travel. The average ratings for the evening network programs on WAVY were 25 per cent below the average network ratings for the same programs and this decrease can be related to the substantially lower ratings for Walt Disney, Car 54--Where Are You?, Danny Kaye/Bonanza, Dinah Shore/Dupont, It's a Man's World, The Price is Right, Empire, The Perry Como Show, Dr. Kildare, Hazel, The Andy Williams Show, International Showtime, Jack Paar, and Sam Benedict.

Oklahoma City, Tables 67 and 68

Signal coverage.--Only two of the three television stations provided good signal coverage of the metropolitan area. The ABC affiliate, KOCO, had a signal problem in certain sections of the metropolitan area. The signal problem was due to the low operating power and the location of the antenna about thirty miles north of the Oklahoma City city limits.

First television station established.--The NBC affiliate, WKY, was the first television station established in the market, June 6, 1949, and was the only television station for four and one-half years, until the beginning of operation of the CBS affiliate, KWTW, on December 20, 1953. The ABC affiliate, KOCO, licensed to Enid, Oklahoma, began operation on July 6, 1954.

Radio stations owned by television affiliates.--WKY's AM affiliate, WKY, began operation in 1920, and was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--The

TABLE 67

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE OKLAHOMA CITY MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KOCO	KWTV	WKY
Channel number	5	9	4
Antenna height above average terrain (feet)	1386	1520	927
Date began operation	7-6-54	12-20-53	6-6-49
Date AM affiliate (if any) began operation.	1920
Newspaper affiliation (if any)	morning evening Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 68

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE OKLAHOMA CITY MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	4	5	4
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	5	10	18
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	8	10	27
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	16	23	24
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-20	- 3	+14

^a Computations made from American Research Bureau data.

NBC affiliate, WKY, was the only television station in the Oklahoma City market owned by a daily newspaper. It was owned by The Oklahoma Publishing Company, publishers of the morning and Sunday Daily Oklahoman and the evening Oklahoma City Times.

Evening network programs telecast.--The ABC affiliate, KOCO, did not carry, as telecast by the network, four half-hours of evening network time devoted to Howard K. Smith, Close-up, and Fight of the Week. In the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program Peter Gunn was telecast. The CBS affiliate, KWTW, did not carry, as telecast by the network, five half-hours of evening network time devoted to Stump the Stars, Jack Benny, Mr. Ed, and Fair Exchange. The NBC affiliate, WKY, did not carry, as telecast by the network, four half-hours of evening network time devoted to Chet Huntley Reporting, Don't Call Me Charlie, and Jack Paar; and in the no-network-service time, Monday, 9:30-10:00 p.m., the syndicated program, Ann Southern, was telecast.

The lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KOCO telecast Mr. Magoo and Tracy five days a week; and in the last two minutes of the half-hour, presented news headlines. The CBS affiliate, KWTW, telecast Oklahoma Report, editorial, and weather. WKY telecast Newsroom, and weather. With the beginning of the evening network programs, KOCO's average rating increased eight

points, KWTV's increased thirteen points, and WKY's decreased three points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Oklahoma City market, since one station does not program news during the thirty minutes prior to the beginning of the evening network programs, and there was no indication that there was a carry-over audience from the news programs to the evening network programs.

TV Guide display advertising.--TV Guide for the Oklahoma City market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Oklahoma City market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Oklahoma City market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by the ABC affiliate, KOCO. Questionnaire data indicated that in the Oklahoma City market the daily newspapers charge for publishing the daily program schedule of the television stations. KOCO did not use any display advertising in the daily newspapers; however, 6 to 13 inches were used each week in TV Guide. Other promotion and merchandising activities included a local audience participation show for kids, which was telecast five times a week;

daily telecast of a bingo type of television program; and a fairly heavy schedule of on-the-air promotional announcements for evening network programs were telecast regularly, with 350 announcements telecast regularly, with 350 announcements telecast in September, 375 in October, and 300 in November, 1962. The station telecast a special network program previewing the upcoming television shows for the 1962-63 season. The respondent noted that KOCO generally had lower ratings in the metropolitan area, but indicated that this was because the station was about thirty miles north of the city limits.

Radio-television editor questionnaire data.--One newspaper in the Oklahoma City market had a radio-television editor. However, the questionnaire mailed to the editor was not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on KOCO were 20 per cent below the average network ratings for the same programs, and this decrease can be related to the signal problem and to the low ratings for Ben Casey, Combat, Hawaiian Eye, Going My Way, Naked City, the Donna Reed Show, My Three Sons, The Flintstones, 77 Sunset Strip, and Lawrence Welk. The average ratings for the evening network programs on KWTV were 3 per cent below the average network ratings for the same programs, and this decrease can be attributed to the lower ratings for Dennis the Menace, Ed Sullivan, The Real McCoys, To Tell the Truth, I've Got a Secret, Perry Mason, and Jackie Gleason. The average ratings for the evening network programs on WKY were 14 per cent above the average network ratings for the same programs, and this increase can be accounted for by the substantially higher ratings

for It's a Man's World, Brinkley's Journal, Laramie, Empire, Dick Powell, The Perry Como Show, Eleventh Hour, Wide Country, The Andy Williams Show, and The Joey Bishop Show.

Omaha, Tables 69 and 70

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The CBS affiliate, WOW, was the first television station established in the market on August 29, 1949. The NBC affiliate, KMTV, began operation on September 1, 1949, and Omaha was a two-station market for eight years, until the beginning of operation of the ABC affiliate, KETV, on September 17, 1957.

Radio stations owned by television affiliates.--Two of the three television stations in the Omaha market operated radio stations. WOW-AM began operation in 1923, and it was the oldest radio station in the market owned by a television affiliate. KMTV's AM affiliate, KFAB, began operation in 1924.

Television stations affiliated with a daily newspaper.--The ABC affiliate, KETV, was the only television station in the Omaha market owned by a daily newspaper. It was owned by the World Publishing Company, publishers of the morning, evening, and Sunday Omaha World-Herald.

Evening network programs telecast.--The ABC affiliate, KETV, did not carry, as telecast by the network, two half-hours of evening network time devoted to Howard K. Smith and Close-up, and in the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated

TABLE 69

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE OMAHA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KETV	WOW	KMTV
Channel number	7	6	3
Antenna height above average terrain (feet)	629	594	590
Date began operation	9-17-57	8-29-49	9-1-49
Date AM affiliate (if any) began operation.	1923	1924
Newspaper affiliation (if any)	morning evening Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 70

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE OMAHA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	2	3	1
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	10	7	15
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	13	10	19
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	24	22	21
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	19	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+27	- 8	- 2

^a Computations made from American Research Bureau data.

program Dragnet was telecast. The CBS affiliate, WOW, did not carry, as telecast by the network, three half-hours of evening network time devoted to To Tell the Truth, Stump the Stars, and Marshal Dillon. The NBC affiliate, KMTV, did not carry, as telecast by the network, one half-hour of evening network time devoted to Chet Huntley Reporting, and in the no-network-service time, Monday, 9:30-10:00 p.m., KMTV carried the program Stump the Stars, which was not carried by the CBS affiliate.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs. During the half hour, Monday through Friday, KETV telecast Highway Patrol on Monday, Tuesday, Thursday, and Friday, and telecast Death Valley Days on Wednesday; WOW telecast news, weather and sports; and KMTV telecast weather, news, sports, and Huntley-Brinkley. With the beginning of the evening network programs, KETV's average ratings increased eleven points; WOW's average ratings increased twelve points, and KMTV's average ratings increased two points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Omaha market, since only two of the stations telecast their local evening news programs during the thirty minutes prior to the beginning of the evening network programs and there was no indication of a carry-over audience to the evening network programs, since the ratings for all stations increased as soon as the evening network programs began.

TV Guide display advertising.--In the Omaha market, TV Guide for the period September 8 through November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, KETV, there were 127 column inches of display advertising for evening network programs, 156 inches for local programs, and none for other network programs, for a total of 283 column inches; for the CBS affiliate, WOW, there were 258 inches for evening network programs, 48 inches for local programs and 39 inches for other network programs, for a total of 345 inches; and for the NBC affiliate, KMTV, there were 346 inches for evening network programs, 52 inches for local programs and 13 inches for other network programs, for a total of 411 inches.

Newspaper display advertising.--All of the morning, evening, and Sunday newspapers for the Omaha market for the period September 8 through November 30, 1962 were analyzed in terms of column inches of advertising for each of the television stations, Table 16. For the ABC affiliate, KETV, there were 2,156 column inches of display advertising for evening network programs, 1,247 inches for local programs and none for other network programs, for a total of 3,403 inches; for the CBS affiliate, WOW, there were 667 inches for evening network programs, 319 inches for local programs, and 14 inches for other network programs, for a total of 1,000 inches; and for the NBC affiliate, KMTV, there were 214 inches for evening network programs, 36 inches for local programs, and none for other network programs, for a total of 250 inches.

Newspaper content analysis.--In the content analysis of the

Omaha newspapers, relative to television, it was found that in the morning Omaha World-Herald the television program listings were usually shown on the same page, the inside back page, with the television stations being listed in numerical order by channel number. The newspaper did not have a regular radio-television editor and did not carry a syndicated television column; however, on the front page of the newspaper there was often something featured regarding the television hearings taking place in Omaha and other cities. Most of the television display advertising appeared on the same page as the daily program schedule for the television stations. There was very little display advertising for any of the radio stations, and that which did appear was usually on the sports page for sports programs.

In the content analysis of the evening Omaha World-Herald, it was found that the same format as that for the morning paper was maintained, with the television program schedules on the inside back page, and with most of the television display advertising appearing on the same page.

In the content analysis of the Sunday Omaha World-Herald, it was found that a separate TV magazine with a listing of all of the programs for the entire week was published with the Sunday newspaper and that a number of syndicated columns appeared on an irregular basis. Some of the syndicated writers were: Bob Barnes, Cynthia Lowry, Jack Gaver, Bob Thomas, Robert McMorris, and Jack Gould. There was very little display advertising for the television stations in the Sunday television insert and no display advertising for any of the radio stations.

Station questionnaire data.--None of the television stations in the Omaha market returned a station questionnaire.

Radio-television editor questionnaire data.--One newspaper in the Omaha market had a radio-television editor. However, the questionnaire mailed to the editor was not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on KETV were 27 per cent above the network ratings, and this increase can be attributed to the substantially higher local evening ratings for The Sunday Night Movie, Cheyenne, The Rifleman, Stoney Burke, Ben Casey, Combat, The Untouchables, Wagon Train, Going My Way, Our Man Higgins, Naked City, McHale's Navy, Gallant Men, The Flintstones, and 77 Sunset Strip. The average ratings for the evening network programs on WOW were 8 per cent below the average network ratings for the same programs, and this decrease can be related to the lower ratings for Dennis the Menace, Ed Sullivan, The Real McCoys, I've Got a Secret, Perry Mason, The Nurses, Rawhide, Route 66, Jackie Gleason, Godfrey/Defenders, and Have Gun Will Travel. The average ratings for the evening network programs on KMTV were 2 per cent below the average network ratings for the same programs, and this decrease can be attributed to lower ratings for Danny Kaye/Bonanza, The Virginia, Dr. Kildare, International Showtime, and Sam Benedict.

Orlando-Daytona Beach, Tables 71 and 72

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

TABLE 71

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE ORLANDO-DAYTONA BEACH MARKET,
NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WLOF	WDBO	WESH
Channel number	9	6	2
Antenna height above average terrain (feet)	610	540	940
Date began operation	2-1-58	7-1-54	5-29-56
Date AM affiliate (if any) began operation.	1940	1924	1948
Newspaper affiliation (if any)	morning evening Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 72

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE ORLANDO-DAYTONA BEACH MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	1	1	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m..	10	17	17
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m..	13	17	18
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	15	25	19
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-11	+ 6	-11

a

Computations made from American Research Bureau data.

First television station established.--The CBS affiliate, WDBO, located in Orlando was the first television station established in the market, July 1, 1954, and was the only television station for almost two years, until the beginning of operation of the NBC affiliate, WESH, located in Daytona Beach, on May 29, 1956. The ABC affiliate, WLOF, located in Daytona Beach, began operation on February 1, 1958.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations. WDBO-AM began operation in 1924, and it was the oldest radio station in the market owned by a television affiliate. WLOF-AM began operation in 1940, and WESH's AM affiliate, WNDB, began operation in 1948.

Television stations affiliated with a daily newspaper.--The NBC affiliate, WESH, was the only television station in the Orlando-Daytona Beach market owned by a daily newspaper. It was owned by the News-Journal Corporation, publishers of the morning Daytona Beach Journal, the evening Daytona Beach News, and the Sunday Daytona Beach News-Journal.

Evening network programs telecast.--The ABC affiliate, WLOF, did not carry, as telecast by the network, one half-hour of evening network time devoted to Ozzie and Harriet. In the no-network-service time, Friday, 10:30-11:00 p.m., a local public service program was telecast. The CBS affiliate, WDBO, did not carry, as telecast by the network, one half-hour of evening network time devoted to Dobie Gillis. The NBC affiliate, WESH, carried all of the evening network

programs at the same hour as telecast by the network; and in the no-network-service time, Monday, 10:30-11:00 p.m., a public service program was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WLOF telecast, on an alternate basis, Ripcord, Keyhole, Biography, Sea Hunt, and Danger Man; WDBO telecast News Reviews, and CBS News; and WESH telecast, on an alternate basis, Silent Service, Whiplash, Deputy, You Are There, and Air Power. With the beginning of the evening network programs, WLOF's average ratings increased eight points, WDBO's average ratings increased eight points, and WESH's average ratings increased one point.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Orlando-Daytona Beach market, since the evening news programs for two of the stations were telecast thirty minutes or more prior to the beginning of the evening network programs, and for the station that carried the news programs immediately preceding the evening network programs there was no indication of a carry-over audience.

TV Guide display advertising.--TV Guide for the Orlando-Daytona Beach market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Orlando-Daytona Beach market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Orlando-Daytona Beach market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were returned by WDBO and WESH. Questionnaire data indicated that WDBO did not have an extensive promotional schedule, but did use 6 inches of display advertising in each weekly issue of TV Guide; 25 taxi posters were used one week each month throughout the year; and they telecast a local audience participation show for kids five times a week; a neon sign with the station's call letters was mounted on the antenna; a schedule of cross-plugs in cooperation with WDBO-AM was used regularly; and a regular schedule of on-the-air announcements for evening network television programs was telecast. The station telecast a special local program previewing the upcoming television shows for the 1962-63 season, and telecast the network program previewing the new television season. The respondent felt that the station's image was excellent because of the close contact with the community leaders; and because of the special effort by the station to assist law enforcement officials by developing special programs concerned with law enforcement. In response to the reasons why a station's evening network program ratings are higher or lower than the national ratings for the same programs, the respondent felt that it was due to the

programs themselves.

Questionnaire data from the WESH respondent indicated that the station used a considerable amount of display advertising in the morning, evening, and Sunday newspapers owned by the station. A schedule of display advertising was used in TV Guide; cross-plugs were used in cooperation with the AM affiliate, WNDB; and a heavy schedule of on-the-air announcements for evening network programs was telecast regularly, with approximately 900 announcements being telecast each month during September, October, and November, 1962. WESH did not telecast a special local program previewing the upcoming TV shows for the 1962-63 season, but did telecast the network program previewing the new fall programs. The station editorialized once a day. The respondent felt that the reason for WESH not being the number-one station in the market was because NBC's programming did not have mass appeal.

Radio-television editor questionnaire data.--None of the newspapers in the Orlando-Daytona Beach market had a regular radio-television editor.

Percentage above or below network ratings.--The average ratings for the evening network programs on WLOF were 11 per cent below the average network ratings for the same programs; and this decrease can be related to the lower ratings for The Sunday Night Movie, Ben Casey, Going My Way, The Donna Reed Show, Leave It to Beaver, My Three Sons, McHale's Navy, The Flintstones, 77 Sunset Strip, and Lawrence Welk. The average ratings for the evening network programs on WDBO were 6 per cent above the average network ratings for the same programs, and this increase can be related to the higher

ratings for The Real McCoys, G.E. True, To Tell the Truth, Danny Thomas, Perry Mason, Route 66, and Godfrey/Defenders. The average ratings for the evening network programs on WESH were 11 per cent below the average network ratings for the same programs, and this decrease can be attributed to the lower ratings for Danny Kaye/Bonanza, Dinah Shore/Dupont, Eleventh Hour, Dr. Kildare, International Showtime, Jack Paar, and Saturday Night at the Movies.

Philadelphia, Tables 73 and 74.

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, WRCV, was the first television station established in the area and was used as an experimental television station. WRCV has been on the air since 1941. The ABC affiliate, WFIL, began operation on September 13, 1947, and the CBS affiliate, WCAU, began operation on March 15, 1948.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations. WRCV-AM began operation in 1921, and it was the oldest radio station in the market owned by a television affiliate. WFIL-AM and WCAU-AM both began operation in 1922.

Television stations affiliated with a daily newspaper.--The ABC affiliate, WFIL, was the only television station in the Philadelphia market owned by a daily newspaper. It was owned by Triangle Publications, Inc., publishers of the morning Philadelphia

TABLE 73

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE PHILADELPHIA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WFIL	WCAU	WRCV
Channel number	6	10	3
Antenna height above average terrain (feet)	1094	1000	1000
Date began operation	9-13-47	3-15-48	9-1-41
Date AM affiliate (if any) began operation.	1922	1922	1921
Newspaper affiliation (if any)	morning Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 74

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE PHILADELPHIA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	4
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m. . . .	12	13	10
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	11	15	12
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	25	19	19
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+35	-22	-10

a

Computations made from American Research Bureau data.

Inquirer, the evening Philadelphia Daily News, and the Sunday Philadelphia Inquirer.

Evening network programs telecast.--The ABC affiliate, WFIL, did not carry, as telecast by the network, four half-hours of evening network time devoted to Gallant Men and The Roy Rogers and Dale Evena Show, and in the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Rebel, was telecast. The CBS affiliate, WCAU, carried all of the evening network programs at the same hour as telecast by the network. The NBC affiliate, WRCV, carried all of the evening network programs at the same hour as telecast by the network, and in the no-network-service time, Monday, 10:30-11:00 p.m., a public service program was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WFIL telecast news, weather, and ABC news; WCAU telecast Seven O'Clock Report and CBS News; and WRCV telecast, on an alternate basis, Death Valley Days, the local program, Concept, Wyatt Earp, Ripcord, and Everglades. With the beginning of the evening network programs, WFIL's average ratings increased fourteen points, WCAU's average ratings increased four points, and WRCV's ratings increased seven points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a

factor in the Philadelphia market, since only two of the three stations telecast news in the thirty minutes prior to the beginning of the evening network programs, and there was no indication of a carry-over audience to the following network programs.

TV Guide display advertising.-- In the Philadelphia market, TV Guide for the period September 8 through November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, WFIL, there were 127 column inches of display advertising for evening network programs, 156 inches for local programs, and none for other network programs--for a total of 283 inches; for the CBS affiliate, WCAU, there were 314 inches for evening network programs, 358 inches for local programs and 13 inches for other network programs, for a total of 685 inches; and for the NBC affiliate, WRCV, there were 381 inches for evening network programs, 198 inches for local programs and 66 inches for other network programs, for a total of 645 inches.

