



HOOPER RADIO AUDIENCE INDEX

CITY: CLEVELAND, OHIO

City Zone

MONTH : OCTOBER, 1956

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	KYW	WDOK + WDOK-FM	WERE + WERE-FM	WGAR (CBS)	WHK + WHK-FM (NBC)	WJMO	WJW + WJW-FM (ABC)	WSRS (MBS)				OTHER AM&FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M. -12:00 NOON	10.4	11.1	4.4	22.5	27.0	13.2	8.1	5.6	4.7				3.4	9,540
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	10.9	13.9	7.1	37.1	18.6	7.0	7.4†	3.6	3.6				2.1	11,357
SUNDAY 10:00 A.M. -6:00 P.M.	10.9	12.4	4.7	22.7	37.5	7.4	2.4†	7.4	2.7				3.0	3,817
SATURDAY 10:00 A.M. -6:00 P.M.	11.4	20.1	7.4	27.8	19.8	8.6	4.5†	5.0	5.3				1.5	4,074
SUNDAY THRU SATURDAY 6:00 P.M. -11:00 P.M.	8.2	10.8	10.6	42.3	13.6	9.1		5.8	5.7				2.3	8,804

† The above measurements are adjusted to compensate for the fact that Radio Station WJMO signs off at 5:45 P.M. in October.

"Radio Sets-in-Use" is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the "Radio Sets-in-Use" and in the individual station "Shares". "Share of Radio Audience" represents the proportion of the total radio audience listening to a particular station.

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

The Code of Practice governing the use of "RADIO HOOPERINGS" applies to this "RADIO AUDIENCE INDEX."



"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: Stations WERE, WHK, WJMO and WSRS 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 stations KYW, WDOK, WGAR and WJW.



RADIO HOOPER RATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

SUNDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE §	K Y W			W D O K + W D O K - F M			W E R E + W E R E - F M			W G A R						
		PROGRAM	RATING		SHARE RADIO AUD. §	PROGRAM	RATING		SHARE RADIO AUD. §	PROGRAM	RATING		SHARE RADIO AUD. §	PROGRAM (CBS)	RATING		SHARE RADIO AUD. §
			§§	§			§§	§			§§	§			§§	§	
10:00		Breakfast In Bed #			Hungarian Music & Slovenian Music	1.8			Italian Hour & Bohemian Hour	3.4			Bob Smiley	2.4			
11:00	11.8	" " " #	0.9	7.6	Polish Music	1.0	1.4	11.9	Slovak Hour	2.4	2.9	24.6	" "	3.4	2.9	24.6	
12:00		Big Wilson #	2.4		Czech Music & Slovenian Music				Polish Hour & Bill Randle #	2.4			Bob Smiley & Various	5.4			
1:00	11.5	" " #	1.1	1.8	15.7	Hungarian Music	0.2	1.7	Bill Randle	1.4	1.9	16.5	Football	3.0	4.2	36.5	
2:00		" " #	LT		" "				" "	2.5			"	8.4			
3:00	12.2	" " #	2.2	1.5	12.3	Ukrainian Hour & Songs of Prague		11	" "	3.1	2.8	23.0	Football & Various	3.6	6.0	49.2	
4:00		Sunday In Cleveland #	1.2			Greek Program			" "	2.6			Sunday Afternoon #	4.7			
5:00	9.2	" " " #	1.2	1.2	13.0	Various & Ave Maria	0.6	6.5	" "	2.1	2.4	26.1	" " #	1.8	3.3	35.9	

Radio Sets-in-Use & Ratings

Base: Total Homes Called

§§ Indicative Measurements

Share of Radio Audience

Base: Total Radio Mentions

§ Conclusive Measurements

For explanation of symbols see Introduction.

Includes five minutes of other programming.



