



RADIO HOOPERATINGS

CITY: ROANOKE, VA.

MONTHS: JULY - AUGUST, 1961

MONDAY THRU FRIDAY DAYTIME

| LOCAL TIME | RADIO SETS-IN-USE | WBLU | | | WDBJ | | | WHYE | | | WRIS | | | WROV | | |
|------------|-------------------|-------------|--------|------------------|---------------------------|--------|------------------|-----------------------|--------|------------------|---------------------------------|--------|------------------|------------------------------|--------|------------------|
| | | PROGRAM | RATING | SHARE RADIO AUD. | PROGRAM | RATING | SHARE RADIO AUD. | PROGRAM | RATING | SHARE RADIO AUD. | PROGRAM | RATING | SHARE RADIO AUD. | PROGRAM | RATING | SHARE RADIO AUD. |
| 7:00 | 15.4 | Bill Reid # | 1.3 | 8.7 | Musical Clock # | 5.9 | 38.3 | Sunnyside # | 0.5 | 3.4 | Wake Up To Music & # Various | 1.3 | 8.7 | On The Go # | 4.3 | 28.2 |
| 8:00 | 16.3 | " " # | 2.5 | 15.2 | Various & Musical Clock # | 4.4 | 26.7 | Various & Sunnyside # | 1.7 | 10.3 | Morning Matinee # | 0.5 | 3.0 | " " " # | 5.6 | 34.5 |
| 9:00 | 12.1 | Barney Nash | 0.9 | 7.7 | Various & Arthur Godfrey | 3.6 | 29.9 | Breakfast Club# | 0.7 | 6.0 | | 0.6 | 5.1 | " " " # | 4.8 | 39.3 |
| 10:00 | 15.2 | " " # | 0.3 | 2.2 | | 3.9 | 25.4 | Downbeat # | 0.2 | 1.5 | Back To The Bible & Various | 1.2 | 8.2 | Hit Parade # | 8.5 | 56.0 |
| 11:00 | 12.6 | " " # | 0.3 | 2.5 | Studio Party # | 2.6 | 20.8 | " # | 0.6 | 5.0 | Morning Matinee # | 0.6 | 5.0 | " " # | 6.7 | 53.3 |
| 12:00 | 12.3 | " " # | 0.8 | 6.4 | | 3.1 | 24.8 | Various & Downbeat # | 0.9 | 7.2 | Various & Carousel # | 0.3 | 2.4 | Hall Of Hits # | 6.1 | 49.6 |
| 1:00 | 11.4 | Dick Moran | 0.4 | 3.4 | Club 1,2,3 # | 1.9 | 16.4 | Flair-South # | 0.1 | 0.9 | Carousel # | 0.6 | 5.2 | " " " # | 7.1 | 62.1 |
| 2:00 | 9.4 | " " # | 0.5 | 5.0 | " " # | 0.6 | 6.9 | " " # | 0.1 | 1.0 | " # | 0.5 | 5.0 | Hall Of Hits # & Club 1240 # | 7.1 | 75.2 |
| 3:00 | 10.0 | " " # | 1.0 | 10.0 | Musie Shop # | 1.3 | 13.0 | Route 91 # | 0.3 | 3.0 | " # | 0.8 | 8.0 | Club 1240 # | 5.7 | 57.0 |
| 4:00 | 10.4 | Bill Reid # | 1.9 | 18.0 | " " # | 1.2 | 12.0 | " " # | 0.9 | 9.0 | " # | 0.2 | 2.0 | " " # | 5.8 | 56.0 |
| 5:00 | 13.8 | " " # | 3.2 | 23.4 | " " # | 1.6 | 11.7 | " " # | 1.4 | 10.2 | " # | 0.5 | 3.6 | " " # | 5.5 | 40.1 |

Radio Sets-in-Use & Ratings

Base: Total Homes Called

Includes five minutes of other programming.

Share of Radio Audience

Base: Total Radio Mentions