Newspaper display advertising.--All of the morning, evening, and Sunday newspapers for the Philadelphia market for the period September 8 through November 30, 1962, were analyzed in terms of column inches of advertising for each of the television stations, Table 16. For the ABC affiliate, WFIL, there were 2,837 column inches of display advertising for evening network programs, 5,304 inches for local programs, and none for other network programs, for a total of 8,141 inches; for the CBS affiliate, WCAU, there were 1,479 inches for evening network programs, 2,561 inches for local programs, and 202 inches for other network programs, for a total of 4,242

inches; and for the NBC affiliate, WRCV, there were 1,664 inches for evening network programs, 1,389 inches for local programs and 40 inches for other network programs, for a total of 3,093 inches. The large amount of display advertising used by the ABC station can be related to the fact that the station was owned by three of the five newspapers in the Philadelphia market.

Newspaper content analysis.--In the content analysis of the Philadelphia newspapers, relative to television, it was found that in the morning Philadelphia Inquirer, the call letters for WFIL-AM and WFIL-TV were printed on the upper left-hand corner of the front page. Also appearing on the front page was a listing of programs of particular interest on WFIL-AM and FM. Programs of particular interest on WFIL-TV that day were also listed on the front page, and the program schedules for the radio and TV stations did not regularly appear on any particular page. The Philadelphia Inquirer had a regular radio-television editor, Harry Harris, who wrote the column, "Screening TV." Several other syndicated columns appeared, namely "TV Roundup," "TV Digest," and "A Look at TV" which appeared daily but did not carry a by-line. A boxed-in column, "Tops for Today," listed a number of programs that were considered by the editor to be of particular importance to the viewers. Generally, the television display advertising was scattered throughout the newspaper; however, the bulk of it appeared on the same page with the television station program schedules. There was considerable radio advertising, but most of it was confined to advertising of sporting events.

In the content analysis of the Philadelphia Daily News, which

is a tabloid-type newspaper, the television program listings did not appear regularly on any particular page; there was considerable news information concerning various television programs and information about television stars and their personal lives; and the television display advertising did not appear on any particular page, but was usually in close proximity to the theater display advertising.

The content analysis of the Sunday Philadelphia Inquirer, indicated that a considerable amount of space on the front page was devoted to WFIL-TV and WFIL-AM, with a listing of a number of programs and personalities appearing on those stations. In the September 9, 1962, issue a second headline announced the coming of the new fall television season. The Sunday newspaper had a separate television program schedule that was a removable section of the newspaper. In this removable Sunday Television insert there was a column "TV--Radio," written by the regular radio-television editor, Harry Harris. The syndicated column, "TV Topics" by Mike Connolly appeared each Sunday. Generally, the Sunday newspaper did not contain very much television display advertising, and very little television advertising was placed in the television insert. Hardly any advertising for radio stations appeared in the Sunday Philadelphia Inquirer.

In the content analysis of the Evening Bulletin, it was found that the television program schedules usually appeared on the same page. The newspaper had its own regular radio-television editor, Robert J. Williams, who wrote the column, "Around the Dials"; the column, "Channel Chat" also appeared daily but did not carry a by-line; and selected TV programs were recommended for viewing, and these

recommendations were enclosed by a bold outline. Generally, the television display advertising did not appear on any particular page, and there was very little advertising for any of the radio stations in the Philadelphia market.

In the content analysis of the Sunday Bulletin, it was found that five to six full pages were devoted to television programs and television program information, with the first page of this section bearing the heading, "TV--Amusements." The Sunday newspaper's radio-television editor, Robert J. Williams, wrote an extensive column; two syndicated columns appeared; "Movies of the Week" were listed in bold outlined boxes; and a separate column was devoted to "Sports on TV This Week." Very little television display advertising appeared in the Sunday Bulletin, and no radio advertising, except for sporting events.

Station questionnaire data.--Station questionnaires were returned by the ABC affiliate and the NBC affiliate. Questionnaire data indicated that the ABC affiliate, WFIL, maintained a well coordinated schedule of promotional activities, using display advertising in morning, evening, and Sunday newspapers, and considerable space in TV Guide. Other promotional activities included: a number of outdoor boards, taxi posters, inside bus posters, inside posters in the subway trains, grocery store dump displays imprinted with the station's call letters, and grocery store shelf talkers imprinted with the station's call letters. Special activities were provided at the grand openings of various stores; a local audience participation show for kids was telecast five times a week; a local audience participation

show for teenagers was telecast six times a week; a television version of bingo was broadcast daily; sports schedules imprinted with the station's call letters were distributed; a heavy schedule of cross-plugs in cooperation with WFIL-AM was used; and a heavy schedule of on-the-air television announcements was maintained during the months of September, October, and November, 1962. Special and extensive merchandising and promotional activities were carried out for many of the local, network, and syndicated programs on WFIL. The studios were located on a relatively high-auto traffic street, but a marquee was not used to advertise evening network television programs. The respondent described the station's news staff and personalities as being the largest and best in the market, because they were close to the viewer and made numerous personal appearances throughout the metropolitan area. WFIL editorialized, but had no particular schedule. The respondent felt that the station image was that of a sports station and that it "felt the pulse of the community" because of its public service programming. The respondent indicated that the reason for the station's local evening network ratings being higher than the average national ratings was due to the heavy promotional schedule in all media and the fact that a substantial promotional schedule had been continued for a number of years.

The CBS affiliate, WCAU, did not return a station questionnaire, but did forward a letter in which the writer indicated that WCAU promoted their network programs rather heavily through the use of newspaper display advertising; on-the-air promotional announcements; cross-plugs in cooperation with WCAU-AM; and the use of a number of

outdoor boards.

Station questionnaire data for the NBC affiliate, WRCV, indicated that the station maintained a heavy schedule of promotional activities, with display advertising in morning, evening, and Sunday newspapers and about six inches of display advertising in each weekly issue of TV Guide. Other promotional activities included: the use of 159 outdoor boards for four weeks during the introduction of the new television season; 100 taxi posters were used for a two-week period; fifty outside bus cards were used during a four-week period; a local audience participation show for kids was telecast; personal letters were written to various community leaders to interest them in developing public service programs in their particular areas; ten cross-plugs each day were used in cooperation with WRCV-AM; and a heavy schedule of on-the-air television announcements was used during the months of September, October, and November, 1962.

Radio-television editor questionnaire data.--Radio-television editor questionnaires were returned by the evening and Sunday Philadelphia Inquirer, the Evening Bulletin, and the Sunday Bulletin. The editor for the Philadelphia Inquirer newspapers spent seventeen hours each week viewing television, and he wrote the column, "Screening TV," which carried his by-line. Sources of information used to develop his column included network promotional material, personal interviews with TV stars and personal viewing. He did not attend a special screening of the network television programs for the 1962-63 season; however, he did write a special column previewing the upcoming new fall programs, and the column appeared in the Sunday newspaper early

in September, 1962. When recommending "Best TV Viewing for Today," the editor considered the story line, the cast, and his own past viewing before making recommendations. His personal evaluation of why some evening network programs received a higher or lower rating than the same programs received nationally was, "There was a regional difference in program popularity." The editor did not believe that lead-in programs influenced the ratings of the following network programs. Generally, his comments were based on the premise that the program was the important vehicle, and that he might be able to persuade a person to view a particular program that he praised, but by the same token he was sure that if the viewer did not like the program he certainly would not continue to view it week after week.

The radio-television editor for the Evening Bulletin and Sunday Bulletin viewed television approximately twenty hours each week, and he wrote the column, "Around the Dials," which carried his by-line. The editor indicated that he used a number of sources of information to develop his columns, but that mostly the columns consisted of reviews of programs and comments based on the writings of other columnists and his own observations and knowledge of television programming. He felt that the only reason why some evening network television received a higher or lower rating than the same programs received nationally was directly related to whether the viewers liked a particular program or not. He did not believe that the lead-in programs influenced the ratings of the following network programs, except in isolated instances. The editor evaluated his "public image" in terms of his having very little influence upon the

viewing popularity of any programs except possibly the special programs.

Percentage above or below network ratings.--The average ratings for the evening network programs on WFIL were 35 per cent above the average network ratings for the same program, and this increase can be related to the long-term promotional activities and display advertising of the station and to the higher ratings for almost all of the evening network programs carried by the station. The average ratings for the evening network programs on WCAU were 22 per cent below the average network ratings for the same programs, and this decrease can be related to the lower ratings for Dennis the Menace, Ed Sullivan, The Real McCoys, The Lucy Show, Andy Griffith, Beverly Hillbillies, Armstrong Circle Theatre/U.S. Steel, Perry Mason, The Nurses, Rawhide, Route 66, and Gunsmoke. The average national ratings for the evening network programs on WRCV were 10 percent below the average network ratings for the same programs, and this decrease can be attributed to the low ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, Laramie, Empire, Dick Powell, The Virginian, Hazel, and Don't Call Me Charlie. It was interesting to note that The Joey Bishop Show received a rating thirteen points higher than the average national network rating, and this can be attributed only to the fact that Philadelphia was Joey Bishop's home town.

Pittsburgh, Tables 75 and 76

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

TABLE 75

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE PITTSBURGH MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WTAE	KEKA	WIIC
Channel number	4	2	11
Antenna height above average terrain (feet)	965	990	1000
Date began operation	9-14-58	1-11-49	9-1-57
Date AM affiliate (if any) began operation.	1922	1920	. .
Newspaper affiliation (if any)	morning

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 76

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE PITTSBURGH MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	4	1	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	13	16	8
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	13	21	10
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	21	25	14
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+10	+ 7	-50

^a Computations made from American Research Bureau data.

First television station established.--The CBS affiliate, KDKA, was the first television station established in the market on January 11, 1949, and was the only television station for over eight years, until the beginning of operation of the NBC affiliate, WIIC, on September 1, 1957. The ABC affiliate, WTAE, began operation on September 14, 1958.

Radio stations owned by television affiliates.--Two of the three television stations in the market operated radio stations. KDKA-AM began operations in 1920, and it was the oldest radio station in the market owned by a television affiliate. WTAE's AM affiliate, WYRT, began operation in 1922.

Television stations affiliated with a daily newspaper.--The NBC affiliate, WIIC, was the only television station in the Pittsburgh market owned by a daily newspaper. It was owned by the P-G Publishing Company, publishers of the morning Pittsburgh Post-Gazette.

Evening network programs telecast.--The ABC affiliate, WTAE, did not carry, as telecast by the network, four half-hours of evening network time devoted to Close-up, the Roy Rogers and Dale Evans Show, and Mr. Smith Goes to Washington; and in the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Tightrope, was telecast. The CBS affiliate, KDKA, did not carry, as telecast by the network, one half-hour of evening network time devoted to Marshal Dillon. The NBC affiliate, WIIC, carried all of the evening network programs at the same hour as telecast by the network, and in the no-network-service time, Monday, 10:30-11:00 p.m., the syndicated program,

Ripcord, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WTAE, telecast a local news program, 4-Star News; KDKA telecast the Esso Reporter and CBS News; and WIIC telecast, on an alternate basis, Best of Groucho, the preempt network program Mr. Smith Goes to Washington, Third Man, Father Knows Best, and the preempt network program, Password. With the beginning of the evening network programs, WTAE's average ratings increased eight points, KDKA's average ratings increased four points, and WIIC's average ratings increased four points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Pittsburgh market, since only two of the three television stations telecast evening news programs in the thirty-minute period prior to the beginning of the network programs; there was no indication of a carry-over audience to the following network programs.

TV Guide display advertising.--TV Guide for the Pittsburgh market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Pittsburgh market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Pittsburgh market were not available for a content analysis relative

to television.

Station questionnaire data.--None of the television stations in the Pittsburgh market returned the television station questionnaire.

Radio-television editor questionnaire data.--Two newspapers in the Pittsburgh market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on WTAE were 10 per cent above the average network ratings for the same programs, and this increase can be related to the higher ratings for The Jetsons, Sunday Night Movie, Ben Casey, Hawaiian Eye, The Untouchables, Naked City, Leave it to Beaver, McHale's Navy, and I'm Dickens--He's Fenster. The average ratings for the evening network programs on KDKA were 7 per cent above the average network ratings for the same programs, and this increase can be attributed to the higher ratings for Candid Camera, What's My Line?, The Lucy Show, Danny Thomas, Dobie Gillis, Dick Van Dyke, Alfred Hitchcock, Rawhide, and Gunsmoke. The average ratings for the evening network programs on WIIC were 50 per cent below the average network ratings for the same programs, and the substantial decrease can be related to the much lower ratings for almost all of the evening network television programs carried by WIIC, with the only exception being the Saturday Night Movie.

Portland-Mt. Washington, Tables 77 and 78.

Signal coverage. Only two of the three television stations provided good signal coverage of the metropolitan area. The ABC affiliate, WMTW, had a signal problem in certain sections of the

TABLE 77

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE PORTLAND-MT. WASHINGTON MARKET,
NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WMTW	WGAN	WCSH
Channel number	8	13	6
Antenna height above average terrain (feet)	3871	1609	955
Date began operation	8-31-54	5-16-54	12-1-53
Date AM affiliate (if any) began operation.	1938	1925
Newspaper affiliation (if any)	morning evening Sunday	. .

^a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 78

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE PORTLAND-MT. WASHINGTON MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	4	3	3
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	10	14	20
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	8	16	22
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	13	22	23
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	23	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-43	- 8	+ 8

a

Computations made from American Research Bureau data.

metropolitan area. The signal problem was due to the transmitter being located atop Mt. Washington, thirty miles north and west of the city of Portland. The transmitter was located at an altitude of 3,871 feet above average terrain and operated at full power; but due to the height of the antenna and the terrain of the land in the Portland metropolitan area, certain sections received an inferior signal.

First television station established.--The NBC affiliate, WCSH, was the first television station established in the market on December 1, 1953. The CBS affiliate, WGAN, began operation on May 16, 1954; and the ABC affiliate, WMTW, began operation on August 31, 1954.

Radio stations owned by television affiliates.--Two of the three television stations in the Portland market operated radio stations. WCSH-AM began operation in 1925, and it was the oldest radio station in the market owned by a television affiliate. WGAN-AM began operation in 1938.

Television stations affiliated with a daily newspaper.--The CBS affiliate, WGAN, was the only television station in the Portland-Mt. Washington market owned by a daily newspaper. It was owned by the Guy Gannett Publishing Company, publishers of the morning Portland Press Herald, the Evening Express, and the Sunday Telegram.

Evening network programs telecast.--The ABC affiliate, WMTW, did not carry, as telecast by the network, four half-hours of evening network time devoted to Combat and Hawaiian Eye; and in the non-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Death Valley Days, was telecast. The CBS affiliate, WGAN, did not carry, as telecast by the network, three half-hours of evening network

time devoted to the Lucy Show, Marshal Dillon, and Dobie Gillis. The NBC affiliate, WCSH, did not carry, as telecast by the network, three half-hours of evening network time devoted to Saints and Sinners and Chet Huntley Reporting; and in the no-network-service time, Monday, 10:30-11:00 p.m., the syndicated program, Sir Francis Drake, was re-telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WMTW telecast Evening Report and weather; WGAN telecast news, weather, sports, and CBS News; and WCSH telecast, on an alternate basis, Cavalcade, Sir Francis Drake, Adventure Theater, Hennesey, and Story Of. With the beginning of evening network programs, WMTW's average ratings increased five points, WGAN's average ratings increased six points, and WCSH's ratings increased one point.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Portland-Mt. Washington market, since only two of the stations telecast news during the thirty minutes prior to the evening network programs and there was no indication of a carry-over audience to the following evening network programs.

TV Guide display advertising.--TV Guide for the Portland-Mt. Washington market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Portland-Mt. Washington market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Portland-Mt. Washington market were not available for a content analysis relative to television.

Station questionnaire data.--None of the three television stations in the Portland-Mt. Washington market returned the station questionnaire.

Radio-television editor questionnaire data.--One of the newspapers in the Portland-Mt. Washington market had a radio-television editor. However, the questionnaire mailed to the editor was not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on WMTW were 43 per cent below the average network ratings for the same programs, and this decrease can be related to the signal problem and the resultant substantially lower ratings for almost all of the evening network programs. The average ratings for the evening network programs on WGAN were 8 per cent below the average network ratings for the same programs, and this decrease can be attributed to the lower ratings for Ed Sullivan, The Real McCoys, Candid Camera, Danny Thomas, Andy Griffith, Red Skelton, Jack Benny, The Garry Moore Show, and Gunsmoke. The average ratings for the evening network programs on WCSH were 8 per cent above the average network ratings for the same programs, and this increase

can be related to the substantially higher ratings for Car 54--Where Are You?, Danny Kaye/Bonanza, It's a Man's World, The Price is Right, The Virginian, International Showtime, and the Joey Bishop Show.

Richmond, Tables 79 and 80.

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The CBS affiliate, WTVR, was the first television station established in the market, April 15, 1948, and was the only station for over seven years, until the beginning of operation of the NBC affiliate, WXEX, on August 15, 1955. The ABC affiliate, WRVA, began operation on April 29, 1956.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations. WRVA-AM began operation in 1925, and it was the oldest radio station in the market owned by a television affiliate. WTVR's AM affiliate, WMBG, began operation in 1926, and WXEX's AM affiliate, WLEE, began operation in 1945.

Television stations affiliated with a daily newspaper. None of the television stations in the market were affiliated with a daily newspaper in the Richmond area.

Evening network programs telecast.--The ABC affiliate, WRVA, did not carry, as telecast by the network, two half-hours of evening network time devoted to The Roy Rogers and Dale Evans Show; and in the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Medic, was telecast. The CBS affiliate, WTVR, carried all

TABLE 79

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE RICHMOND MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WRVA	WIVR	WXEX
Channel number	12	6	8
Antenna height above average terrain (feet)	790	840	940
Date began operation	4-29-56	4-15-48	8-15-55
Date AM affiliate (if any) began operation.	1925	1926	1945
Newspaper affiliation (if any)

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 80

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE RICHMOND MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	2	. .	2
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	9	14	10
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	12	17	9
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	17	23	14
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period.	18	23	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	- 7	- 1 ^b	-55

^a
Computations made from American Research Bureau data.

^b
Less than 1 per cent.

of the evening network programs at the same hour as telecast by the network. The NBC affiliate, WXEX, did not carry, as telecast by the network, two half-hours of evening network time devoted to It's a Man's World, and in the no-network-service time, Monday, 10:30-11:00 p.m., the syndicated program, Panic, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WRVA telecast each day the last half-hour of Adventure Theatre; WTVR telecast news, weather, and CBS News; and WXEX telecast, on an alternate basis, the first half-hour of Movietime, Arthur Smith, Death Valley Days, Bold Venture, and Third Man. With the beginning of evening network programs, WRVA's average ratings increased five points, WTVR's ratings increased six points, and WXEX's ratings increased five points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Richmond market, since only one of the stations telecast a local evening news program in the thirty minutes prior to the beginning of the evening network programs, and there was no indication of any carry-over audience to the following network programs.

TV Guide display advertising.--In the Richmond market, TV Guide for the period September 8 to November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television

stations, Table 15. For the ABC affiliate, WRVA, there were 97 column inches of display advertising for the evening network programs, 78 inches for local programs, and none for other network programs--for a total of 175 inches; for the CBS affiliate, WTVR, there were 145 inches for evening network programs, 65 inches for local programs, and none for other network programs, for a total of 210 inches; and for the NBC affiliate, WXEX, there were 224 inches for evening network programs, 59 inches for local programs and 23 inches for other network programs, for a total of 306 inches.