RADIO HOOPER RATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

SUNDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE	WK K + WK K - FM			W J M O			W J W + W J W - FM			W S R S			OTHER AM & FM				
		PROGRAM (NBC)	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM (ABC)	RATING		SHARE RADIO AUD.	PROGRAM (MBS)	RATING		SHARE RADIO AUD.	Rating \$
			M	I			M	I			M	I			M	I		
10:00		Radio Pulpit & Various	1.5			Tea O'Clock Spirituals & Various				Polka Tunes	1.5			Cantor Nisinson #				
11:00	11.8	First Methodist Church	1.4	1.5	12.7	Union Grove Church	0.5	4.2		Hungarian Music & Slovenian Hour	1.0	1.3	11.0	Kenny Bass #	0.2	1.7	0.2	
12:00		Various & Eternal Light				Various & Czech Program				German Hour				Hungarian Hour #				
1:00	11.5	Dr. Bob Pierce & Lutheran Hour		0.9	7.8	DePaolo Italian & Serbian Program		11		Music For Sunday	1.0	8.7		Various & Czech Hour #	0.7	6.1	0.8	
2:00		Various & Wings Of Healing				Italian Program & German Program				" " "				Willie Burton # & Various				
3:00	12.2	Monitor		0.3	2.5	German Program & Rev. J.W. Hayes	0.6	4.9		" " "	0.5	4.1		Shirley Maria & Ted Lawrence #	0.2	1.6	0.3	
4:00		"				Spirituals & Oral Roberts				" " "				Dinner Hour # & Various				
5:00	9.2	"		0.8	8.7	October Sign-Off 5:45 P.M.				Music For Sunday & Greatest Story	0.5	5.4		Ted Lawrence #	0.2	2.2	0.2	

Radio Sets-in-Use & Ratings

Base: Total Homes Called

§§ Indicative Measurements

Share of Radio Audience

Base: Total Radio Mentions

§ Conclusive Measurements

For explanation of symbols see Introduction.

Includes five minutes of other programming.

C.E. HOOPER, INC.



RADIO HOOPERATINGS

CITY: CLEVELAND, OHIO

MONTH : OCTOBER, 1956

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE §	K T W			W D O K + W D O K - F M			W E R E + W E R E - F M			W G A R						
		PROGRAM	RATING		SHARE RADIO AUD. §	PROGRAM	RATING		SHARE RADIO AUD. §	PROGRAM	RATING		SHARE RADIO AUD. §	PROGRAM (CBS)	RATING		SHARE RADIO AUD. §
			§§	§			§§	§			§§	§			§§	§	
7:00	11.3	Mayer Of Morning #	1.6	1.5	13.3	Rennie Barrett	0.5	4.4	News, Weather #	3.2	3.4	30.1	Tom Armstrong	1.9	2.8	24.8	
7:15		" " "	1.4			" " #			" " #	3.6			News, Weather #	3.6			
7:30	12.2	" " " #	1.1	1.3	10.7	" " "	0.6	4.9	" "	4.0	3.5	28.7	Tom Armstrong	2.8	3.1	25.4	
7:45		" " " #	1.4			" " #			" " "	3.0			" "	3.3			
8:00	14.7	" " " "	2.2	2.1	14.3	" " "	0.5	3.4	Henrich - Neal	2.2	2.0	13.6	" " #	4.7	4.1	27.9	
8:15		" " " "	2.0			" " #			News	1.7			" "	3.5			
8:30	11.9	" " " #	1.1	1.4	11.8	" " "	0.7	5.9	Walt Henrich	2.2	2.3	19.3	" "	3.0	3.3	27.7	
8:45		" " " #	1.7			" " "			" " "	2.5			" "	3.5			
9:00	10.2	" " " "	2.2	2.0	19.6	" " "	0.3	2.9	" " #	1.1	10.8	News	4.4	3.3	32.4		
9:15		" " " "	1.8			" " "			" " "			" "	2.1			Tom Armstrong	2.1
9:30	8.0	" " " #	1.0	12.5	" " " #	0.6	7.5	" " "	2.6	2.1	26.3	Ladies Day	1.4	1.5	18.8		
9:45		" " " #			" " " #			" " "	1.6			" "	1.6				

Radio Sets-in-Use & Ratings

Base: Total Homes Called

§§ Indicative Measurements

For explanation of symbols see Introduction.

