



## "DAYTIME AUDIENCES"

### EXPLANATION OF PROGRAM LISTINGS

Space has been provided in the "Radio Hooperatings" section of this Report for program names to be inserted for each station by time-periods.

The programming in this Report is representative of the period reported. Absence of program names indicates that more than one program was broadcast during the time-period reported.

It is to be noted that where regular program talent is listed instead of program name, there may have been substitute talent within the period comprehended by this Report.

Should mistakes in names occur, the percentages of "Radio Sets-in-Use", "Rating" and "Share of Radio Audience" may nevertheless be considered correct for the station.

NOTE: Radio Stations WDBJ, WHYE, WRIS, WROV and WSLs are authority for their own program listings. Newspaper listings for final week of interviewing this Report period are used as guide to program names for Radio Station WBLU.