Newspaper display advertising.--The daily newspapers in the Richmond market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Richmond market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaires were returned by WRVA and WXEX. Questionnaire data indicated that WRVA had a well coordinated promotional schedule, using display advertising in morning, evening, and Sunday newspapers, and in TV Guide. Other promotional activities included: three outdoor boards used on a fifty-two week basis; 225 inside bus cards used on a fifty-two week basis; grocery store dump displays imprinted with the station's call letters; grocery store shelf talkers imprinted with the station's call letters; a local audience participation show for kids was telecast five times a week; a local audience participation show for adults was telecast; direct mail was sent to 9,000 viewers who had submitted their names

and addresses to the station; a weekly schedule of cross-plugs in cooperation with WMBG-AM; and a light schedule of on-the-air television promotional announcements was used. The studios were located on a relatively high auto-traffic street. WRVA editorialized in a fifteen-minute segment, whenever the occasion demanded. The respondent felt that the news operation of WRVA was third in the market because of the unpopular editorializing by the station.

The station questionnaire data from WXEX indicated that the station maintained a comprehensive promotional schedule, with display advertising in the Sunday newspaper television insert, display advertising in TV Guide; and display advertising in local television program schedules. Other promotional activities included: grocery store dump displays imprinted with the station's call letters; grocery store shelf talkers with the station's call letters imprinted; a local audience participation show for adults was telecast; a television bingo-type program was telecast; and special and extensive merchandising and promotional activities were carried out for Biography, The Rifleman, Death Valley Days, and the local news programs. Several promotional contests utilizing various types of prizes were conducted during October and November, 1962, and a promotional schedule in cooperation with food brokers and product representatives was carried out throughout the year. Cross-plugs were used in cooperation with WLEE-AM. A schedule of on-the-air announcements for evening network programs was telecast regularly, with 900 being telecast each month for the months of September, October, and November, 1962. WTVR editorialized when they felt it was necessary; generally, the editorials were unwritten and

informal. The respondent commented: "Our viewers are not loyal. They will watch what they want to and on what station they want to, not because they like the station, but because they like the program. That is still the key to the whole thing."

Radio-television editor questionnaire data.--Two newspapers in the Richmond market had radio-television editors. However, Questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on WRVA were 7 per cent below the average network ratings for the same programs, and this decrease can be attributed to the lower ratings for Cheyenne, Ben Casey, Going My Way, Our Man Higgins, Naked City, The Donna Reed Show, and Leave it to Beaver. The average ratings for the evening network programs on WTVR were less than 1 per cent below the average network ratings for the same programs; this slight decrease can be related to the lower ratings for Dennis the Menace, Ed Sullivan, Danny Thomas, and The Garry Moore Show. The average ratings for the evening network programs on WXEX were 55 per cent below the average network ratings for the same programs; and this decrease, according to a station respondent, was due to the non-acceptance by the viewers of the NBC programs. The average local rating for everyone of the network programs carried by WXEX was below the average ratings for the same programs nationally.

Roanoke, Tables 81 and 82

Signal coverage.--Only two of the three television stations

TABLE 81

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE ROANOKE MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	WLVA	WDBJ	WSLS
Channel number	13	7	10
Antenna height above average terrain (feet)	1095	2000	1973
Date began operation	2-8-53	10-3-55	12-10-52
Date AM affiliate (if any) began operation.	1930	1924	1940
Newspaper affiliation (if any)	morning evening Sunday	. .

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 82

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE ROANOKE MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	4	. .
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	2	22	18
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	2	25	19
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	5	27	24
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-241	+14	+15

a

Computations made from American Research Bureau data.

provided good signal coverage of the metropolitan area. The ABC affiliate, WLVA, with its transmitter located thirty miles east of Roanoke, Virginia, had a signal problem in certain sections of the metropolitan area. The signal problem was due to the distance from Roanoke and to a low antenna height above average terrain.

First television station established.--The NBC affiliate, WSLS, was the first television station established in the market, December 10, 1952. The ABC affiliate, WLVA, began operation on February 8, 1953, and the CBS affiliate, WDBJ, began operation on October 3, 1955.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations. WDBJ-AM began operation in 1924, and it was the oldest radio station in the market owned by a television affiliate. WLVA-AM began operation in 1930, and WSLS-AM began operation in 1940.

Television stations affiliated with a daily newspaper.--The CBS affiliate, WDBJ, was the only television station in the Roanoke market owned by a daily newspaper. It was owned by The Times-World Corporation, publishers of the morning and Sunday Roanoke Times and the evening Roanoke World-News.

Evening network programs telecast.--The ABC affiliate, WLVA, carried all of the evening network programs at the same hour as telecast by the network, and in the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Johnny Midnight, was telecast. The CBS affiliate, WDBJ, did not carry, as telecast by the network, four

half-hours of evening network time devoted to The Lloyd Bridges Show, Fair Exchange, and Eyewitness to History. The NBC affiliate, WSLs, carried all of the evening network programs at the same hour as telecast by the network; and in the no-network-service time, Monday, 10:30-11:00 p.m., the syndicated program, Third Man, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, WLVA telecast, on an alternate basis, Texas Rangers, Western Marshal, Pony Express, DA's Man, and Man From Interpol; WDBJ telecast, on an alternate basis, Death Valley Days, Shannon, Highway Patrol, King of Diamonds, and Amos n Andy; and WSLs telecast, on an alternate basis, Wyatt Earp, Sea Hunt, Ripcord, Bat Masterson, and Klub Kwiz. With the beginning of evening network programs, WLVA's average ratings increased three points, WDBJ's average ratings increased two points, and WSLs's average ratings increased five points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Roanoke market, since the evening news programs of all three stations were telecast more than thirty-minutes prior to the evening network programs; there was no indication of a carry-over audience to the syndicated programs during the thirty minutes immediately preceding the evening network programs.

TV Guide display advertising.--TV Guide for the Roanoke market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Roanoke market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Roanoke market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were returned by WLVA and WDBJ. Questionnaire data indicated that WLVA did not have a heavy promotional schedule, but did use some display advertising in morning and evening newspapers and in TV Guide. The studios for WLVA were located on a relatively high auto-traffic street, and a heavy saturation schedule of on-the-air promotional announcements was used during the months of September, October, and November, 1962. The station telecast a special local program previewing the upcoming TV shows for the 1962-63, season and also telecast the special network program previewing the new fall television season. A regular schedule of cross-plugs was used in cooperation with the AM affiliate. The respondent stated: "The reason for the low ratings was due to technical coverage not being adequate."

Questionnaire data from WDBJ indicated that the station engaged in a well coordinated promotional program, using space in morning, evening, and Sunday newspapers, for a total average of 150 inches per week, and used six inches of display space in each weekly issue of TV Guide. Other promotional activities included: a local

audience participation show for kids was telecast five times a week; a local audience participation show for teenagers was telecast; the studio was located on a high promontory in a relatively high traffic area; the antenna had a large TV screen which rotated from daylight to 1:00 a.m., with the call letters, channel number, and CBS eye in neon. A heavy schedule of on-the-air promotional announcements for the evening network programs was telecast regularly, with 340 in September, 340 in October, and approximately 340 in November, 1962. The station telecast a special network program previewing the upcoming television shows for the 1962-63 season. Special and extensive merchandising and promotional activities were carried out for the feature movies, and a number of syndicated programs and educational programs telecast by the station. The respondent commented: "We own a regular educational programming weekly bulletin which is sent to forty-two cooperating school systems in our coverage area (1,489 teachers) which helps. We encourage our staff to take an active part in community activities of all kinds. For many years prior to the establishment of the television station, the AM affiliate maintained a first-class promotional schedule and it has probably helped our ratings."

Radio-television editor questionnaire data.--One of the newspapers in the Roanoke market had a radio-television editor. However, the questionnaire mailed to the editor was not returned.

Percentage above or below network ratings.--The average ratings for evening network programs on WLVA were 241 per cent below the average network ratings for the same programs; this decrease was

due to the signal problem in the metropolitan area. WLVA telecast all of the evening network programs offered by the ABC network, and only one program, Wagon Train, received a rating as high as ten. The average ratings for evening network programs on WDBJ were 14 per cent above the average network ratings for the same programs, and this increase can be attributed to the higher ratings for Dennis the Menace, Ed Sullivan, The Real McCoys, Danny Thomas, Andy Griffith, Beverly Hillbillies, Dick Van Dyke, Mr. Ed, Rawhide, Route 66, Godfrey/Defenders, and Have Gun Will Travel. The Beverly Hillbillies on WDBJ received the highest rating in the market. The rating for the Beverly Hillbillies was sixty. The average ratings for the evening network programs on WSLS were 15 per cent above the network ratings for the same programs, and this increase can be related to the high ratings for Car 54--Where Are You?, Danny Kaye/Bonanza, Laramie, Empire, The Virginian, Wide Country, Dr. Kildare, and Sam Benedict.

Sacramento-Stockton, Tables 83 and 84.

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The ABC affiliate, KOVR, was the first television station established in the market, September 5, 1954. The CBS affiliate, KXTV, began operation on March 20, 1955, and the NBC affiliate, KCRA, began operation on September 2, 1955.

Radio stations owned by television affiliates.--KCRA's AM affiliate, KCRA, began operation in 1945, and it was the only radio station in the market owned by a television affiliate.

TABLE 83

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE SACRAMENTO-STOCKTON MARKET,
NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KOVR	KXTV	KCRA
Channel number	13	10	3
Antenna height above average terrain (feet)	1491	1491	1491
Date began operation	9-5-54	3-20-55	9-2-55
Date AM affiliate (if any) began operation.	1945
Newspaper affiliation (if any)

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 84

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE SACRAMENTO-STOCKTON MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	5	13	6
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	16	16	19
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	16	20	19
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	22	20	19
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	25	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+14	-25	-14

^a
Computations made from American Research Bureau data.

Television stations affiliated with a daily newspaper.--None of the television stations in the market were affiliated with a daily newspaper in the Sacramento-Stockton area.

Evening network programs telecast.--The ABC affiliate, KOVR, did not carry, as telecast by the network, five half-hours of evening network programs devoted to The Roy Rogers and Dale Evans Show, Mr. Smith Goes to Washington, and Fight of the Week; in the no-network-service time, Friday, 10:30-11:00 p.m., the first half-hour of the feature movie presentation, Premiere Performance, was telecast. The CBS affiliate, KXTV, did not carry, as telecast by the network, thirteen half-hours of evening network time devoted to Marshal Dillon, CBS Reports, Mr. Ed, Perry Mason, Rawhide, Route 66, Fair Exchange, and Eyewitness to History. The NBC affiliate, KCRA, did not carry, as telecast by the network, six half-hours of evening network programs devoted to Saints and Sinners, Wide Country, Don't Call Me Charlie, and the Joey Bishop Show; and in the no-network-service time, Monday, 10:30-11:00 p.m., the preempt Joey Bishop Show was telecast.

Lead-in ratings.-- There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KOVR telecast Sugarfoot on Monday, Wednesday, and Friday and telecast Bronco on Tuesday and Thursday; KXTV telecast, on an alternate basis, Ripcord, Checkmate, Everglades, the last half-hour of the preempt Perry Mason, and the last half-hour of the preempt

Rawhide; KCRA telecast, on an alternate basis, Huckleberry Hound, Across the Seven Seas, Sea Hunt, the first half-hour of the Movie of the Week, and Hennesey. With the beginning of the evening network programs, KOVR's average ratings increased six points, KXTV's average ratings remained the same, and KCRA's average ratings remained the same.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Sacramento-Stockton market, since the evening news programs of all three stations were telecast thirty or more minutes prior to the beginning of the evening network programs and there was no indication of a carry-over audience to the syndicated and preempt programs during the thirty minutes immediately preceding the evening network programs.

TV Guide display advertising.--TV Guide for the Sacramento-Stockton market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Sacramento-Stockton market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Sacramento-Stockton market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were not returned by any of the television stations in the Sacramento-Stockton market.

Radio-television editor questionnaire data.--Only one of the newspapers, the evening and Sunday Sacramento Bee, had a radio-television editor, and he returned the questionnaire. He devoted one or two evening hours each week to viewing television and wrote a Sunday column for the newspaper television insert. The headline for his column was "Dialer's Choice" and the column carried his by-line. The sources of information used to develop his column were: program producers' promotional material, network promotional material, local station promotional material, TV stars' promotional material, program sponsors promotional material, feature films' promotional material, program syndicators' promotional material, and the columnist's personal television viewing. The editor did not attend a special screening of the network television programs for the 1962-63 television season, nor did he write a special column covering the new network television shows. The respondent doubted that the lead-in program influenced the viewer to view the following program. In commenting about his "public image" the editor said: "My column rarely criticizes; it is designed mainly to inform the reader of what is coming up for the week. Some readers perhaps follow my suggestions, which means, of course, they have learned we merely are kindred souls."

Percentage above or below network ratings.--The average ratings for the evening network programs on KOVR were 14 per cent above the average network ratings for the same programs, and this increase can be related in the higher ratings for The Sunday Night Movie, Cheyenne, The Rifleman, Stoney Burke, Combat, Hawaiian Eye, Wagon Train, McHale's

Navy, and The Flintstones. The average ratings for the evening network programs on KXTV were 25 per cent below the average network ratings for the same programs, and this decrease can be attributed to the substantially lower ratings for Dennis the Menace, Ed Sullivan, G.E. True, What's My Line, To Tell the Truth, I've Got a Secret, Andy Griffith, Red Skeleton, Jack Benny, The Garry Moore Show, Armstrong Circle Theatre/U.S. Steel, The Nurses, Alfred Hitchcock, Godfrey/Defenders, and Gunsmoke. The average ratings for the evening network programs on KCRA were 14 per cent below the average network ratings for the same programs, and this decrease can be attributed to the lower ratings for Danny Kaye/Bonanza, Dinah Shore/ Dupont, The Perry Como Show, the Andy Williams Show, International Showtime, Sing Along With Mitch, and Jack Paar.

San Antonio, Tables, 85 and 86

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, WOAI, was the first television station established in the market, December 11, 1949. The CBS affiliate, KENS, began operation on February 15, 1950; and San Antonio was a two-station market for almost seven years, until the beginning of operation of the ABC affiliate, KONO, on January 21, 1957.

Radio stations owned by television affiliates.--All three of the television stations in the market operated radio stations. WOAI-AM began operation in 1922, and it was the oldest radio station

TABLE 85

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE SAN ANTONIO MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KONO	KENS	WOAI
Channel number	12	5	4
Antenna height above average terrain (feet)	1483	1392	1476
Date began operation	1-21-57	2-15-50	12-11-49
Date AM affiliate (if any) began operation.	1927	1926	1922
Newspaper affiliation (if any)	morning evening Sunday	. .

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 86

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE SAN ANTONIO MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	1	6	1
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m..	8	14	11
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m..	13	12	16
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	23	21	17
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network	+23	-15	-23

a

Computations made from American Research Bureau data.

in the market owned by a television affiliate. KENS-AM began operation in 1926, and KONO-AM began operation in 1927.

Television stations affiliated with a daily newspaper.--The CBS affiliate, KENS, was the only television station in the San Antonio market owned by a daily newspaper. It was owned by the Express Publishing Company, publishers of the morning San Antonio Express, the evening San Antonio News, and the Sunday San Antonio Express-News.

Evening network programs telecast.--The ABC affiliate, KONO, did not carry, as telecast by the network, one half-hour of evening network time devoted to Howard K. Smith; and in the no-network-service Friday, 9:30-10:00 p.m., the syndicated program, Death Valley Days, was telecast. The CBS affiliate, KENS, did not carry, as telecast by the network, six half-hours of evening network time devoted to Marshal Dillon, The Lloyd Bridges Show, Route 66 and Fair Exchange. The NBC affiliate, WOAI, did not carry, as telecast by the network, one half-hour of evening network time devoted to Chet Huntley Reporting, and in the no-network-service time, Monday, 9:30-10:00 p.m., the preempt network program Ensign O'Toole was telecast.

There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KONO telecast each day of the week the syndicated program, Dragnet; KENS

telecast CBS News and Texas News, and weather; WOAI telecast news, sports, weather, and world news. With the beginning of the evening network programs, KONO's average ratings increased ten points, KENS's ratings increased nine points, and WOAI's average ratings increased one rating point.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the San Antonio market, since only two of the stations telecast local news programs during the thirty minutes prior to the beginning of the evening network programs, and there was no indication of a carry-over audience to the following network programs.

TV Guide display advertising.--In the San Antonio market, TV Guide for the period September 8 through November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, KONO, there were 124 column inches of display advertising for the evening network programs, 69 inches for the local programs, and none for the other network programs, for a total of 193 inches; for the CBS affiliate, KENS, there were 171 inches for the evening network programs, 65 inches for local programs, and none for other network programs, for a total of 236 inches; and for the NBC affiliate, WOAI, there were 285 inches for evening network programs, 65 inches for local programs and 20 inches for other network programs, for a total of 370 inches.

Newspaper display advertising.--The daily newspapers in the San Antonio market were not available for analysis in terms of column

inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the San Antonio market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by the ABC affiliate, KONO. Questionnaire data indicated that KONO did not have an extensive promotional schedule but did use display advertising in TV Guide. Other promotional activities included: forty-eight outside bus cards used on a fifty-two-week basis; space was provided for businessmen's and ladies' club meetings; a regular schedule of announcements concerning television programs was used in cooperation with KONO-AM; and a schedule of on-the-air television promotional announcements for evening network programs was telecast regularly. The studios were located on a relatively high auto-traffic street, and a marquee was used for evening network television program advertising. The respondent felt that the news operation of KONO was the best in the market because they were usually first with local film coverage and had a fourteen-man news staff that could not be matched by the other television stations. KONO editorialized when situations worthy of editorials occurred. The respondent felt that the station image was the best in the market because of the long-time ownership of the AM affiliate and because of the station's willingness to take an editorial position on questions of great importance to the community.

Radio-television editor questionnaire data.--The radio-television editor questionnaire was returned by the editor for the San Antonio

newspapers. He devoted about ten hours a week to watching television and wrote a column for the weekly tear-out section of the Sunday San Antonio Express-News, and the column carried his by-line. The sources of information used to develop the column were: program producers' promotional material, network promotional material, local station promotional material, television stars' personal promotional material, program sponsors' promotional material, program syndicators' promotional material, materials read in the trade press, personal interviews with television stars, and the columnist's personal television viewing. His personal evaluation of why some evening network television programs received a higher or lower rating than the same programs received nationally was: "Regional tastes generally differ, often markedly. San Antonio's population is roughly 50 per cent Latin American, and this accounts for many differences." The respondent believed that, to some extent, the lead-in programs influenced the ratings of the following network programs. When commenting about his "public image" the editor said: "I doubt that my own column exerts much influence one way or the other. I try to keep it mostly informal. If I attempted to influence viewing, I believe I could."

Percentage above or below network ratings.--The average ratings for the evening network programs on KONO were 23 per cent above the average network ratings for the same programs, and this increase can be attributed to the higher ratings for The Sunday Night Movie, Cheyenne, The Rifleman, Stoney Burke, Ben Casey, Combat, Naked City, McHale's Navy, I'm Dickens--He's Fenster, and The Roy Rogers and Dale

Evans Show. The average ratings for the evening network programs on KENS were 15 per cent below the average network ratings for the same programs, and this decrease can be related to the lower ratings for Dennis the Menace, Ed Sullivan, To Tell the Truth, I've Got a Secret, The Lucy Show, Armstrong Circle Theater/U.S. Steel, Mr. Ed, Perry Mason, The Nurses, Jackie Gleason, and Godfrey/Defenders. The average ratings for the evening network programs on WOAI were 23 per cent below the average network ratings for the same programs, and this decrease was due to the low ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, Saints and Sinners, The Price is Right, The Perry Como Show, Dr. Kildare, Hazel, International Showtime, Sing Along With Mitch, Jack Paar, and Sam Benedict.