Share of Radio Audience

Base: Total Radio Mentions

§ Conclusive Measurements

Includes five minutes of other programming.



RADIO HOOPER RATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE	WHK + WHK - FM			WJMO			WJW + WJW - FM			WSRS			OTHER AM & FM			
		PROGRAM (NBC)	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM (ABC)	RATING		SHARE RADIO AUD.	PROGRAM (MBS)	RATING		RATING
			§§	§			§§	§			§§	§			§§	§	
7:00	11.3	Bill Gordon	1.3	1.6	14.2	Dawn Party	0.5	4.4	Rise 'n' Shine #	0.2	1.8	Roger Holmes #	0.4	3.5	0.4		
7:15		" "	1.9			" "			" "			" "				" "	" "
7:30	12.2	" "	1.3	10.7	" "	0.7	5.7	" "	0.4	3.3	" "	0.7	5.7	0.6			
7:45		" "			" "			" "			" "						
8:00	14.7	" "	1.9	2.0	13.6	Mary's Spirituals	1.7	2.0	13.6	News, Sports	0.7	4.8	" "	1.0	6.8	0.3	
8:15		" "	2.0			" "	2.3			Rise 'n' Shine			" "				
8:30	11.9	" "	1.4	1.6	13.4	Unity Viewpoint	1.4	1.3	10.9	" "	0.9	7.6	" "	0.4	3.4	0.0	
8:45		" "	1.7			Mary Dee	1.2			" "			" "				
9:00	10.2	" "	0.9	8.8	Downtown Special	1.0	9.8	Breakfast Club	0.6	5.9	Robert Hurleigh	0.5	4.9	0.5			
9:15		" "			" "			" "			" "				" "	Roger Holmes	
9:30	8.0	" "	1.1	1.1	13.8	" "	0.5	6.3	" "	0.5	6.3	" "	0.3	3.8	0.4		
9:45		" "	" "			" "			" "			" "				" "	

Radio Sets-in-Use & Ratings

Base: Total Homes Called

§§ Indicative Measurements

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Share of Radio Audience

Base: Total Radio Mentions

§ Conclusive Measurements

Includes five minutes of other programming.

C.E. HOOPER, INC.



RADIO HOOPERATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE	KYW			WDOK + WDOK - FM			WERE + WERE - FM			WGAR						
		PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.				
			#	%			#	%			#	%		#	%		
10:00	9.2	Specs Howard		1.0	10.9	Ronnie Barrett		0.7	7.6	Louise Winslow		1.3	14.1	Arthur Godfrey	2.5	2.5	27.2
10:15		" "				" "				" "				" "	2.5		
10:30	10.1	" " #		0.5	5.0	Dorothy Mallin		0.5	5.0	Tom Edwards	1.8	2.0	19.8	" "	3.1	3.4	33.7
10:45		" "				" "				" "	2.1			" "	3.6		
11:00	8.2	" "		0.6	7.3	Wayne Mack		0.2	2.4	" " #	2.8	2.5	30.5	" "	2.5	2.7	32.9
11:15		" "				" "				" "	2.1			" "	2.9		
11:30	9.5	On The Go		0.3	3.2	" "		0.2	2.1	" "	3.0	3.1	32.6	Hal Morgan	1.7	1.6	16.8
11:45		" " "				Ann Hridel				" " #	3.2			Howard Miller	1.5		
12:00	10.2	Big Wilson #	1.4	1.4	13.7	Wayne Mack #		1.0	9.8	" "	2.8	3.1	30.4	News #	2.3	1.9	18.6
12:15		" "	1.4			" "				" "	3.3			Backstage Wife	1.4		
12:30	10.6	" " #	1.2	1.2	11.3	" "		1.1	10.4	" "	2.4	2.5	25.5	Helen Trent	3.0	2.3	21.7
12:45		" "	1.2			" " #				" "	2.6			Wendy Warren	1.5		
1:00	9.2	" "		0.7	7.6	Pop Concert		0.8	8.7	" " #	2.3	2.9	31.5	Nora Drake	2.3	2.4	26.1
1:15		" "				" "				" "	3.5			Ma Perkins	2.4		
1:30	10.0	" " #		1.3	13.0	" "	1.8	1.9	19.0	" "	2.4	2.0	20.0	Young Dr. Malone	1.8	2.0	20.0
1:45		" " #				" " #	1.9			" " #	1.6			Our Gal Sunday	2.1		

