



YOUR CODE OF PRACTICE GOVERNING USE OF RADIO HOOPERATINGS

"RADIO HOOPERATINGS" is published by C. E. Hooper, Inc., which firm pioneered and developed the methods on which this Report and other Hooper Broadcast Audience Reports are based.

It is the function of this Report to establish measurements showing the comparative size and distribution of broadcast audiences among telephone homes in the city zone of a specific city. The actual homes to which these measurements apply are telephone homes listed in the telephone directory(ies) for this city which are included in the Non-Toll Call Area.

The "RADIO HOOPERATINGS" for an individual city zone is based on interviewing which is also used to supply advertisers, agencies, talent firms, networks, stations, and station representatives with Ratings and other Indexes on their own and other competitive programs. It is typically produced with the joint financial support of the several stations serving that city. It is the aim of this statement to provide for the maximum constructive use of the Report, or of special tabulations or retabulations of its basic data without infringing on the rights and privileges of other factors in the industry, by outlining a plan of self-regulation governing its use by subscribing stations.

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No restriction is placed on the inside use of this Report by the personnel of the subscribing company.

IN PERSONAL PRESENTATION OUTSIDE, IN PUBLISHED PRESENTATION, ADVERTISEMENT OR RELEASE

Personal presentation, published presentation in printed, mimeographed or other duplicated form, including publication advertising, shall be as follows:

- Identified as to the actual title and date of the Report and as to time-period, and also the specific month(s) and year upon which the information is based.
- Exact terminology of the Report is to be used with every figure quoted, i.e. "Ratings," "Radio Sets-in-Use," "Share of Radio Audience," "Available Homes," "Morning, Afternoon and/or Evening RADIO AUDIENCE INDEX" (Share of Radio Audience Report).
- This Report is based on "City" telephone sample only (within Non-Toll-Call area); projections or other suggestions of applicability beyond this scope are not permissible.
- Quoted, published or otherwise duplicated material showing figures in combination (typically not reported by C. E. Hooper, Inc.) is statistically unsound and, therefore, prohibited.
- Claims, conclusions or generalizations not supported by this Report may not refer to it as source.
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In addition to the above, in all duplicated material including publication advertising, no station is privileged to identify, except as station (or frequency) "B," "C," "D," etc., any measurements of any other station, nor can any percentages for stations or frequencies be arbitrarily omitted from a "RADIO AUDIENCE INDEX" Report. When a "RADIO HOOPERATINGS" Report and/or a "RADIO AUDIENCE INDEX" is reproduced in whole or in part (selected periods), the advertising station's indexes shall appear at extreme left of comparative table and under his call-letters. Other stations labeled "B," "C," "D," etc., shall follow, arranged from left to right, in order of average all-day, all-evening audience indexes from highest to lowest. This computation is merely a device to determine arrangement order. See paragraph (d).

DISTRIBUTION

Personal copies of this Report will be furnished without additional charge to subscriber for use by his executives, salesmen (including National Spot Representatives) and department heads, provided a list of the individuals with accompanying titles to whom such copies are to be sent is furnished to and approved by C. E. Hooper, Inc., in advance of publication.

C. E. Hooper, Inc. may offer evidence of listenership for sale to any station regardless of locality in which listening is discovered. Equitable rebate will be made to station inaugurating measurement in case of sale.

The same limitations and privileges for use set forth here shall apply universally to all interim, "preliminary," "advance" or special reports rendered which use its basic data, in whole or in part, as base.

NOTE: Any additional use of the Measurements and/or Indexes appearing in this Report or any previously published Hooper Report, and/or any additional use of the basic data from which this Report is produced shall be at the discretion of C. E. Hooper, Inc., with due regard to the interest of all subscribers to Hooper Reports.

SELF REGULATION AMONG SUBSCRIBERS

To so implement self-regulation as to make it an actuality, we are providing below a procedure by which a station violating this "Code" may be suspended:

Upon presentation of proof by a subscriber(s) which convinces C. E. Hooper, Inc., of a violation of "Your Code of Practice" by a subscriber, we will suspend service to the violating station or company, when application is made by the remaining group of subscribers in that city and upon declaration of their willingness to share proportionately the violating station's subscription allotment.

If facts or figures are quoted or any statement is made on the authority of this Report, or of special tabulations using its basic data or similar measurements as source, C. E. Hooper, Inc., reserves the following right as a matter of policy:

- To confirm the accuracy of facts or figures taken from this Report.
- To publish the accurate facts when and if data accredited C. E. Hooper, Inc., are at variance with its records.
- To cancel the subscription covering the affected period and to delete the subscribing station's measurements, Ratings, Radio Sets-in-Use and/or other affected measurements, from the Reports if that station by a promotional campaign or otherwise invalidates such measurements as a reflection of actual listenership.

This Report is furnished on request under a continuing subscription and with the understanding that use of it will conform strictly with "Your Code of Practice" set forth herein. The Report is based on responses obtained by field investigators who are trained to interview respondents in the manner set forth in the Field Manual for Hooper Radio Reporters. Measurements, constantly in operation, are taken to test the validity of each interviewer's work. Safeguards to the accuracy of the responses are also introduced in the interviewing. The contents of this Report are believed by C. E. Hooper, Inc. to be reliable within the limits of statistical variations inherent in all sampling operations. However, since the contents are based on acceptance of responses as made, they cannot properly be guaranteed by C. E. Hooper, Inc.