San Diego, Tables 87 and 88

Signal coverage.--Only two of the three television stations provided good signal coverage of the metropolitan area. The ABC affiliate, XETV, located in Tijuana, Mexico, had a signal problem in certain sections of the metropolitan area. The signal problem was due to the fact that the transmitters for the CBS and NBC stations were located in the same area and many of the outdoor antennas were pointed toward those stations and received XETV on the rear side of the antenna and, consequently, an inferior signal resulted.

First television station established.--The CBS affiliate, KFMB, was the first television station established in the market May 16, 1949, and was the only television station for almost four years, until the beginning of operation of the ABC affiliate, XETV, on February 18, 1953. The NBC affiliate, KOGO, began operation on September 13, 1953.

TABLE 87

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE SAN DIEGO MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	XETV	KFMB	KOGO
Channel number	6	8	10
Antenna height above average terrain (feet)	1000	760	750
Date began operation	2-18-53	5-16-49	9-13-53
Date AM affiliate (if any) began operation.	1941	1926
Newspaper affiliation (if any)

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 88

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE SAN DIEGO MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	7	. .	3
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.. . . .	8	19	19
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m..	9	17	18
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	11	21	19
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-58	-10	-14

^a
Computations made from American Research Bureau data.

Radio stations owned by television affiliates.--Two of the three television stations in the market operated radio stations. KOGO-AM began operation in 1926, and it was the oldest radio station in the market owned by a television affiliate. KFMB-AM began operation in 1941.

Television stations affiliated with the daily newspaper.--None of the television stations in the market were affiliated with a daily newspaper in the San Diego area.

Evening network programs telecast.--The ABC affiliate, XETV, did not carry, as telecast by the network, seven half-hours of evening network time devoted to Cheyenne, The Roy Rogers and Dale Evans Show, Mr. Smith Goes to Washington, and Fight of the Week; in the no-network-service time, Friday, 10:30-11:00 p.m., the syndicated program, Medic, was telecast. The CBS affiliate, KFMB, carried all of the evening network programs at the same hour as telecast by the network. The NBC affiliate, KOGO, did not carry, as telecast by the network, three half-hours of evening network time devoted to International Showtime, and Don't Call Me Charlie; and in the no-network-service time, Monday, 10:30-11:00 p.m., the local program Camera 10 was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, XETV telecast, on an alternate basis, the preempt network

program, Cheyenne, Trackdown, Dragnet, Phil Silvers, and Deputy; KFMB telecast, on an alternate basis, Trails West, Manhunt, Whirly-birds, Sea Hunt, and Ripcord; and KOGO telecast, on an alternate basis, Across the Seven Seas, Story Of, Death Valley Days, Biography, and the first half-hour of Premier Movietime. With the beginning of the evening network programs, XETV's average ratings increased two points; KFMB's average ratings increased four points; and KOGO's average ratings increased one point.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the San Diego market, since one station, KETV, did not telecast any early evening news, the early evening news programs of the other two stations were telecast more than thirty minutes prior to the beginning of the evening network programs, and there was no indication of a carry-over audience to the syndicated programs during the thirty minutes immediately preceding the evening network programs.

TV Guide display advertising.--TV Guide for the San Diego market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the San Diego market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the San Diego market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was

returned by the ABC affiliate, XETV. Questionnaire data indicated that XETV did not have a coordinated promotional schedule, but did use approximately ten inches of display advertising space in each edition of the morning newspaper, the evening newspaper, and the Sunday newspaper. Display advertising was used in TV Guide. Signs were used on the back of eighty bottled-water trucks in the San Diego area, and free newspapers were provided for guests at some of the motels and hotels. A schedule of on-the-air announcements for evening network programs was telecast regularly. The respondent felt that the station image was that of an outsider, since the station was located in Mexico, but that the station was tolerated because of its association with the ABC network. The respondent also felt that XETV's position in the market was third because of the orientation of the antennas, the promotion and advertising efforts were limited, and because of improper local programming.

Radio-television editor questionnaire data.--Two of the newspapers in the San Diego market had radio-television editors. However, questionnaires mailed to the editors were not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on XETV were 58 per cent below the average network ratings for the same programs, and this decrease can be related to the signal problem and to the substantially lower ratings for the Sunday Night Movie, Ben Casey, Combat, Hawaiian Eye, The Untouchables, Going My Way, Our Man Higgins, Naked City, The Donna Reed Show, Leave It to Beaver, My Three Sons, The Flintstones, I'm Dickens--He's Fenster, 77 Sunset Strip and Lawrence Welk.

However, even with the bad signal problem Ben Casey was the highest rated program in its time period and Wagon Train was the highest rated program in its time period. The average ratings for the evening network programs on KFMB were 10 per cent below the average network ratings for the same programs; this decrease can be attributed to the lower ratings for Dennis the Menace, Ed Sullivan, What's My Line?, Danny Thomas, Andy Griffith, The Garry Moore Show, Armstrong Circle Theatre/U.S. Steel, Rawhide, Route 66, and Gunsmoke. The average ratings for the evening network programs on KOGO were 14 per cent below the average network ratings for the same programs, and this decrease can be related to the lower ratings for Danny Kaye/Bonanza, Dinah Shore/Dupont, The Price is Right, Wide Country, Dr. Kildare, Hazel, The Andy Williams Show, The Joey Bishop Show, and Saturday Night at the Movies. Generally, the local average network ratings in the San Diego market were lower than the network ratings nationally, and this was partially due to the fact that a number of the homes in the so-called fringe areas can receive outside stations if they have a high antenna, which many of them do have.

Shreveport, Tables 89 and 90

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The NBC affiliate, KTAL, was the first television station established in the market, August 16, 1953. The CBS affiliate, KSLA, began operation on December 22, 1953, and Shreveport was a two-station market for almost two years, until the beginning of operation of the ABC affiliate,

TABLE 89

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE SHREVEPORT MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KTBS	KSLA	KTAL
Channel number	3	12	6
Antenna height above average terrain (feet)	1140	1210	1587
Date began operation	9-3-55	12-22-53	8-16-53
Date AM affiliate (if any) began operation.	1932
Newspaper affiliation (if any)	evening	morning evening Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 90

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE SHREVEPORT MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	3	6
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m..	10	18	10
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m..	10	27	10
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	25	16
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	23	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network	- 1 ^b	+ 6	-36

^a
Computations made from American Research Bureau data.

^b
Less than 1 per cent.

KTBS, on December 3, 1955.

Radio Stations owned by television affiliates.--KTAL's AM affiliate, KCMC, began operation in 1932, and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--Two of the three television stations in the Shreveport market were owned by newspapers. The CBS affiliate, KSLA, was owned by the Journal Publishing, Inc., publishers of the evening Shreveport Journal. The NBC affiliate, KTAL, was owned by the Texarkana Newspapers, Inc., publishers of the morning Texarkana Gazette, evening Texarkana News, and the Sunday Texarkana Gazette.

Evening network programs telecast.--The ABC affiliate, KTBS, carried all of the evening network programs at the same hour as telecast by the network, and in the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program, Ripcord, was telecast. The CBS affiliate, KSLA, did not carry, as telecast by the network, three half-hours of evening network time devoted to Dick Van Dyke and Fair Exchange. The NBC affiliate, KTAL, did not carry, as telecast by the network, six half-hours of evening network time devoted to It's a Man's World, Chet Huntley Reporting, Wide Country, and The Joey Bishop Show; and in the no-network-service time, Monday 9:30-10:00 p.m., the preempt network program The Joey Bishop Show was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference

in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KTBS telecast news, weather, and ABC News, KSLA telecast news, weather, and CBS News; and KTAL telecast Newscope. With the beginning of the evening network programs, KTBS's average ratings increased eight points; KSLA's average ratings decreased two points; and KTAL's average ratings increased six points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Shreveport market, even though all three stations telecast news during the thirty minutes immediately preceding the evening network programs, and there was no indication of a carry-over audience to the evening network programs.

TV Guide display advertising.--In the Shreveport market, TV Guide for the period September 8 through November 30, 1962 was analyzed in terms of column inches of advertising for each of the television stations, Table 15. For the ABC affiliate, KTBS, there were 153 column inches of display advertising for the evening network programs, 42 inches for the local programs, and none for the other network programs--for a total of 195 inches; for the CBS affiliate, KSLA, there were 140 inches for the evening network programs, 63 inches for local programs, and 4 inches for other network programs, for a total of 207 inches; and for the NBC affiliate, KTAL, there were 301 inches for evening network programs, 68 inches for local programs and 36 inches for other network programs, for a total of

395 inches.

Newspaper display advertising.--The daily newspapers in the Shreveport market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Shreveport market were not available for a content analysis relative to television.

Station questionnaire data.--Station questionnaires were not returned by any of the television stations in the market.

Radio-television editor questionnaire data.--Two newspapers in the Shreveport Market had radio-television editors. Questionnaires were returned by the editors for the Shreveport Journal and the Shreveport Times. The editor for the Shreveport Journal devoted about twenty hours a week to watching television and wrote a weekly column which carried her by-line. Monday through Friday, the Shreveport Journal ran a syndicated television column. The sources of information used to develop her weekly column were program producers' promotional material, network promotional material, local station promotional material, syndicators' promotional material, magazines, TV Guide, syndicated columns and personal television viewing. Her personal evaluation of why some evening network programs received a higher or lower rating than the programs received nationally was: "Local case (southern, conservative, strong Baptist influence), also viewing habits: white collar labor force, 8:00 to 5:00 working hours with strong emphasis on home and gardening." The respondent did not believe that lead-in programs influenced the

of the following network programs. When commenting about her "public image" the editor said, "My column is primarily designed to acquaint viewers with what is available, particularly in relation to the unusual or special programming. I do not think my column has any influence on regular viewing habits."

The radio-television editor for the Shreveport Times devoted about three hours a week to viewing television and wrote a daily column, "Aisle Comment," which carried his by-line. The sources of information used to develop his column were: program producers' promotional material, network promotional material, local station promotional material, personal interviews with TV stars, and personal television viewing. The editor attended a special screening of network television programs for the 1962-63 season and wrote a special column covering the previews. His personal evaluation of why some evening network television programs received a higher or lower rating than the same programs received a higher or lower rating than the same programs received nationally was: "Segregation affected some shows, though this is hard to evaluate. Show with western motif did very well." The respondent felt that the NBC affiliate was the brightest station, but that it was often slandered by the far right because it was owned by Texarkana, Arkansas, interests and thereby caused some resentment in Shreveport. When commenting about his "public image" the editor said, "I have almost no influence because I'm not allowed to cover TV extensively; however, I can occasionally cause a dozen or so letters to be sent to the networks and/or sponsors if I get especially worked up."

Percentage above or below network ratings.--The average ratings for the evening network programs on KTBS were less than 1 per cent below the average network ratings for the same programs, and this decrease can be attributed to the lower ratings for Going My Way, The Donna Reed Show, The Flintstones, 77 Sunset Strip, and Lawrence Welk. The low rating for Going My Way, according to the radio-television editor for the Shreveport Journal, could be attributed to her indication that there was a strong Baptist influence in the Shreveport market. The average ratings for the evening network programs on KSLA were 6 per cent above the average network ratings for the same programs, and this increase can be related to the higher ratings for G.E. True, What's My Line?, Marshal Dillon, Dobie Gillis, Rawhide, Route 66, and Have Gun Will Travel. The average ratings for the evening network programs on KTAL were 36 per cent below the average network ratings for the same programs, and this decrease can be attributed to the substantially lower ratings for Walt Disney, Danny Kaye/Bonanza, The Price is Right, Laramie, The Virginian, The Perry Como Show, Dr. Kildare, Hazel, International Showtime, Sing Along With Mitch, Don't Call Me Charlie, Jack Paar, and Sam Benedict.

Spokane, Tables 91 and 92.

Signal coverage.--Only two of the three television stations provided good signal coverage of the metropolitan area. The CBS affiliate, KXLY, had a signal problem in certain sections of the metropolitan area. The signal problem was due to the location of the transmitter and antenna atop Mt. Spokane 3,060 feet above average

TABLE 91

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE SPOKANE MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KREM	KXLY	KHQ
Channel number	2	4	6
Antenna height above average terrain (feet)	840	3060	2150
Date began operation	10-29-54	1-16-53	12-20-52
Date AM affiliate (if any) began operation.	1946	1922	1922
Newspaper affiliation (if any)	morning evening Sunday

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 92

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE SPOKANE MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	5
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 6:00-7:30 p.m.	12	16	25
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 7:00-7:30 p.m.	18	15	25
TV market average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	18	21
Network average ratings for all network programs locally telecast 7:30-11:00 p.m. during the survey period	19	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	- 1 ^b	-24	- 1

^a Computations made from American Research Bureau data.

^b Less than 1 per cent.

terrain. Because of the strong signal and the irregularity of the Spokane terrain, a "signal bounce" resulted in double images in some sections of the metropolitan area.

First television station established.--The NBC affiliate, KHQ was the first television station established in the market, December, 20, 1952. The CBS affiliate, KXLY, began operation on January 16, 1953, and the ABC affiliate, KREM, began operation on October 29, 1954.

Radio stations owned by television affiliates.--All three of the television stations in the Spokane market operated radio stations. KHQ-AM and KXLY-AM both began operation in 1922, and KREM-AM began operation in 1946.

Television stations affiliated with a daily newspaper.--The NBC affiliate, KHQ, was the only television station in the Spokane market owned by a daily newspaper. It was owned by the Cowles Publishing Company, publishers of the morning and Sunday Spokesman-Review and the evening Spokane Daily Chronicle.

Evening network programs telecast.--The ABC affiliate, KREM, did not carry, as telecast by the network, five half-hours of evening network time devoted to The Roy Rogers and Dale Evans Show, Mr. Smith Goes to Washington, and Fight of the Week; in the no-network-service time, Friday, 10:30-11:00 p.m., the regional program Outdoor Sportsman was telecast. The CBS affiliate, KXLY, carried all of the evening network programs at the same hour as telecast by the network. The NBC affiliate, KHQ, carried all of the evening network programs at the same hour as telecast by the network, and in the no-network-service time, Monday, 10:30-11:00 p.m., the syndicated program, People's Choice,

was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KREM telecast, on the alternate basis, Search for Adventure, Wyatt Earp, True Adventure, Sea Hunt, and Everglades; KXLY telecast, on an alternate basis, Huckleberry Hound, Quick Draw McGraw, Keyhole, Yogi Bear, and Ripcord; and KHQ telecast, on an alternate basis, Story Of, Across the Seven Seas, Death Valley Days, Best of Groucho, and Bold Journey. With the beginning of the evening network programs, KREM's average ratings increased one point; KXLY's average ratings increased three points; and KHQ's average ratings decreased four points.

Local evening news program.--The local evening news programs prior to the evening network programs were not a factor in the Spokane market, since the evening news programs of all three stations were telecast thirty minutes or more prior to the beginning of the evening network programs, and there was no indication of a carry-over audience to the syndicated programs during the thirty minutes immediately preceding the evening network programs.

TV Guide display advertising.--In the Spokane market, TV Guide for the period September 8 through November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, KREM, there were 205

column inches of display advertising for the evening network programs, 23 inches for local programs and 3 inches for other network programs, for a total of 231 inches; for the CBS affiliate, KXLY, there were 219 inches for the evening network programs, 65 inches for local programs, and 7 inches for other network programs, for a total of 291 inches; and for the NBC affiliate, KHQ, there were 528 inches for the evening network programs, 57 inches for local programs and 33 inches for other network programs, for a total of 618 inches.

Newspaper display advertising.--All of the morning, evening, and Sunday newspapers for the Spokane market for the period September 8 through November 30, 1962, were analyzed in terms of column inches of advertising for each of the television stations, Table 16. For the ABC affiliate, KREM, there were 1,601 column inches of display advertising for the evening network programs, 27 inches for local programs and none for other network programs, for a total of 1,628 inches; for the CBS affiliate, KXLY, there were 781 inches for the evening network programs, 18 inches for local programs and none for other network programs, for a total of 799 inches; for the NBC affiliate, KHQ, there were 3,271 inches for the evening network programs, 65 inches for local programs and none for other network programs, for a total of 3,336 inches. The large amount of display advertising used by the NBC affiliate can be related to the fact that the station was owned by the three newspapers in the Spokane market, and a comparable schedule of display advertising in the newspapers has been used for a number of years.

Newspaper content analysis.--In the content analysis of the

Spokane newspapers, relative to television, it was found that in the morning and Sunday Spokesman-Review the program schedules for the television and radio stations usually appeared on the same page (page 2) and the NBC affiliate, KHQ, owned by the newspaper, was listed first, followed by the CBS and ABC affiliates. The Spokesman-Review did not have a regular radio-television editor and, in fact, no television comment columns ever appeared in the newspaper. All of the television display advertising appeared on the same page with the program schedule listings. No radio display advertising appeared in the newspaper.

In the content analysis of the evening Spokane Daily Chronicle it was found that the television program listings did not appear on any particular page, and that the stations were listed in numerical order, with the newspaper-owned station being listed last. The newspaper did not have a regular radio-television editor and, in fact, no television comment columns appeared in the newspaper at any time. All of the television display advertising appeared on the same page as the program schedules. There was no advertising for any of the radio stations, with the exception of a small ad on the sports page for the station carrying the world series.

Station questionnaire data.--Station questionnaires were returned by all three television stations in the Spokane market. Questionnaire data indicated that the ABC affiliate, KREM, did not have an extensive promotional schedule, but did use display advertising in the morning, evening, and Sunday newspapers and display advertising in TV Guide. Other promotional activities included: four outdoor boards used for a thirteen-week period for promotion of the station's news

operation; outside bus cards were used to promote KREM-AM; an outdoor theater marquee was used during the winter season to call attention to KREM-TV and KREM-AM; a local audience participation show for kids was telecast five days a week; and a local interview program was telecast five days a week. The news operation of KREM was considered to be second in the market, and the reason for this-- according to the respondent--was because one of the other stations emphasized news much more. However, it should be noted that KREM was the only television station in the selected forty-one markets that telecast one hour of local news and did not carry the ABC network news, making the station a pioneer in the area of one-hour local newscasts in the early evening. A schedule of cross-plugs was used in cooperation with KREM-AM.

Station questionnaire data from the CBS affiliate, KXLY, indicated that the station used display advertising in the morning, evening, and Sunday newspapers, and in TV Guide. Other promotional activities included the use of six outdoor boards; a local audience participation show for kids was telecast five days a week; some cross-plugs were used in cooperation with KXLY-AM; the CBS network programs previewing the upcoming TV shows for the 1962-63 season were telecast; and a schedule of on-the-air promotional announcements was regularly telecast, with 170 announcements used in September, 130 in October, and 85 in November, 1962. KXLY was the third station in the market in terms of ratings, because of the signal problem.

Station questionnaire data from the NBC affiliate, KHQ, indicated that the station used a heavy schedule of display advertising in

the morning, evening, and Sunday newspapers, owned by the station. A heavy schedule of display advertising was used throughout the year in TV Guide. Other promotional activities included: a local audience participation show for kids was telecast five days a week; a minimum schedule of cross-plug announcements was used in cooperation with KHQ-AM; and a minimum schedule of on-the-air promotional announcements for network programs was used during the months of September, October, and November, 1962. The news operation of KHQ was the best in the market and the news personalities had been associated with the station for a number of years, and were also heard on KHQ-AM. The respondent felt that the station image was the best in the area because of the long-established radio station, the good local programs over a long period of time, the first station in the market, the first television station with new studios, and the first television station in the market to broadcast network color programs.