Radio Sets-in-Use & Ratings

Base: Total Homes Called

Indicative Measurements

For explanation of symbols see Introduction.

Share of Radio Audience

Base: Total Radio Mentions

% Conclusive Measurements

Includes five minutes of other programming.



RADIO HOOPER RATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE	WHK + WHK - FM			WJMO			WJW + WJW - FM			WSRS			OTHER AM & FM				
		PROGRAM (NBC)	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM (ABC)	RATING		SHARE RADIO AUD.	PROGRAM (MBS)	RATING		SHARE RADIO AUD.	Rating
			N	I			N	I			N	I			N	I		
10:00	9.2	NBC Bandstand	2.2	1.8	19.6	Cindy Lou	0.7	7.6	My True Story	0.3	3.3	Ted Lawrence	0.6	6.5	0.3			
10:15		" "	1.4			" "			" " "			" "						
10:30	10.1	" "		0.9	8.9	Downtown Special	0.8	7.9	Girl Marries	0.6	5.9	" " #	0.8	7.9	0.6			
10:45		" "				" "			Whispering Streets			" "						
11:00	8.2	" "	1.1	1.4	17.1	" "	0.3	3.7	Party Line #	0.5	6.1	" "	††		0.0			
11:15		" "	1.6			" "			" "			" "						
11:30	9.5	" "		1.0	10.5	Mary's Spirituals	0.9	9.5	" "	1.1	1.5	15.8	" " #	0.3	3.2	0.6		
11:45		" "				" "			" "	1.8		" "						
12:00	10.2			0.6	5.9	" "	1.4	1.3	12.7	News, Markets	0.6	5.9	News, Weather #	0.3	2.9	0.0		
12:15		Eleanor Hanson				" "	1.1			Party Line #			Univax					
12:30	10.5	Magazine Of The Air		0.8	7.5	Music Session	1.5	1.4	13.2	" "	0.5	4.7	" #	0.8	7.5	0.0		
12:45		" " " "				" "	1.2			" " #			" "					
1:00	9.2	News		0.2	2.2	" "	1.0	10.9	" "	0.4	4.3	Kathryn Kuhlman	0.5	5.4	0.3			
1:15		Magazine Of The Air				" "				" "		" "						
1:30	10.0	Dick O'Hara		0.9	9.0	Polka Parade	0.6	6.0	Jack Miller	0.9	9.0	Queen For A Day	0.4	4.0	0.0			
1:45		" "				" "			" "			" " " "						

Radio Sets-in-Use & Ratings

Base: Total Homes Called

†† Indicative Measurements

For explanation of symbols see Introduction.

Share of Radio Audience

Base: Total Radio Mentions

‡ Conclusive Measurements

Includes five minutes of other programming.

C.E. HOOPER, INC.

Page 3-R



RADIO HOOPER RATINGS

CITY: CLEVELAND, OHIO

MONTH : OCTOBER, 1956

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE	KYW			WDOX+WDOX-FM			WERE+WERE-FM			WGAR						
		PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.				
			H	I			H	I			H	I		H	I		
2:00	9.1	Big Wilson		1.2	13.2	Norman Macin		0.5	5.5	Bill Randle	2.8	3.1	34.1	Right-Happiness #	2.0	1.9	20.9
2:15		" "				" "				" "	3.4			Mrs. Burton	1.7		
2:30		" " #		1.2	11.5	" "		0.6	5.8	" "	4.2	3.8	36.5	Strike It Rich	2.4	2.4	23.1
2:45	10.4	" "				" " #				" "	3.3			Pat Buttrem	2.4		
3:00		" "	2.2			" "		0.2	2.0	" "	3.6	4.0	39.6	Houseparty	1.9	1.5	14.9
3:15	10.1	" "	1.7			" "				" "	4.4			"	1.1		
3:30		" " #	1.7			" " #		0.8	7.1	" "	3.9	4.4	38.9	James Taylor	1.7	1.8	15.9
3:45	11.3	" "	3.3	2.5	22.1	" " #				" "	4.9			" " #	1.9		
4:00		Wes Hopkins	2.8			" "		0.7	6.1	" " #	5.0	5.0	43.5	Hal Morgan	1.4	1.3	11.3
4:15	11.5	" "	1.6	2.2	19.1	" "				" "	4.9			" "	1.1		
4:30		" " #	1.4			" "		0.6	4.6	" "	5.9	5.7	43.5	" "	1.4	1.7	13.0
4:45	13.1	" "	1.4	1.4	10.7	" " #				" "	5.4			" "	2.0		
5:00		" "	1.9			" "		0.6	4.2	" " #	5.6	5.4	37.8	" " #	2.1	2.2	15.4
5:15	14.3	" "	2.3	2.1	14.7	" "				" "	5.2			" " #	2.3		
5:30		" " #	1.0			" "		0.9	6.6	" "	6.0	6.6	48.2	" "	3.1	3.3	24.1
5:45	13.7	" " #	1.4	1.2	8.8	" "				Bob Neal, News	7.1			" " #	3.5		

Radio Sets-in-Use & Ratings

Base: Total Hours Called

Share of Radio Audience

Base: Total Radio Mentions

Includes five minutes of other programming.

§§ Indicative Measurements

§ Conclusive Measurements

For explanation of symbols see Introduction.



RADIO HOOPERATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE	WHK + WHK - PM			WJMO			WJW + WJW - PM			WSRS			OTHER AM & FM Testing								
		PROGRAM (NBC)	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM (ABC)	RATING		SHARE RADIO AUD.									
			H	S			H	S			H	S			H	S						
2:00	9.1	Hodge Podge			0.7	7.7	Polka Parade			0.6	6.6	Jack Fuller #			0.6	6.6	Lanohson With Lopez #			0.3	3.3	0.2
2:15		" "					" "					" "					" "					
2:30	10.4	" "			1.4	13.5	Rhythm Special			0.2	1.9	" "			0.2	1.9	Bob Foster #			0.3	2.9	0.3
2:45		" "					" "					" "					" "					
3:00	10.1	Five Star Matinee			0.8	7.9	Jockey John			0.5	5.0	" " #			0.2	2.0	" "			0.2	2.0	0.7
3:15		" " "					" "					" "					" "					
3:30	11.3	Hilltop House			0.6	5.3	" "			0.7	6.2	" "					" " #			0.5	4.4	0.0
3:45		Pepper Young					" "					" "					" "					
4:00	11.5	Woman-House			0.7	6.1	" "			0.8	7.0	" " #			0.2	1.7	" " #			0.4	3.5	0.2
4:15		Mo. M. McBride					" "					" "					" "					
4:30	13.1	Bill Gordon			0.6	4.6	" "	1.1	1.4	10.7	" "				0.3	2.3	" " #			0.6	4.6	0.8
4:45		" "					" "	1.7				" " #					" "					
5:00	14.3	" "	1.1	1.5	11.1	Polka Parade			0.8	5.5	" "			0.9	6.3	" "			0.4	2.8	0.4	
5:15		" "	1.8			" "						" "					" "					
5:30	14.7	Ken Coleman			0.8	5.8	Jockey John					News, Sports			0.3	2.2	News			0.3	2.2	0.3
5:45		" "					October Sign - Off 5:45 P.M.					Jack Fuller					Bob Foster #					

Radio Sets-in-Use & Ratings

Base: Total Homes Called

W Indicative Measurements

The explanation of symbols see Introduction.