Radio-television editor questionnaire data.--None of the newspapers in the Spokane market had a radio-television editor.

Percentage above or below network ratings.--The average ratings for the evening network programs on KREM were less than 1 percent below the average network ratings for the same programs, and this slight decrease can be related to the lower ratings for Ben Casey and 77 Sunset Strip. The average ratings for the evening network programs on KXLY were 24 per cent below the average network ratings for the same programs, and this decrease can be attributed to the signal problems in certain sections of the metropolitan area and to the lower ratings for Dennis the Menace, Ed Sullivan, What's My Line?, Andy

Griffith, The Garry Moore Show, Alfred Hitchcock, Rawhide, Route 66, Jackie Gleason, Godfrey/Defenders, Have Gun Will Travel, and Gun-smoke. The average ratings for the evening network programs on KHQ were 1 per cent below the average network ratings for the same programs, and this slight decrease can be accounted for by the lower ratings for Dinah Shore/Dupont, The Perry Como Show, Dr. Kildare, and Hazel.

Tulsa, Tables 93 and 94

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The CBS affiliate, KOTV, was the first television station established in the market, October 22, 1949, and was the only television station for almost five years, until the ABC affiliate, KTUL began operation on September 18, 1954. The NBC affiliate, KVOO, began operation on December 5, 1954.

Radio stations owned by television affiliates.--KVOO's AM affiliate, KVOO, began operation in 1925, and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--None of the television stations in the market were affiliated with a daily newspaper in the Tulsa area.

Evening network programs telecast.--The ABC affiliate, KTUL, did not carry, as telecast by the network, one half-hour of evening network time devoted to Howard K. Smith, and in the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program Rebel was telecast. The CBS affiliate, KOTV, did carry as telecast by the network, four

TABLE 93

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE TULSA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KTUL	KOTV	KVOO
Channel number	8	6	2
Antenna height above average terrain (feet)	1020	1310	1330
Date began operation	9-18-54	10-22-49	12-5-54
Date AM affiliate (if any) began operation.	1925
Newspaper affiliation (if any)

a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 94

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE TULSA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	1	4	3
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	8	15	13
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	9	18	20
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	25	19
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	24	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	- 2	+ 5	-13

^a
Computations made from American Research Bureau data.

half-hours of evening network time devoted to Stump the Stars, Marshal Dillon, and Fair Exchange. The NBC affiliate, KVOO, did not carry, as telecast by the network three half-hours of evening network time devoted to Wide Country and Hazel; and in the no-network-service time, Monday, 9:30-10:00 p.m., the syndicated program, Honeymooners, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KTUL telecast news, weather, and ABC News; KOTV telecast news, weather, and CBS News; and KVOO telecast 6 O'Clock Report and Huntley-Brinkley. With the beginning of the evening network programs, KTUL's average ratings increased nine points; KOTV's average ratings increased seven points; and KVOO's average ratings decreased one point.

Local evening news program.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Tulsa market, since all three stations telecast local news and network news during the thirty minutes immediately preceding the evening network programs. There was no indication of a carry-over audience to the following evening network programs.

TV Guide display advertising.--TV Guide for the Tulsa market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Tulsa market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Tulsa market were not available for a content analysis relative to television.

Station questionnaire data.--None of the stations in the Tulsa market returned the station questionnaire; however, the promotion manager of the CBS affiliate, KOTV, wrote a personal letter and included some examples of the promotional activities of the station. She indicated that the station did not use display advertising on a weekly basis in TV Guide and that billboards and newspaper space were used only to announce the new fall shows or an important change in the programming or personnel. The sales promotional literature was generally in the form of personal letters to existing clients and to prospective clients with the content developed to show how television advertising on KOTV would benefit that particular client.

Radio-television editor questionnaire data.--Two newspapers in the Tulsa market had radio-television editors. However, only one questionnaire was returned. The editor for the Tulsa World wrote a column for the pull-out television section of the Sunday edition of the Tulsa World, but it did not carry his by-line. The sources of information used to thus develop the column were: program producers' promotional material, network promotional material, and local station promotional material. The editor indicated that he did not view television to any extent; he did not attend a special screening of network television programs for the 1962-63 television season; and he

did not write a special column covering the previews of the new network shows for the fall season.

Percentage above or below network ratings.--The average ratings for the evening network programs on KTUL were 2 per cent below the average network ratings for the same program, and this slight decrease can be related to the lower ratings for Going My Way, Ozzie and Harriet, and Gallant Men. The average ratings for the evening network programs on KOTV were 5 per cent above the average network ratings for the same programs, and this increase can be attributed to the higher ratings for Candid Camera, What's My Line?, To Tell the Truth, Danny Thomas, Andy Griffith, Dobie Gillis, Rawhide, and Gunsmoke. The average ratings for the evening network programs on KVOO were 13 per cent below the average network ratings for the same program, and this decrease can be directly related to the lower ratings for Walt Disney, Danny Kaye/Bonanza, Dinah Shore/Dupont, the Perry Como Show, Dr. Kildare, International Showtime, Sing Along with Mitch, and Sam Benedict.

Wichita, Tables 95 and 96

Signal coverage.--All three television stations provided good signal coverage of the metropolitan area.

First television station established.--The CBS affiliate, KTVH, with its transmitter located northwest of Wichita near Hutchinson, Kansas, was the first television station established in the market, June 22, 1953. The ABC affiliate, KAKE, began operation on October 19, 1954, and the NBC affiliate, KARD, began operation on September 1, 1955.

TABLE 95

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE WICHITA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KAKE	KTVH	KARD
Channel number	10	12	3
Antenna height above average terrain (feet)	1030	1466	1071
Date began operation	10-19-54	6-22-53	9-1-55
Date AM affiliate (if any) began operation.	1947
Newspaper affiliation (if any)	morning evening Sunday	. .

a

Information from Broadcasting Yearbook, Editor & Publisher
International Yearbook, and Television Factbook.

TABLE 96

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE WICHITA MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	2	3	1
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	15	8	14
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	20	9	15
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	26	16	18
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	23	21
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	+42	-50	-16

a

Computations made from American Research Bureau data.

Radio stations owned by television affiliates.--KAKE's AM affiliate, KAKE, began operation in 1947, and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--The CBS affiliate, KTVH, was the only television station in the Wichita area owned by a daily newspaper. It was owned by the Hutchinson Publishing Company, Hutchinson, Kansas, publishers of the "all day," Saturday morning and Sunday Hutchinson News.

Evening network programs telecast.--The ABC affiliate, KAKE, did not carry, as telecast by the network, two half-hours of evening network time devoted to Cheyenne, and in the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program, Johnny Midnight, was telecast. The CBS affiliate, KTVH, did not carry, as telecast by the network, three half-hours of evening network time devoted to Marshal Dillon, Jack Benny, and Eyewitness to History. The NBC affiliate, KARD, did not carry, as telecast by the network, one half-hour of evening network time devoted to The Joey Bishop Show; and in the no-network-service time, Monday, 9:30-10:00 p.m., the preempt network program, The Joey Bishop Show, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for the one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half hour, Monday through Friday, KAKE telecast, on an alternate basis, the last half-hour of the preempt network program, Cheyenne, Winston Churchill, Yogi

Bear, Huckleberry Hound, and Quick Draw McGraw; KTVH telecast a news program, Evening Edition; and KARD telecast news, weather, and Huntley-Brinkley. With the beginning of the evening network programs, KAKE's average ratings increased six points; KTVH's average ratings increased seven points; and KARD's average ratings increased three points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Wichita market, since only two of the stations telecast news programs prior to the beginning of the evening network programs and there was no indication of a carry-over audience to the following network programs.

TV Guide display advertising.--In the Wichita market, TV Guide for the period September 8 through November 30, 1962, was analyzed in terms of column inches of display advertising for each of the television stations, Table 15. For the ABC affiliate, KAKE, there were 125 column inches of display advertising for the evening network programs, 73 inches for local programs, and none for other network programs, for a total of 198 inches; for the CBS affiliate, KTVH, there were 197 inches for the evening network programs, 49 inches for local programs, and none for other network programs, for a total of 246 inches; and for the NBC affiliate, KARD, there were 297 inches for the evening network programs, 75 inches for local programs, and 20 inches for other network programs, for a total of 392 inches.

Newspaper display advertising.--The morning Wichita Eagle and the Evening Eagle and Beacon and the Wichita Sunday Eagle for the period

September 8 through November 30, 1962, were analyzed in terms of column inches of display advertising for each of the television stations. Since all five newspapers were not available for analysis, a true index of the display advertising activities of the stations cannot be assessed. However, in the morning Wichita Eagle, the Evening Eagle and Beacon, and the Wichita Sunday Eagle for the ABC affiliate, KAKE, there were 51 column inches of display advertising for evening network programs and none for local and other network programs, for a total of 51 inches; for the CBS affiliate, KTVH, there were 130 inches for evening network programs and none for local and other network programs, for a total of 130 inches; and for the NBC affiliate, KARD, there were 33 inches for evening network programs and none for local and other network programs, for a total of 33 inches.

Newspaper content analysis.--In the content analysis of the morning Wichita Eagle, relative to television, it was found that the television program schedule did not appear on any particular page; television stations were not listed in any particular manner; television stations outside the Wichita area were listed, including those in Tulsa and Oklahoma City; the newspaper did not carry any television comment column; the small amount of television display advertising which did appear was on the same page with the television program schedule; and there was no radio display advertising except for sporting events.

In the content analysis of the Evening Eagle and Beacon, relative to television, it was found that the television program schedule did not appear on any particular page; the Wichita television

stations were not listed in any particular order, as it changed from day to day; schedules for television stations outside the Wichita area were listed, including Tulsa and Oklahoma City; an unsigned local television column appeared regularly and within the column were such things as "Best Bets for Viewing," "TV Movie Listings," and "Sports on TV"; no television display advertising of any kind appeared in the Evening Eagle and Beacon; and the small amount of radio display advertising that appeared was for sporting events.

In the content analysis of the Wichita Sunday Eagle, relative to television, it was found that the weekly television program schedules and comment columns were parts of a magazine type insert; the syndicated television column "TV Highlights" appeared in each Sunday edition, and the column included "Best Bets for Viewing"; very little television display advertising appeared in the insert or elsewhere in the newspaper; and the little radio display advertising that did appear was confined to the sports pages.

Station questionnaire data.--Station questionnaires were returned by the ABC affiliate, KAKE, and the NBC affiliate, KARD. Questionnaire data indicated that KAKE's promotional activities included an occasional use of display advertising in the evening newspaper; six inches of display advertising in each weekly issue of TV Guide; grocery store dump displays imprinted with the station's call letters; grocery store shelf talkers imprinted with the station's call letters; searchlights were used at various store openings; a local audience participation show for kids was telecast five times a week; a local audience participation show for adults was telecast; space was

provided for ladies' club meetings; six to ten cross-plugs a day were used in cooperation with KAKE-AM; the television studios were located on a relatively high auto-traffic street; and a heavy schedule of on-the-air promotional announcements for evening network programs were telecast regularly, with approximately 300 announcements telecast each month during September, October, and November, 1962. Special and extensive merchandising and promotional activities were carried out for a number of evening network and syndicated programs. The station editorialized once a day. The respondent felt that the reason the station's ratings were above the national ratings for the same programs was due to the station's use of heavy on-the-air promotion and keeping the newspapers and TV Guide up to date concerning all television programs telecast by KAKE.

The station questionnaire data from KARD indicated that the station had a regular promotion schedule which included the occasional use of display advertising in the morning, evening, and Sunday newspapers; and thirteen column inches were used each week in TV Guide. Other promotional activities included: three outdoor boards used for a period of sixteen weeks; some occupant direct mail was used for particular programs; grocery store shelf talkers imprinted with the station's call letters; a local audience participation show for kids was telecast five times a week; space was provided for businessmen's meetings; the station built a 40 x 40 building for displays at the Kansas State Fair; the studios were located on a relatively high-traffic street; and a very heavy schedule of on-the-air promotional announcements was telecast regularly, with 600 telecast in September, 600 in October, and 500 in November, 1962. Special and extensive

merchandising and promotional activities were carried out for Death Valley Days, the news, Major Astro Show, and Cinema Saturday Night. KARD editorialized once a month. In commenting about the station image the respondent said: "The station image is good because we work with many local groups such as the Chamber of Commerce and the United States Heart Fund, etc." According to the respondent, KARD was second in the Wichita market and this was because the NBC programming was off for the 1962-63 television season..

Radio-television editor questionnaire data.--One newspaper in the Wichita market had a radio-television editor. However, the questionnaire mailed to the editor was not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on KAKE were 42 per cent above the average network ratings for the same programs, and this increase can be related to the substantially higher ratings for the evening network programs; in fact, all of the evening network programs on KAKE received higher average local ratings than the same programs received nationally. The average ratings for the evening network programs on KIVH were 50 per cent below the average network ratings, and this decrease can be related to the substantially lower ratings for almost all of the evening network programs; however, Candid Camera, What's My Line, The Garry Moore Show, and The Beverly Hillbillies were the highest rated programs in their respective time periods. The average ratings for the evening network programs on KARD were 16 per cent below the average network ratings for the same programs, and this decrease can be attributed to the substantially

lower ratings for all of the evening NBC network programs, with the exception of The Dick Powell Show, which was the highest rated program in its time period. There was no apparent reason for the substantially higher ratings for the ABC network programs on KAKE other than the fact that the programs appealed to the viewers in the Wichita market.

Wichita Falls, Tables 97 and 98

Signal coverage.--Only two of the three television stations provided good signal coverage of the metropolitan area. The ABC affiliate, KSWO, had a signal problem in certain sections of the metropolitan area. The signal problem was due to the transmitter being located about twenty-two miles north of Wichita Falls. KWSO was licensed to Lawton, Oklahoma.

First television station established.--All three of the television stations in the market began operation at about the same time. The CBS affiliate, KSYD, began operation on March 1, 1953. The ABC affiliate, KSWO, began operation on March 8, 1953, and the NBC affiliate, KFDX, began operation on March 29, 1953.

Radio stations owned by television affiliates.--KSWO's AM affiliate, KSWO, began operation in 1941, and it was the only radio station in the market owned by a television affiliate.

Television stations affiliated with a daily newspaper.--None of the television stations in the market were affiliated with a daily newspaper in the Wichita Falls area.

Evening network programs telecast.--The ABC affiliate, KSWO, did not carry, as telecast by the network, one half-hour of evening network

TABLE 97

VARIABLE STATION OPERATION DATA FOR THE VHF TELEVISION
STATIONS IN THE WICHITA FALLS MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Station call letters	KSWO	KSYD	KFDX
Channel number	7	6	3
Antenna height above average terrain (feet)	1050	1021	1000
Date began operation	3-8-53	3-1-53	3-29-53
Date AM affiliate (if any) began operation.	1941
Newspaper affiliation (if any)

^a

Information from Broadcasting Yearbook, Editor & Publisher International Yearbook, and Television Factbook.

TABLE 98

VARIABLE PROGRAM RATING DATA FOR THE VHF TELEVISION STATIONS
IN THE WICHITA FALLS MARKET, NOVEMBER 1962^a

VARIABLE	ABC	CBS	NBC
Number of network $\frac{1}{2}$ hours not carried locally during the survey period	1	11	3
Lead-in programs, average ratings for preceding $1\frac{1}{2}$ hours 5:00-6:30 p.m.	3	14	15
Lead-in programs, average ratings for preceding $\frac{1}{2}$ hour 6:00-6:30 p.m.	3	19	19
TV market average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	12	26	24
Network average ratings for all network programs locally telecast 6:30-10:00 p.m. during the survey period	18	25	22
Percentage above (+) or below (-) network ratings for all network programs telecast at the same hour as on the network . . .	-57	+ 4	+19

a

Computations made from American Research Bureau data.

time devoted to Howard K. Smith, and in the no-network-service time, Friday, 9:30-10:00 p.m., the syndicated program Johnny Midnight was telecast. The CBS affiliate, KSYD, did not carry, as telecast by the network, eleven half-hours of evening network time devoted to What's My Line?, Stump the Stars, CBS Reports, The Nurses, Alfred Hitchcock, Fair Exchange, and Eyewitness to History. The NBC affiliate, KFDX did not carry, as telecast by the network, three half-hours of evening network time devoted to Chet Huntley Reporting, Don't Call Me Charlie, and the Joey Bishop Show. In the no-network-service time, Monday, 9:30-10:00 p.m., the preempt network program, The Joey Bishop Show, was telecast.

Lead-in ratings.--There was a difference in the lead-in ratings for each of the stations for one and one-half hours preceding the evening network programs, and there was a difference in the ratings for each of the stations for the half-hour immediately preceding the evening network programs. During the half-hour, Monday through Friday, KSWO telecast news and weather; KSYD telecast, on an alternate basis, Yogi Bear, Quick Draw McGraw, the first half-hour of a feature movie series called Action 6, Huckleberry Hound, and Sea Hunt; and the NBC affiliate, KFDX, telecast news and Huntley-Brinkley. With the beginning of the evening network programs, KSWO's average ratings increased nine points; KSYD's average ratings increased seven points; and KFDX's average ratings increased five points.

Local evening news programs.--The local evening news programs of the stations prior to the evening network programs were not a factor in the Wichita Falls market, since only two stations telecast news

during the thirty minutes immediately preceding the evening network programs, and there was no indication of a carry-over audience to the following network programs.

TV Guide display advertising.--TV Guide for the Wichita Falls market was not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper display advertising.--The daily newspapers in the Wichita Falls market were not available for analysis in terms of column inches of display advertising for each of the television stations.

Newspaper content analysis.--The daily newspapers in the Wichita Falls market were not available for a content analysis relative to television.

Station questionnaire data.--The station questionnaire was returned by the NBC affiliate, KFDX. Questionnaire data indicated that KFDX used display advertising in the morning, evening, and Sunday newspapers, and in the Sunday TV insert. Display advertising was used in TV Guide and in the local free television program schedule. Special and extensive merchandising activities were carried out for Mr. Novak. The studios were located on a relatively high auto-traffic street, and a schedule of on-the-air announcements for evening network programs was telecast regularly. KFDX editorialized once a month. When commenting about the station image, the respondent said: "Our image is pro-feminine, yet warm, and our personalities are all rather handsome and have been with the operation for a number of years and are extremely active in civic affairs." The respondent

indicated that KFDX was the second station in the market in terms of ratings because the NBC programming was off for the 1962-63 season.

Radio-television editor questionnaire data.--One of the newspapers in the Wichita Falls market had a radio-television editor. However, the questionnaire mailed to the editor was not returned.

Percentage above or below network ratings.--The average ratings for the evening network programs on KSWO were 57 per cent below the average network ratings for the same programs, and this decrease can be related to the signal problem in some sections of the Wichita Falls metropolitan area and to the substantially lower ratings for a number of programs, for instance, Sunday Night Movie, Ben Casey, Hawaiian Eye, Wagon Train, Going My Way, Our Man Higgins, Naked City, Ozzie and Harriet, The Donna Reed Show, Leave it to Beaver, My Three Sons, McHale's Navy, 77 Sunset Strip, and Lawrence Welk. The average ratings for the evening network programs on KSWD were 4 per cent above the average network ratings for the same programs, and this increase can be accounted for by the substantially higher ratings for The Loretta Young Show, Marshal Dillon, The Lloyd Bridges Show, Dobie Gillis, Beverly Hillbillies, Dick Van Dyke, Rawhide, Route 66, and Have Gun Will Travel. The average ratings for the evening network programs on KFDX were 9 per cent above the average network ratings for the same programs, and this increase can be attributed to the substantially higher ratings for Danny Kaye/ Bonanza, Dinah Shore/Dupont, It's a Man's World, Saints and Sinners, Laramie, Empire, Eleventh Hour, and Wide Country.

CHAPTER IV

VALIDITY OF THE HYPOTHESES ADVANCED IN THE STUDY

The validity of the hypotheses advanced in the study was determined by relating the hypotheses to the variable information available for the forty-one VHF television markets and evaluating the effect of the information. A number of the hypotheses, advanced and tested in the study, were not valid. The balance of the chapter is organized to present each of the nine hypotheses and the relevant data employed to determine whether each hypothesis was valid or not valid.

First Hypothesis

The average local ratings for the evening network programs will be below the average national ratings if the station does not provide good signal coverage in its metropolitan service area.

The first hypothesis was found to be valid. In the study there were thirteen stations in thirteen markets that had a signal problem in certain sections of the metropolitan areas, and in each market the average local ratings were substantially below the average national network ratings for the same programs.

The Beaumont-Port Arthur ABC affiliate, KBMT, had average local ratings 16 per cent below the average network ratings for the same

programs, and the signal problem was due to the location of the transmitter about thirty miles south of Beaumont.

The Cedar Rapids-Waterloo NBC affiliate, KWVL, had average local ratings 43 per cent below the average network ratings for the same programs, and the signal problem was due to the location of the transmitter about ten miles west of Waterloo and thirty miles north of the major city, Cedar Rapids.

The Columbus NBC affiliate, WLW-C, had average local ratings 24 per cent below the average network ratings for the same programs, and the signal problem was due to co-channel interference.

The Fargo ABC affiliate, KXGO, had average local ratings 32 per cent below the average network ratings for the same programs, and the signal problem was due to the low operating power and to the low antenna height above average terrain.

The Greenville-Asheville-Spartanburg CBS affiliate, WSPA, had average local ratings 77 per cent below the average network ratings for the same programs, and the signal problem was due to the low operating power and to the low antenna height above average terrain.

The Little Rock ABC affiliate, KATV, had average local ratings 20 per cent below the average network ratings for the same programs, and the signal problem was due to the low operating power, and the location of the transmitter about thirty miles south of the city of Little Rock, and the low antenna height above average terrain.

The New Orleans ABC affiliate, WVUE, had average local ratings 6 per cent below the average network ratings for the same programs, and the signal problem was due to the low operating power.

The Oklahoma City ABC affiliate, KOCO, had average local ratings 20 per cent below the average network ratings for the same programs, and the signal problem was due to the low operating power and to the location of the transmitter about thirty miles north of Oklahoma City.

The Portland-Mt. Washington ABC affiliate, WMTW, had average local ratings 43 per cent below the average network ratings for the same programs, and the signal problem was due to the transmitter being located thirty miles north and west of the city of Portland. However, it was located at an altitude of 3,871 feet above average terrain and operated at full power; but, due to the height of the antenna and the terrain of the land in Portland, certain sections received an inferior signal.

The Roanoke ABC affiliate, WLVA, had average local ratings 241 per cent below the average network ratings for the same programs, and the signal problem was due to the location of the transmitter about thirty miles each of Roanoke and due to the low antenna height above average terrain.

The San Diego ABC affiliate, XETV, had average local ratings 58 per cent below the average network ratings for the same programs, and the signal problem was due to the fact that the transmitters for the CBS and NBC affiliates were located in the same area, and many of the outdoor antennas were tuned to those stations and received XETV on the rear side of the antenna and, consequently, an inferior signal resulted.

The Spokane CBS affiliate, KXLY, had average local ratings 25 per cent below the average network ratings for the same programs, and

the signal problem was due to the location of the transmitter atop Mt. Spokane, 3,060 feet above average terrain; and, due to the strong signal and the irregularity of the Spokane terrain, a "signal-bounce" resulted in double images in some sections of the metropolitan area.

The Wichita Falls ABC affiliate, KSWO, had average local ratings 57 per cent below the average network ratings for the same programs, and the signal problem was due to the location of the transmitter about twenty-two miles north of Wichita Falls.

Nine of the stations with a signal problem were affiliated with the ABC network; two were affiliated with the CBS network; and two were affiliated with the NBC network. Generally, the inferior signals of the thirteen stations can be attributed to the transmitter location in relation to the major metropolitan areas; the irregularity of the terrain in the major cities; the low operating power; the low antenna height above average terrain; and the effect of outside receiving antennas not properly oriented to receive a good signal from all stations in the area. However, there was an indication in most of the markets that if the viewers preferred a program they would watch it whether they received a good signal or not.

Second Hypothesis

The average local ratings for the evening network programs will be below the average national ratings in most three-station VHF television markets.

The second hypothesis was found to be valid. In the study, Table 11, seventy-eight (or 63 per cent) of the 123 stations had

average local ratings below the average network ratings for the same programs. In seven VHF markets, all three stations had average local ratings below the average network ratings for the same programs. The markets were: Atlanta, Greenville-Asheville-Spartanburg, Little Rock, Nashville, Richmond, San Diego, and Spokane. Twenty-one (or 51 per cent) of the forty-one VHF television stations affiliated with the ABC network had average local ratings below the average network ratings for the same programs. Twenty-six (or 63 per cent) of the forty-one VHF television stations affiliated with the CBS network had average local ratings below the average network ratings for the same programs. Thirty-one (or 76 per cent) of the forty-one VHF television stations affiliated with the NBC network had average local ratings below the average network ratings for the same programs.

The fact that 63 per cent of the VHF television stations in the study had average local ratings below the average network ratings for the same programs indicated that the three-station VHF markets, where the viewers had a choice of the programs from all three networks, did not follow the national pattern of television viewing during the same ARB survey period, November, 1962. The difference in viewing pattern can be attributed to the fact that, in the study, there was no general pattern of viewing from market-to-market; however, there was substantial evidence that viewers selected the programs they wanted to watch without regard for the particular station or network. The national network ratings, however, were computed from all stations in the United States, and in many markets fewer or more than three stations were available for viewing. Consequently, a true index of

the popularity of the programs offered by the three networks was not revealed in the national ratings, because all viewers did not have the opportunity to only select a program telecast by either ABC, CBS, or NBC. The ABC network programs were substantially more popular in the selected forty-one VHF television markets than they were nationally, and this can be accounted for because the one- and two-station markets generally gave priority to the programs offered by the CBS and NBC networks; thus, the viewers in those markets did not have the opportunity to view many of the ABC network programs that proved to be popular in the forty-one markets of study. The popularity of the ABC network programs in the selected forty-one markets brought about a decrease in popularity of the CBS and NBC network programs and thus, generally, lower average network ratings resulted for almost two-thirds of the stations in the study.

Third Hypothesis

The average local ratings for the evening network programs will be above the average national ratings if the station was the first television station established in the market.

The third hypothesis was not valid. In the study nineteen (or 46 per cent) of the forty-one television stations first established in their respective markets, had average local ratings above the network ratings for the same programs. Two of the nineteen stations were ABC affiliates located in Cleveland and Stockton-Sacramento. Ten of the nineteen stations were CBS affiliates located in Beaumont-Port Arthur, Buffalo, Cedar Rapids-Waterloo, Green Bay, Miami, Norfolk-

Portsmouth, Orlando-Daytona Beach, Pittsburgh, Tulsa, and Wichita Falls. Seven of the nineteen stations were NBC affiliates located in Albany-Schenectady-Troy, Charleston-Huntington, Cincinnati, Fargo, New Orleans, Oklahoma City, Portland-Mt. Washington, and Roanoke.

In the forty-one television markets only four of the first established television stations were ABC affiliates; sixteen were CBS affiliates; and twenty-one were NBC affiliates. The reason for the large number of the first established stations being affiliated with the CBS and NBC networks was because the two networks dominated the television viewing from 1947 through 1960, and an affiliation with them was much more desirable than with the ABC network. However, the long-time affiliations with the dominant networks were not enough to move the stations' average local ratings above the average network ratings for the same programs.

Fourth Hypothesis

The average local ratings for the evening network programs will be above the average national ratings if the station is owned by a long-established AM radio station.

The fourth hypothesis was not valid. In the study "long-established" was defined to mean a radio station established prior to 1940. Twenty-six (or 41 per cent) of the sixty-three television stations that owned a long-established AM radio station in the selected forty-one VHF television markets had average local ratings above the average network ratings for the same programs. Nine of the twenty-six television stations that owned a long-established AM radio

station and had average local ratings above the average network ratings were affiliated with the ABC network and were located in Boston, Cincinnati, Columbus, Houston, Kansas City, Memphis, Philadelphia, Pittsburgh, and San Antonio; eleven were affiliated with the CBS network and were located in Beaumont-Port Arthur, Buffalo, Cedar Rapids-Waterloo, Des Moines-Ames, Green Bay, Memphis, New Orleans, Norfolk-Portsmouth, Orlando-Daytona Beach, Pittsburgh, and Roanoke; and six were affiliated with the NBC network and were located in Albany-Schenectady-Troy, Cincinnati, Fargo, New Orleans, Oklahoma City, and Portland-Mt. Washington.

Thirty-five of the forty-one markets in the study had one or more long-established AM radio stations which were owned by a television station in the same market. The six markets that did not have a long-established AM radio station owned by a television station were: Chattanooga, Miami, Sacramento-Stockton, Shreveport, Wichita, and Wichita Falls.

Twenty-six of the forty-five television stations, Table 11, with average local ratings above the average network ratings for the same programs, were affiliated with a long-established AM radio station. However, the affiliation with a long-established AM radio station was not, in itself, a large enough factor to move all of the sixty-three stations' average local ratings above the average network ratings for the same programs.

Fifth Hypothesis

The average local ratings for the evening network programs will

be above the average national ratings if the station is owned and operated by a local daily newspaper.

The fifth hypothesis was not valid. In the study, thirteen (or 42 per cent) of the thirty-one television stations owned by a local newspaper, in the selected forty-one VHF television markets, had average local ratings above the average network ratings for the same programs. Five of the thirteen television stations, owned by a local newspaper, with average local ratings above the average network ratings were affiliated with the ABC network and were located in Cedar Rapids-Waterloo, Cleveland, Houston, Omaha, and Philadelphia; five were affiliated with the CBS network and were located in Buffalo, Des Moines-Ames, Norfolk-Portsmouth, Roanoke, and Shreveport; and three were affiliated with the NBC network and were located in Fargo, Miami, and Oklahoma City.

The thirty-one television stations, in the selected forty-one VHF television markets, owned by a local newspaper are shown in Table 99. Only 25 per cent of the 123 television stations in the study were owned by a local newspaper. Twenty-eight (or 68 per cent) of the forty-one markets had one or more television stations that were owned by a local newspaper. The newspapers that owned the thirty-one television stations published a total of seventy-five separate editions; twenty-two were morning newspapers; twenty-seven were evening newspapers; and twenty-six were Sunday newspapers. Even though the television stations owned by the newspapers would, normally, have an advantage over other stations in the market for newspaper publicity, display advertising and the association with a printed news medium, these

TABLE 99

NEWSPAPER OWNERSHIP OF TELEVISION STATIONS IN SELECTED VHF TELEVISION MARKETS, NOVEMBER 1962^a

Market	Station	Channel Number	Network Affil.	Newspapers ^b		
				Morning	Evening	Sunday
Amarillo	KGNC	4	NBC	News	Globe Times (Ex. Sat.)	News-Globe
Atlanta	WSB	2	NBC	Constitution	Journal	Journal Constitution
Baltimore	WMAR	2	CBS	Sun	Sun	Sun
	WBAL	11	NBC	. .	News-Post	American
Boston	WHDH	5	CBS	Herald	Traveler	Traveler
Buffalo	WBEN	4	CBS	. .	News	. .
Cedar Rapids	KCRG	9	ABC	. .	Gazette	Gazette
Cincinnati	WCPO	9	CBS	. .	Post & Times Star	. .
Cleveland	WEWS	5	ABC	. .	Press & News	. .
Columbus	WBNS	10	CBS	. .	Dispatch	Dispatch
Des Moines	KRNT	8	CBS	Register	Tribune	Register
Fargo	WDAY	6	NBC	Forum (Ex. Mon.)	Forum	Forum
Greenville	WFBC	4	NBC	News	Piedmont	News
Houston	KTRK	13	ABC	. .	Chronicle	Chronicle
	KPRC	2	NBC	Post	. .	Post
Little Rock	KTHV	11	CBS	. .	Democrat	Democrat
Memphis	WNCT	5	NBC	Commercial Appeal	Press-Scimitar	Commercial Appeal
Miami	WCKT	7	NBC	Herald	. .	Herald
Norfolk	WTAR	3	CBS	Virginian-Pilot	Ledger-Dispatch	Virginian-Pilot
Oklahoma City	WKY	4	NBC	Oklahoman	Times	Oklahoman
Omaha	KETV	7	ABC	World-Herald	World-Herald	World-Herald
Daytona Beach	WESH	2	NBC	Daytona Journal	Daytona News	Daytona News-Journal
Philadelphia	WFIL	6	ABC	Inquirer	News (Tabloid)	Inquirer
Pittsburgh	WTIC	11	NBC	Post-Gazette
Portland	WCAN	13	CBS	Press Herald	Express	Telegram
Roanoke	WDBJ	7	CBS	Times	World-News	Times
San Antonio	KENS	5	CBS	Express	News	Express-News
Shreveport	KSLA	12	CBS	. .	Journal	. .
	KTAL	6	NBC	Texarkana Gazette	Texarkana News	Texarkana Gazette
Spokane	KHQ	6	NBC	Spokesman-Review	Chronicle	Spokesman-Review
Wichita	KTVH	12	CBS	Hutchinson News (All day except Sat. Eve.)	. .	Hutchinson News

^aTelevision Factbook No. 33, 1962-63.^bEditor & Publisher International Yearbook, 1962.

factors were not enough to move all of the thirty-one stations' average local ratings above the average network ratings for the same programs.

Sixth Hypothesis

The average local ratings for the evening network programs will be above the average national ratings if the station has the highest average ratings for its evening lead-in programs.

The sixth hypothesis was found to be valid. In the study twenty-five (or 61 per cent) of the forty-one television stations with the highest average ratings for its lead-in programs for the one and one-half hours preceding the evening network programs had evening network average local ratings above the average national ratings for the same programs, Table 100. Four of the twenty-five television stations were ABC affiliates located in Columbus, Houston, Kansas City, and Wichita. Thirteen of the twenty-five television stations were CBS affiliates located in Beaumont-Port Arthur, Buffalo, Cedar Rapids-Waterloo, Des Moines-Ames, Green Bay, Memphis, Miami, Norfolk-Portsmouth, Orlando-Daytona Beach, Pittsburgh, Roanoke, Shreveport, and Tulsa. Eight of the twenty-five television stations were NBC affiliates located in Albany-Schenectady-Troy, Charleston-Huntington, Cincinnati, Fargo, New Orleans, Oklahoma City, Portland-Mt. Washington, and Wichita Falls.

Twenty-one (or 51 per cent) of the forty-one television stations with the highest average ratings for its lead-in programs for the one-half hour preceding the evening network programs had evening network average local ratings above the average national ratings for the same

TABLE 100
 AVERAGE RATINGS FOR SELECTED VHF TELEVISION
 MARKETS, NOVEMBER, 1962

Market	Net. Affil.	Average Rating Sunday thru Saturday ^a			
		6-7:30 p.m. ^b	7-7:30 p.m. ^b	7:30-11:00 p.m. ^b	
		All Lead-in Programs Precedng. 1-1/2 Hrs	All Lead-in Programs Precedng. 1/2 Hour	Local for all Network Programs Telecast in the Market	U.S. for all Network Programs Telecast in the Market
Albany- Schenectady- Troy	ABC	12	14	19	18
	CBS	14	13	19	24
	NBC	14	16	23	22
Amarillo	ABC	6	10	20	19
	CBS	17	19	23	24
	NBC	11	18	21	22
Atlanta	ABC	6	6	15	18
	CBS	16	16	20	24
	NBC	19	20	20	21
Baltimore	ABC	10	13	19	19
	CBS	13	14	23	23
	NBC	10	10	19	22
Beaumont- Port Arthur	ABC	5	6	16	19
	CBS	18	26	27	24
	NBC	12	17	14	21
Boston	ABC	11	14	20	18
	CBS	10	11	21	23
	NBC	16	13	20	21
Buffalo	ABC	9	8	19	18
	CBS	13	17	24	23
	NBC	12	13	19	21

TABLE 100--Continued

Market	Net. Affil.	Average Rating Sunday thru Saturday ^a			
		6-7:30 p.m. ^b	7-7:30 p.m. ^b	7:30-11:00 p.m. ^b	
		All Lead-in Programs Precdng. 1½ Hours	All Lead-in Programs Precdng. ½ Hour	Local for all Network Programs Telecast in the Market	U.S. for all Network Programs Telecast in the Market
Cedar Rapids- Waterloo	ABC	9	9	24	18
	CBS	21	30	30	23
	NBC	7	10	15	21
Charleston- Huntington	ABC	7	10	17	18
	CBS	11	11	17	23
	NBC	25	25	24	21
Chattanooga	ABC	9	13	19	18
	CBS	14	19	19	24
	NBC	20	17	19	21
Cincinnati	ABC	9	13	22	18
	CBS	10	12	20	24
	NBC	18	18	21	21
Cleveland	ABC	13	11	24	19
	CBS	10	17	21	24
	NBC	17	18	18	21
Columbus	ABC	14	19	18	18
	CBS	13	17	21	24
	NBC	10	8	17	21
Des Moines- Ames	ABC	8	12	18	19
	CBS	13	16	26	25
	NBC	10	11	16	21
Fargo	ABC	5	5	14	18
	CBS	6	6	17	23
	NBC	25	36	31	22

TABLE 100--Continued

Market	Net. Affil.	Average Rating Sunday thru Saturday ^a			
		6-7:30 p.m. ^b	7-7:30 p.m. ^b	7:30-11:00 p.m. ^b	
		All Lead-in Programs Precdng. 1½ Hours	All Lead-in Programs Precdng. ½ Hour	Local for all Network Programs Telecast in the Market	U.S. for all Network Programs Telecast in the Market
Green Bay	ABC	6	5	19	18
	CBS	23	30	29	23
	NBC	9	8	18	21
Greenville- Asheville- Spartanburg	ABC	12	14	16	18
	CBS	8	9	14	24
	NBC	18	18	20	21
Houston	ABC	11	12	22	18
	CBS	10	15	21	23
	NBC	11	14	17	21
Kansas City	ABC	12	10	19	18
	CBS	8	11	22	24
	NBC	12	18	20	21
Little Rock	ABC	5	9	15	18
	CBS	14	16	23	24
	NBC	16	22	21	21
Memphis	ABC	14	19	21	18
	CBS	18	19	23	23
	NBC	12	15	17	22
Miami	ABC	5	8	15	18
	CBS	26	27	25	25
	NBC	19	21	23	21
Nashville	ABC	10	14	18	18
	CBS	14	14	22	23
	NBC	14	22	20	22

TABLE 100--Continued

Market	Net. Affil.	Average Rating Sunday thru Saturday ^a			
		6-7:30 p.m. ^b	7-7:30 p.m. ^b	7:30-11:00 p.m. ^b	
		All Lead-in Programs Precedng. 1½ Hours	All Lead-in Programs Precedng. ½ Hour	Local for all Network Programs Telecast in the Market	U.S. for all Network Programs Telecast in the Market
New Orleans	ABC	7	5	17	18
	CBS	13	18	25	24
	NBC	20	27	24	22
Norfolk- Portsmouth	ABC	10	9	15	18
	CBS	15	17	24	24
	NBC	13	13	17	21
Oklahoma City	ABC	5	8	16	18
	CBS	10	10	23	24
	NBC	18	27	24	21
Omaha	ABC	10	13	24	19
	CBS	7	10	22	24
	NBC	15	19	21	21
Orlando- Daytona Beach	ABC	10	13	15	18
	CBS	17	17	25	23
	NBC	17	18	19	21
Philadelphia	ABC	12	11	25	18
	CBS	13	15	19	23
	NBC	10	12	19	21
Pittsburgh	ABC	13	13	21	19
	CBS	16	21	25	23
	NBC	8	10	14	21
Portland-Mt. Washington	ABC	10	8	13	18
	CBS	14	16	22	23
	NBC	20	22	23	22

TABLE 100--Continued

Market	Net. Affil.	Average Rating Sunday thru Saturday ^a			
		6-7:30 p.m. ^b	7-7:30 p.m. ^b	7:30-11:00 p.m. ^b	
		All Lead-in Programs Precdng. 1½ Hours	All Lead-in Programs Precdng. ½ Hour	Local for all Network Programs Telecast in the Market	U.S. for all Network Programs Telecast in the Market
Richmond	ABC	9	12	17	18
	CBS	14	17	23	23
	NBC	10	9	14	22
Roanoke	ABC	2	2	5	18
	CBS	22	25	27	24
	NBC	18	19	24	21
Sacramento- Stockton	ABC	16	16	22	19
	CBS	16	20	20	25
	NBC	19	19	19	22
San Antonio	ABC	8	13	23	18
	CBS	14	12	21	24
	NBC	11	16	17	21
San Diego	ABC	8	9	11	19
	CBS	19	17	21	23
	NBC	19	18	19	21
Shreveport	ABC	10	10	18	18
	CBS	18	27	25	23
	NBC	10	10	16	22
Spokane	ABC	12	18	19	19
	CBS	16	15	18	23
	NBC	25	25	21	21
Tulsa	ABC	8	9	18	18
	CBS	15	18	25	24
	NBC	13	20	19	21

TABLE 100--Continued

Market	Net. Affil.	Average Rating Sunday thru Saturday ^a			
		6-7:30 p.m. ^b	7-7:30 p.m. ^b	7:30-11:00 p.m. ^b	
		All Lead-in Programs Precdng. 1½ Hours	All Lead-in Programs Precdng. ½ Hour	Local for all Network Programs Telecast in the Market	U.S. for all Network Programs Telecast in the Market
Wichita	ABC	15	20	26	18
	CBS	8	9	16	23
	NBC	14	15	18	21
Wichita Falls	ABC	3	3	12	18
	CBS	14	19	26	25
	NBC	15	19	24	22

a

Computed from American Research Bureau data.

b

Eastern Standard Time, one hour earlier for markets using Central Standard Time.

programs, Table 100. Three of the twenty-one television stations were ABC affiliates located in Boston, Columbus, and Wichita. Nine of the twenty-one television stations were CBS affiliates located in: Beaumont-Port Arthur, Buffalo, Cedar Rapids-Waterloo, Des Moines-Ames, Green Bay, Miami, Norfolk-Portsmouth, Roanoke, and Shreveport. Seven of the twenty-one television stations were NBC affiliates located in Albany-Schenectady-Troy, Charleston-Huntington, Cincinnati, Fargo, New Orleans, Oklahoma City, and Portland-Mt. Washington. The ABC and CBS affiliates in Memphis were tied for the highest lead-in ratings, and both were above the average national network ratings. The CBS and NBC affiliates in Wichita Falls were tied for the highest lead-in ratings and both were above the average national network ratings.

Thirteen (or 62 per cent) of the twenty-one stations telecast a syndicated program during the one-half hour immediately preceding the evening network programs; eight (or 38 per cent) telecast a local and/or network news program.

Fifty-nine (or 48 per cent) of the 123 stations in the study telecast a syndicated, feature film, or preempt network program during the one-half hour immediately preceding the evening network programs; sixty-four (or 52 per cent) telecast local and/or network news programs.

Fifty-five per cent of the respondents to the radio-TV editor questionnaire believed that the lead-in ratings of the local evening programs, prior to the beginning of the evening network programs, would have an effect upon the ratings of the evening network programs.

The data indicate that high lead-in ratings have an effect upon the ratings of the following network programs, and this effect should be evaluated by the television broadcaster.

Seventh Hypothesis

The average local ratings for the evening network programs will be above the average national ratings if the station had high-rated local evening news programs.

The seventh hypothesis was not valid. In the study "high-rated" was defined to mean a rating of fourteen or more. A rating of fourteen during the time period when local news was telecast in the forty-one television markets (6:00-7:30 p.m. eastern time and one hour earlier for those stations operating on central time) would mean that the news program would be reaching one-third or more of all the homes viewing television during that time period, and a local news program that could consistently attract one-third or more of the households viewing television is a "high-rated" program in terms of television ratings. Additionally, in the forty-one markets during the November, 1962, rating period, the total rating points for all the local early-evening news programs were added together; that total was then divided by the total number of stations telecasting local news during the one and one-half hours immediately preceding the evening network programs. The result was an average rating of fourteen.

Of the forty-eight television stations that telecast a local news program which achieved a rating of fourteen or more, during the one and one-half hours immediately preceding the evening network programs, only twenty (or 42 per cent) had average local evening network ratings above the average network ratings for the same programs. Eleven of the twenty stations were CBS affiliates located in: Beaumont-Port Arthur, Cedar Rapids-Waterloo, Green Bay, Memphis,

Miami, Norfolk-Portsmouth, Orlando-Daytona Beach, Pittsburgh, Roanoke, Shreveport, and Tulsa. Nine of the twenty stations were NBC affiliates located in: Charleston-Huntington, Cincinnati, Fargo, Miami, New Orleans, Oklahoma City, Portland-Mt. Washington, Roanoke, and Wichita Falls.

No ABC network affiliate, in the forty-one television markets, had a local evening news program that received a rating as high as fourteen, Table 101.

Eleven of the ABC network affiliates did not telecast fifteen or more minutes of local news during the one and one-half hours immediately preceding the evening network programs; however, all forty-one of the CBS and NBC affiliates telecast fifteen or more minutes of local news during the one and one-half hours immediately preceding the evening network programs, Table 101. The NBC affiliates' local evening news ranked first or was tied for first in twenty-six of the forty-one selected VHF television markets (63 per cent).

During the period of the study, November, 1962, the extended local evening news telecasts were the exception. Twenty-two ABC affiliates telecast fifteen minutes of local news; seven telecast thirty minutes; none telecast forty-five minutes; and one--KREM in Spokane--telecast sixty minutes. Twenty-nine CBS affiliates telecast fifteen minutes of local news, nine telecast thirty minutes, three telecast forty-five minutes, and none telecast sixty minutes. Twenty-two NBC affiliates telecast fifteen minutes of local news, fourteen telecast thirty minutes, five telecast forty-five minutes, and none telecast sixty minutes.

TABLE 101

COMPARISON OF PERCENTAGE ABOVE OR BELOW NETWORK RATING FOR ALL NETWORK PROGRAMS
TELECAST AT THE SAME HOUR AS ON THE NETWORK AND THE RATINGS FOR THE
EVENING LOCAL NEWS TELECASTS PRIOR TO THE EVENING NETWORK
PROGRAMS, IN SELECTED VHF TELEVISION MARKETS,
NOVEMBER 1962^a 7:30-11:00 P.M.^b

Market	Station Network Affiliation								
	ABC			CBS			NBC		
	Percent- age Evening Network Local Ratings Above or Below Network Rating	Average Ratings Evening Local News	Market Rank For Evening Local News	Percent- age Evening Network Local Ratings Above or Below Network Rating	Average Ratings Evening Local News	Market Rank For Evening Local News	Percent- age Evening Network Local Ratings Above or Below Network Rating	Average Ratings Evening Local News	Market Rank For Evening Local News
Albany-Schenectady-Troy	3	— ^d	—	(-27)	12	1	6	10	2
Amarillo	7	— ^d	—	(- 4)	20	1	(- 5)	19	2
Atlanta	(-20)	5	3	(-16)	14	2	(- 7)	25	1
Baltimore	3	6	3	(- 1)	13	1	(-16)	8	2
Beaumont-Port Arthur	(-16)	5	3	13	26	1	(-13)	18	2
Boston	8	10	tie	(-12)	10	tie	(- 3)	22	1
Buffalo	3	6	2	2	5	3	(-15)	12	1
Cedar Rapids-Waterloo	38	6	3	24	31	1	(-43)	9	2
Charleston-Huntington	(- 7)	3	3	(-40)	9	2	14	34	1
Chattanooga	4	6	3	(-22)	12	2	(-10)	22	1
Cincinnati	22	5	3	(-17)	10	2	1 ^c	20	1
Cleveland	25	12	3	(-13)	15	2	(- 8)	19	1
Columbus	1	— ^d	—	(-13)	18	1	(-24)	10	2
Des Moines-Ames	(- 5)	— ^d	—	4	12	1	(-33)	11	2
Fargo	(-32)	— ^d	—	(-32)	3	2	39	38	1
Green Bay	6	3	3	30	29	1	(-19)	6	2
Greenville-Ashe-Spartan.	(-12)	7	3	(-77)	8	2	(- 6)	24	1
Houston	17	11	3	(-13)	13	2	(- 6)	15	1
Kansas City	3	10	tie	(-10)	10	tie	(-11)	17	1
Little Rock	(-20)	8	3	(- 3)	16	2	(- 2)	25	1
Memphis	14	— ^d	—	1 ^c	15	tie	(-25)	15	tie
Miami	(-20)	3	3	1	25	1	5	19	2
Nashville	(- 2)	6	3	(- 6)	13	2	(- 7)	24	1
New Orleans	(- 6)	3	3	1	8	2	10	23	1
Norfolk-Portsmouth	(-19)	— ^d	—	1	14	1	(-25)	12	2
Oklahoma City	(-20)	— ^d	—	(- 3)	11	2	14	29	1
Omaha	27	7	tie	(- 8)	7	tie	(- 2)	19	1
Orlando-Daytona Beach	(-11)	7	3	6	18	2	(-11)	19	1
Philadelphia	35	10	tie	(-22)	13	1	(-10)	10	tie
Pittsburgh	10	13	2	7	21	1	(-50)	5	3
Portland-Mt. Washington	(-43)	7	3	(- 8)	16	2	8	26	1
Richmond	(- 7)	4	3	1 ^c	14	1	(-55)	9	2
Roanoke	(-241)	-1	3	14	26	1	15	18	2
Sacramento-Stockton	14	— ^d	—	(-25)	13	2	(-14)	20	1
San Antonio	23	— ^d	—	(-15)	10	2	(-23)	17	1
San Diego	(-58)	— ^d	—	(-10)	18	2	(-14)	21	1
Shreveport	1 ^c	9	tie	6	30	1	(-36)	9	tie
Spokane	1 ^c	8	tie	(-24)	8	tie	(- 1)	30	1
Tulsa	(- 2)	9	3	5	19	2	(-13)	20	1
Wichita	42	12	2	(-50)	7	3	(-16)	14	1
Wichita Falls	(-57)	1	3	4	13	2	9	18	1

^aComputed from American Research Bureau Data.

^bEastern Standard Time, one hour earlier for markets using Central Standard Time.

^cLess than 1 per cent.

^dDid not telecast evening local news prior to the evening network programs.

Even though 112 (or 91 per cent) of the 123 television stations in the study telecast a local evening news program of fifteen or more minutes, there was no indication that the local news programs had an effect upon the ratings of the evening network programs. Fifty-two per cent of the television stations telecast their local evening news thirty or more minutes prior to the beginning of the evening network programs.

Eighth Hypothesis

The average local ratings for the evening network programs will be above the average national ratings if the station has a regular promotion schedule.

The eighth hypothesis was not valid. In the study, "regular" was defined to mean the use of newspaper display advertising, TV Guide display advertising, on-the-air promotional announcements, local audience participation show for kids, cross-plugs in cooperation with the AM affiliate if the station owned a radio station, and some miscellaneous other promotional activities. The sources of information used to develop the data for the hypothesis were: station questionnaires, Table 12; TV Guide distribution, Table 14; TV Guide column inches of display advertising, Table 15; and newspaper column inches of display advertising, Table 16.

Television station questionnaires were returned by forty-two (or 34 per cent) of the 123 stations representing twenty-eight (or 68 per cent) of the forty-one selected VHF television markets in the study. Questionnaire data combined with other data determined that

there were thirty-five television stations with good signal coverage who had a regular promotion schedule, as defined in this hypothesis.

Fourteen (or 40 per cent) of the thirty-five television stations with a regular promotional schedule had evening network average local ratings above the average national ratings for the same programs. Six of the fourteen television stations were ABC affiliates located in Albany-Schenectady-Troy, Baltimore, Columbus, Philadelphia, San Antonio, and Wichita. Five of the fourteen were CBS affiliates located in Green Bay, Miami, Norfolk-Portsmouth, Orlando-Daytona Beach, and Roanoke. Three of the fourteen were NBC affiliates located in Charleston-Huntington, Fargo, and Wichita Falls.

The twenty-one stations (or 60 per cent) with a regular promotional schedule which had average local ratings below the average network ratings for the same programs were located in the following markets: ABC affiliates, Richmond and Spokane; CBS affiliates, Albany-Schenectady-Troy, Amarillo, Charleston-Huntington, Cincinnati, Fargo, Kansas City, and Nashville; and the NBC affiliates Amarillo, Atlanta, Boston, Buffalo, Greenville-Asheville-Spartanburg, Little Rock, Norfolk-Portsmouth, Orlando-Daytona Beach, Philadelphia, Richmond, Spokane, and Wichita.

In the metropolitan areas of the thirty-five stations with a regular promotional schedule, the distribution of TV Guide, Table 14, was only 8 per cent and certainly not a factor that effected the ratings of the evening network programs.

Generally, the display advertising in TV Guide, Table 15, did not effect the ratings of the stations who had average local

ratings above the network ratings for the same programs, since fourteen (or 82 per cent) of the seventeen stations with the lowest or substantially lower column inches of display advertising had average local ratings above the average national network ratings for the same programs.

In the five markets where all the newspaper display advertising was measured, Table 16, only two (or 13 per cent) of the fifteen stations that used the greatest number of column inches of display advertising had average local ratings above the average national ratings for the same programs. The ABC affiliates in Omaha and Philadelphia used the greatest number of column inches of newspaper display advertising in their markets and had average local ratings above the average national ratings for the same programs. Due to the size of the newspaper sample, projections should not be made from this data.

Totally, the data indicate that the regular promotional schedule maintained by the thirty-five television stations did not affect the percentage above average network national ratings.

Ninth Hypothesis

The average local ratings for the evening network programs will be above the average national ratings if the station and its network tend to be "favored" by the local newspaper radio-television editor.

The ninth hypothesis was not valid. Data extrapolated from the questionnaires returned by eighteen (or 25 per cent) of the radio-television editors for the seventy-two newspapers in the

selected forty-one VHF television markets indicate that the editors did not tend to "favor" any one station or network and, in fact, did not affect the local television stations' average ratings for evening network programs.

None of the eighteen editors claimed to be television critics in the strict sense, since they wrote more review comments than preview recommendations; most of them felt that they should not be critical or try to influence the viewing for a particular program, station or network. The editors generally depended upon syndicated outside sources of material for their columns and as a group did not spend very many hours viewing evening network television programs. Fifty-five per cent of the eighteen editors believed that the lead-in ratings of the local evening programs prior the beginning of the evening network programs would have an effect upon the ratings of the evening network programs. Very few attended the network program previews for the 1962-63 television season. All eighteen agreed that "the program" was the dominant variable, and that the popularity of a particular program would vary from market-to-market and no amount of comment, promotion, or publicity could persuade viewers to watch a program more than once.

Possibly one of the reasons that personnel associated with the television industry continually discuss the newspaper radio-television editors is because they are so engrossed in the industry that they fail to understand that the average viewer watches what he likes and pays little--if any--attention to the comments of a radio-television newspaper editor and/or columnist.

CHAPTER V

SUMMARY AND CONCLUSIONS

The detailed investigation of factors affecting variations of local ratings of evening network television programs in markets with three local VHF television stations, during the November 1962, ARB rating period and relative to the hypotheses advanced and tested in the study, indicated that (1) if the station had an inferior signal in its metropolitan service area, the average local ratings for the evening network programs would be below the national ratings for the same programs; (2) sixty-three per cent of the three-station VHF television markets had average evening local ratings below the national ratings for the same programs; (3) forty-six per cent of the forty-one television stations, first-established in their respective markets, had average evening local ratings above the national ratings for the same programs; (4) forty-one per cent of the sixty-three television stations that owned a long-established AM radio station in the selected forty-one markets had average evening local ratings above the national ratings for the same programs; (5) forty-two per cent of the thirty-one television stations owned by a local daily newspaper had average evening local ratings above the national ratings for the same programs; (6) sixty-one per cent of the forty-one television stations with the highest average ratings for its lead-in programs, for the one and one-half

hours preceding the evening network programs, had average evening local ratings above the national ratings for the same programs. Further, fifty-one per cent of the forty-one television stations with the highest average ratings for its lead-in programs, for the one-half hour immediately preceding the evening network programs, had average evening local ratings above the national ratings for the same programs;

(7) forty-two per cent of the forty-eight television stations that telecast a local news program which achieved a rating of fourteen or more, during the one and one-half hours preceding the evening network programs, had average local evening ratings above the national ratings for the same programs. Further, fifty-two per cent of the television stations telecast their local evening news thirty or more minutes prior to the beginning of the evening network programs; (8) sixty per cent of the thirty-five television stations with a regular promotion schedule had average evening local ratings below the national ratings for the same programs; and (9) data extrapolated from the questionnaires returned by twenty-five per cent of the radio-television editors for the seventy-two newspapers in the selected forty-one television markets indicate that the editors did not tend to "favor" any one station or network and, in fact, did not affect the local television stations' average evening local ratings, during the November 1962, ARB rating period.

Generally, in the selected forty-one three station VHF television markets, the variable that appeared to be of most importance, and not specifically investigated in the study, was the market-by-market popularity of the individual programs.

Even though the data in the study was only applicable to the three-station VHF television markets during the fall of 1962, it provides an analysis of some of the variable factors that affected the local ratings of evening network television programs, at that time, and provides the broadcaster with an insight to some variables that could be further investigated before making major programming and promotion decisions.

With the ever-increasing interest in media research, it is evident that more and more emphasis will be placed upon programming variables. This study has investigated some of the variables relative to programming and promotion in selected VHF television markets. Further studies, relative to the Federal Communication Commission's recommendation that television stations should determine the community interest in its programming, should investigate the variable of market-to-market popularity of individual evening network programs.¹ A study of this variable would provide the broadcaster with an additional insight and a basis for making programming decisions that would reflect the community interest in entertainment programs. With the probable expansion of the Community Antenna Television systems in three-station markets, another area that should be investigated is the effect that Community Antenna Television has had upon the popularity of individual evening network programs telecast by the local stations in three-station markets. A study of this variable

1

Federal Communication Commission's "Report and Statement of Policy Re: Commission En Banc Programming Inquiry" released July 29, 1960 - FCC 60-970 (25 Federal Register 729; 20 Pike and Fischer Radio Regulations 1902).

would provide the broadcaster with another measure of the comparative popularity of his programs with the programs offered by the other stations through the Community Antenna Television system.

It is hoped that the analysis in this study, of variable factors affecting variations of local ratings of evening network television programs in markets with three local VHF television stations, will provide general guidelines for management and television research personnel, and stimulate additional research in this area.

APPENDIX

Eastern
Washington State College



Division of Creative Arts
Department of Radio/Television

Cheney, Washington

December 30, 1963

Mr. H. Taylor Vaden
Promotional Director
WFIL-TV
46th and Market Street
Philadelphia, Pennsylvania

Dear Mr. Vaden:

I am making a study of, "Factors affecting variations of local ratings of evening network television programs in markets with three local VHF television stations".

Statistical data, for the November-December 1962 rating period, indicates that the evening network programs (Sunday through Saturday 7:30-10:30) on WFIL-TV had an average local rating 35 per cent above national ratings for the same programs. Congratulations!

Since beginning this study I have collected information from such obvious sources as ARB Television Market Reports, Television Factbook and Broadcasting Yearbook. However, such sources of general information do not provide specialized data necessary for a complete analysis.

Consequently, I am depending upon YOU to provide specific information peculiar to WFIL-TV, your competition and the Philadelphia television market.

The attached questionnaire lists some of the areas which, I personally believe, contribute to variations of local ratings. Also, space is provided for YOUR personal comments regarding other important contributing factors not covered in the questionnaire.

Your attention and response to this letter and questionnaire will certainly be appreciated as the authenticity of this study will be no better than the responses from "on-the-scene personnel" like yourself.

Sincerely,

Howard E. Hopf, Director
Department of Radio and Television
Eastern Washington State College
Cheney, Washington 99004



Atch.

Eastern
Washington State College



Division of Creative Arts
Department of Radio-Television

Cheney, Washington

December 30, 1963

Mr. George Vickery
Public Relations and Promotion Director
WTVJ
316 North Miami Avenue
Miami 32, Florida

Dear Mr. Vickery:

I am making a study of, "Factors affecting variations of local ratings of evening network television programs in markets with three local VHF television stations".

Statistical data, for the November-December 1962 rating period, indicates that the evening network programs (Sunday through Saturday 7:30-10:30) in some markets had an average local rating 42 per cent above the national rating for the same programs while in other markets the average local rating fell to 77 per cent below the national rating. Why?

Since beginning this study, I have collected information from such obvious sources as ARB Television Market Reports, Television Factbook and Broadcasting Yearbook. However, such sources of general information do not provide specialized data necessary for a complete analysis.

Consequently, I am depending upon YOU to provide specific information peculiar to WTVJ, your competition and the Miami television market.

The attached questionnaire lists some of the areas which, I personally believe, contribute to variations of local ratings. Also, space is provided for YOUR personal comments regarding other important contributing factors not covered in the questionnaire.

Your attention and response to this letter and questionnaire will certainly be appreciated as the authenticity of this study will be no better than the responses from "on-the-scene personnel" like yourself.

Sincerely,

Howard E. Hopf, Director
Department of Radio and Television
Eastern Washington State College
Cheney, Washington 99004



Attch.

STATION QUESTIONNAIRE

NOTE: All parts of this questionnaire are only concerned with the (13 weeks) September 1, 1962 to December 1, 1962 unless otherwise specifically stated.

If, for personal reasons, you do not wish to answer some of the questions, just write NO COMMENT across the question; but please return the questionnaire as soon as possible.

Advertising and promotion appears to play an important role in station popularity. The following questions concern your station's advertising and promotional activities.

A1. Did your station place paid display advertising in the following (September 1, 1962 to December 1, 1962)?

	YES	NO	IF YES: No. column inches
Morning Newspaper(s)	___	___	Col. inches _____
Evening Newspaper(s)	___	___	Col. inches _____
Sunday Newspaper(s)	___	___	Col. inches _____
TV Inserts	___	___	Col. inches _____
TV Guide	___	___	Col. inches _____
Local (free) TV Guide(s)	___	___	Col. inches _____
Shopping News	___	___	Col. inches _____

A2. Did your station use the following special media? (September 1, 1962 to December 1, 1962)

	YES	NO	If YES	
Outdoor Boards	___	___	No. Boards	No. weeks
Taxi Posters	___	___	No. Posters	No. weeks
Bus or Street Car (inside)	___	___	No. Cards	No. weeks
Bus or Street Car (outside)	___	___	No. Cards	No. weeks
Subway Train (inside)	___	___	No. Cards	No. weeks
Subway Station (inside)	___	___	No. Boards	No. weeks
Restaurant News Capsules	___	___	No. Rest.	No. weeks
Restaurant Menues	___	___	No. Rest.	No. weeks
Outdoor Theatre Marques	___	___	Number	No. weeks
Occupant Direct Mail	___	___	Number	No. weeks

A3. Are your studios located on a relatively high auto traffic street? YES ___ NO ___

A4. Does your station have a marquee? YES ___ NO ___ If YES: Did you use marquee for program advertising? YES ___ NO ___

A5. Did you use local on-the-air promotional announcements for network programs? (September 1, 1962 to December 1, 1962) YES ___ NO ___ If YES: How many announcements were used during the following periods?

No. of Announcements

September 1962	_____
October 1962	_____
November 1962	_____

A6. Did your station telecast a special local program previewing the upcoming TV shows for the 1962-63 season? YES ___ NO ___ If more than one program, how many? _____

A7. Did your station telecast a special network program previewing the upcoming TV shows for the 1962-63 season? YES ___ NO ___ If more than one program, how many? _____

A8. Indicate which of the following promotion and merchandising activities your station used? (September 1, 1962 to December 1, 1962)

Utilized services of "Dennis Plan" or similar group	YES	NO
Grocery store dump displays with station call letters	YES	NO
Grocery store shelf talkers with station call letters	YES	NO
Community Club Awards	YES	NO
Store Grand Openings	YES	NO
Searchlights	YES	NO
Local audience participation show (kids)	YES	NO
Local audience participation show (teenagers)	YES	NO
Local audience participation show (adults)	YES	NO
Television Bingo--Ringo--etc.	YES	NO
Provide space for Business Men's Meetings	YES	NO
Provide space for Ladies Club's Meetings	YES	NO
News cars with station call letter on sides	YES	NO
Remote truck with station call letters on sides	YES	NO
Neon sign with station call letters on antenna	YES	NO
Provide free newspapers for guests at some motels or hotels	YES	NO
Sports schedules with station call letters	YES	NO

OTHER: (your comments) _____

A9. Special and extensive merchandising and promotional activities were carried out for the following local, network and syndicated programs (September 1, 1962 to December 1, 1962)

<u>Name of Program</u>	
1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

Local programming and station personalities appear to play an important role in station popularity. The following questions concern your station's programming and personalities.

P1. Which statement best described your NEWS Operation? (September 1, 1962 to December 1, 1962)

	<u>No. Full-time Staff</u>	<u>No. Part-time Staff</u>
First in the Market _____	_____	_____
Second in the Market _____	_____	_____
Third in the Market _____	_____	_____

WHY? (your comments) _____

P2. Which statement best described your station personalities? (September 1, 1962 to December 1, 1962)

	<u>No. in each Group</u>
First in the Market _____	_____
Second in the Market _____	_____
Third in the Market _____	_____

3

WHY were they outstanding TV personalities? (your comments) _____

- P3. Did your station editorialize? (prior to and during the research period - September 1, 1962 to December 1, 1962) YES ___ NO ___ If YES: How Often?
 Once a day _____ Once a month _____
 More often _____ Other _____
 Once a week _____

- P4. Which statement best described your local programming other than news? (September 1, 1962 to December 1, 1962)
 First in the Market _____ If so, WHY? _____

 Second in the Market _____ If so, WHY? _____

 Third in the Market _____ If so, WHY? _____

- P5. What do you feel was your Station's Image (1962) in the community and what factors contributed to this image? (your comments) _____

- P6. If you have an AM radio operation, how did it contribute to the Image and Popularity of the television station? (your comments) _____

- P7. Did you cross-plug the radio and television stations? YES ___ NO ___ If YES: How often? _____

- P8. Has your station conducted any local surveys to determine what types of programs viewers prefer? YES ___ NO ___ If YES: When was last survey made?
 Month _____ Year _____

Often there are definite reasons, not obvious to the researcher, that account for a station's evening program ratings to be higher or lower than the competition. The following questions concern these reasons. (September 1, 1962 to December 1, 1962)

- E1. If your station was Number 1 in the Market, WHY? _____

4

E2. If your station was Number 2 in the Market, WHY? _____

E3. If your station was Number 3 in the Market, WHY? _____

Any other comments you would like to make _____

Thank you for your cooperation. Please RETURN the questionnaire to:

STATION CALL LETTERS _____
NETWORK _____

Howard E. Hopf, Director
Department of Radio-Television
Eastern Washington State College
Cheney, Washington 99004

RADIO-TV EDITOR QUESTIONNAIRE

Dear Editor:

I am making a study of, "Factors Affecting Variations of Local Ratings of Evening Network Television Programs in Markets with Three Local VHF Television Stations".

More often than not, there are specific reasons, not obvious to the researcher, that account for a particular station's ratings for evening network television programs to be higher or lower than the competition and/or the national network ratings. WHY?

Consequently, I am depending upon YOU to provide specific information relative to your market.

Your attention and response to this questionnaire will certainly be appreciated as the authenticity of this study is dependent upon responses from "on-the-scene Radio-TV Editors", like yourself.

NOTE: All parts of this questionnaire are only concerned with the (13 weeks) September 1, 1962 to December 1, 1962 unless otherwise specifically stated.

If, for personal reasons, you do not wish to answer some of the questions, just write NO COMMENT across the question; but please return the questionnaire as soon as possible.

###

In many TV markets, the newspaper Radio-TV Editor's influence on program popularity and consequently ratings appears to be a dynamic force.

11. Which of the following did your newspaper publish weekly?

Separate TV magazine	_____	Check ()
Weekly TV log tear-out	_____	
Other	_____	
None of the above	_____	

12. What was the HEAD FOR YOUR TV column(s)?

<u>DAILY</u>	<u>SUNDAY</u>	<u>WEEKEND TV INSERT (IF ANY)</u>
_____	_____	_____
_____	_____	_____

13. Did your TV column(s) carry a byline? YES ___ NO ___

14. Which of the following sources of information did you use in developing your TV column(s)? Check ()

Program producers promotional material	_____
Network promotional material	_____
Local station promotional material	_____
TV stars personal promotional material	_____
Program sponsors promotional material	_____
Feature films promotional material	_____
Program syndicators promotional material	_____
Personal TV viewing	_____
Personal interviews of TV stars	_____
Other sources:	_____

(14.) Which of the above do you consider as your most important and reliable source of information?

Rank Order

- 1. _____
- 2. _____
- 3. _____

15. Did you attend a special screening of network television programs for the 1962-63 season? YES NO If YES: For ABC shows CBS shows NBC shows

16. Did you write a special column covering the previews of network shows for the 1962-63 season? YES NO If YES: The date of publication Month _____ Day _____ 1962.

17. If you recommend "Best TV Viewing For Today", what factors do you take into consideration before making your recommendation? (comment) _____

18. If your newspaper operates a TV station in your trading zone, did the TV Log Listings appear in Bold-Face for only that station? YES NO

19. To your knowledge did your newspaper sell Bold-Faced cap listings in the TV Log to sponsors and/or TV stars? YES NO Don't know

110. In your market, what is your personal evaluation of WHY some (1962) evening network TV programs received a higher or lower rating than the same programs received nationally? (Give examples if you desire) (comment) _____

111. To what extent do you think the evening local and/or syndicated lead-in programs influence the ratings of the following network programs? (comment) _____

112. What is your evaluation as to the reasons why one TV station dominated the evening network program ratings in your market? _____

I13. What do you feel was the "image" of the three television stations in your market? (September 1, 1962 to December 1, 1962)
 ABC TV Station: _____

I12. CBS TV Station: _____

I13. NBC TV Station: _____

I14. On an average, about how many evening hours per week did you devote to TV viewing? _____ Hours

I15. When answering this question, I would appreciate it if you would "toss modesty out the window" and express your real feelings.
 What is your evaluation of "your public image" as a factor in influencing the viewing popularity of evening network programs? (comment) _____

I16. Any other comments you would like to make? _____

Thank you for your cooperation. Please RETURN the questionnaire to:

CITY _____
 NEWSPAPER _____

Howard E. Hopf, Director
 Department of Radio-Television
 Eastern Washington State College
 Cheney, Washington 99004

Eastern
Washington State College



Division of Creative Arts
Department of Radio-Television

Cheney, Washington

August 25, 1962

Mr. Trenton T. Davis
Circulation Manager
Globe News Publishing Co., Inc.
900 Harrison Street
Amarillo, Texas

Dear Mr. Davis:

I'm Chairman of the Department of Radio-Television at Eastern Washington State College. This fall we are inaugurating a Communications Research Sequence. One part of this sequence is concerned with making a "Content Analysis" of selected newspapers in the United States.

Your Morning, Evening and Sunday editions have been selected as one of the representative newspapers to be studied.

As a contribution to a better understanding of the role of editorial content and advertising in newspapers, would you provide one issue per day of the Morning and Evening editions and the weekly Sunday edition, beginning September 8 and ending November 30, 1962?

If not, please enter the following three-month subscriptions, beginning September 8, 1962 and bill me personally for the total amount.

- (1) 3-month subscription for the NEWS and the Sunday NEWS-GLOBE
- (1) 3-month subscription for the GLOBE TIMES

Sincerely,

Mr. Howard E. Hopf, Chairman
Department of Radio-Television
Eastern Washington State College
Cheney, Washington

BIBLIOGRAPHY

Books

- Aspley, John Cameron. The Sales Promotion Handbook. Chicago: The Dartnell Corporation. 1953.
- Chester, Giraud, Garrison, Garnet R., and Willis, Edgar E. Television and Radio. Third edition. New York: Appleton-Century-Crofts. 1963.
- Evans, Jacob A. Selling and Promoting Radio and Television. New London, Conn: Printers' Ink Books. 1954.
- Parten, Mildred. Surveys, Polls, and Samples: Practical Procedures. New York: Harper & Brothers. 1950.
- Seehafer, Gene F., and Laemmar, Jack W. Successful Television and Radio Advertising. New York: McGraw-Hill Book Company, Inc. 1959.
- Steiner, Gary A. The People Look at Television. New York: Alfred A. Knopf. 1963.

Articles and Periodicals

- Becknell, James C., Jr. "The Influence of Newspaper Tune-In Advertising on the Size of a TV Show's Audience," Journal of Advertising Research, March, 1961.
- Kroeger, Albert R. "The Many Worlds of Local TV," Television Magazine, August, 1965.
- Media/scope. "Look at Network Television Market-by-Market," June, 1960.
- _____. "Station Uses Newspapers to Sell TV," August, 1965.
- Newsweek. "Ratingwise It's a Smasher for the No. 1 TV Network," January 7, 1963.
- Sponsor. "CBS TV Research Brews Up a Storm," July 4, 1959.

- Sponsor. "TV Turns to TV to Build Audience," July 9, 1962.
- Television Age. "To Sell a Schedule," November 13, 1961.
- TV Guide. Amarillo, Texas, September 8-November 31, 1962.
- _____. Atlanta, Georgia, September 8-November 30, 1962.
- _____. Beaumont, Texas, September 8-November 30, 1962.
- _____. Chattanooga, Tennessee, September 8-November 30, 1962.
- _____. Cincinnati, Ohio, September 8-November 30, 1962.
- _____. Columbus, Ohio, September 8-November 30, 1962.
- _____. Houston, Texas, September 8-November 30, 1962.
- _____. Little Rock, Arkansas, September 8-November 30, 1962.
- _____. Memphis, Tennessee, September 8-November 30, 1962.
- _____. Nashville, Tennessee, September 8-November 30, 1962.
- _____. New Orleans, Louisiana, September 8-November 30, 1962.
- _____. Norfolk, Virginia, September 8-November 30, 1962.
- _____. Omaha, Nebraska, September 8-November 30, 1962.
- _____. Philadelphia, Pennsylvania, September 8-November 30, 1962.
- _____. Richmond, Virginia, September 8-November 30, 1962.
- _____. San Antonio, Texas, September 8-November 30, 1962.
- _____. Shreveport, Louisiana, September 8-November 30, 1962.
- _____. Spokane, Washington, September 8-November 30, 1962.
- _____. Wichita, Kansas, September 8-November 30, 1962.

Newspapers

- Amarillo Daily News. Morning edition, September 8-November 30, 1962.
- Amarillo Globe Times. Evening edition, September 8-November 30, 1962.
- Amarillo Sunday News-Globe. Sunday edition, September 8-November 30, 1962.

- Arkansas Gazette. (Little Rock), Morning edition, September 8-
November 30, 1962.
- Arkansas Gazette. (Little Rock), Sunday edition, September 8-
November 30, 1962.
- Arkansas Democrat. (Little Rock), Evening edition, September 8-
November 30, 1962.
- Arkansas Democrat. (Little Rock), Sunday edition, September 8-
November 30, 1962.
- Chattanooga News-Free Press. Evening edition, September 8-November 30,
1962.
- Hampton Roads Daily Press. Morning edition, September 8-November 30,
1962.
- Hampton Roads Daily Press. Sunday edition, September 8-November 30,
1962.
- Hampton Roads Times Herald. Evening edition, September 8-November 30,
1962.
- Houston Chronicle. Evening edition, September 8-November 30, 1962.
- Houston Chronicle. Sunday edition, September 8-November 30, 1962.
- Omaha World Herald. Morning edition, September 8-November 30, 1962.
- Evening World Herald. (Omaha), Evening edition, September 8-
November 30, 1962.
- Sunday World Herald. (Omaha), Sunday edition, September 8-November 30,
1962.
- The Evening Bulletin. (Philadelphia), Evening edition, September 8-
November 30, 1962.
- The Sunday Bulletin. (Philadelphia), Sunday edition, September 8-
November 30, 1962.
- Philadelphia Daily News. Morning edition, September 8-November 30,
1962.
- Philadelphia Inquirer. Morning edition, September 8-November 30,
1962.
- Philadelphia Inquirer. Sunday edition, September 8-November 30, 1962.

Spokane Daily Chronicle. Evening edition, September 8-November 30, 1962.

The Spokesman-Review. (Spokane), Morning edition, September 8-November 30, 1962.

The Spokesman-Review. (Spokane), Sunday edition, September 8-November 30, 1962.

Yearbooks

Broadcasting Yearbook 1962. Sol Taishoff, Editor.

Editor & Publisher International Yearbook 1962. Robert U. Brown, Publisher.

Television Factbook 1962. Albert Warren, Editor.

Unpublished Material

Summers, Harrison B. "Comparison of National and Local Ratings of Television Network Programs." Columbus, Ohio: Department of Speech, The Ohio State University, February, 1962. (Mimeographed.)

Other Sources

A Comparison of Public Attitudes Toward Television: December 1959 and November 1961. (A memorandum to the Television Information Office from Elmo Roper and Associates, January 25, 1962.)

Federal Communication Commission's "Report and Statement of Policy Re: Commission En Banc Programming Inquiry" released July 29, 1960 - FCC 60-970 (25 Federal Register 729; 20 Pike and Fischer Radio Regulations 1902).

Television Market Summary. American Research Bureau, Inc., Vol. 3, Books 1-3, November/December, 1962.

The United States Television Audience. American Research Bureau, Inc., November 1962.