Share of Radio Audience

Base: Total Radio Mentions

W Conclusive Measurements

Includes five minutes of other programming.

C.E. HOOPER, INC.

Page 44



RADIO HOOPERATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

SATURDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE	KYW			WDOK + WDOK - FM			WERE + WERE - FM			WGAR									
		PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM (CBS)	RATING		SHARE RADIO AUD.							
			H	I			H	I			H	I		H	I					
10:00	10.8	Speas Howard #	2.1		16.7	Bill Reid			0.3	2.8	Louise Winslow & Tom Edwards	2.4		4.0	37.0	Galen Drake #	2.1		2.3	21.3
11:00		Speas Howard & On The Go	1.4			" "					Tom Edwards #	5.5				Robert G. Lewis #	2.5			
12:00	14.2	Various & Wes Hopkins #	3.4		27.5	Wayne Mack #			0.9	6.3	" "	4.4		4.0	28.2	Morgan # & Gunsmoke #	1.6		1.7	12.0
1:00		Wes Hopkins #	4.3			Pop Concert					" " #	3.5				City Club	1.7			
2:00	11.3	" " #	1.1		15.0	Norman Wain & Various	2.2		1.1	9.7	Bob Neal	3.3		2.6	23.0	Football	2.7		2.5	21.1
3:00		" " #	2.3			Norman Wain #	1.7				" " #	1.8				"	2.3			
4:00	10.6	" " #	1.4		18.9	" "			1.3	12.3	" " #	2.7		3.4	22.6	Football & Various	3.8		2.8	24.5
5:00		" " #	2.5			" " #					" " #	2.0				Various & James Taylor	1.4			

Radio Sets-in-Use & Ratings

Base: Total Homes Called

§§ Indicative Measurements

For explanation of symbols see Introduction.

Share of Radio Audience

Base: Total Radio Mentions

§ Conclusive Measurements

Includes five minutes of other programming.

C.E. HOOPER, INC.



RADIO HOOPER RATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

SATURDAY DAYTIME

LOCAL TIME (EST)	RADIO SETS-IN-USE	WHK + WHK - FM			WJMO			WJW + WJW - FM			WSRS			OTHER AM & FM				
		PROGRAM (NBC)	RATING		SHARE RADIO AUD.	PROGRAM	RATING		SHARE RADIO AUD.	PROGRAM (ABC)	RATING		SHARE RADIO AUD.	PROGRAM (MBS)	RATING		SHARE RADIO AUD.	Rating
			#	%			#	%			#	%			#	%		
10:00	10.8	Monitor			7.1	Downtown Special			3.7	O.S.U. Music & Nanigans			2.8	Ted Lawrence #			5.6	0.3
11:00		"	0.8	"		"	0.4	Various & Charlie Edwards		0.3	Kenny Bass #	0.6						
12:00	14.2	Farm And Home & Groucho Marx			4.9	Mary's Spirituals & Polka Parade			4.9	Charlie Edwards #			7.7	Various & Kenny Bass #			5.6	0.4
1:00		Music & Various	0.7	Polka Parade		0.7	" " #	1.1		Bob Forster #	0.8							
2:00	11.3	Football	1.1		11.5	Polka Parade & Jockey John			7.1	Charlie Edwards # & Various			5.3	" " #			6.2	0.0
3:00		"	1.3	Jockey John		0.8	Football	0.6		" " #	0.7							
4:00	10.6	"	1.5		10.4	"			4.7	"			4.7	" " #			4.7	0.2
5:00		Monitor	1.1	October Sign-Off 5:45 P.M.		0.5	Football & Musical Scoreboard	0.5		" " #	0.5							

Radio Sets-in-Use & Ratings Base: Total Homes Called
 Share of Radio Audience Base: Total Radio Mentions
 * Includes five minutes of other programming.

§§ Indicative Measurements
 § Conclusive Measurements

For explanation of symbols see Introduction.



"EVENING 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: Stations WERE, WHK, WJMO and WSRS 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 stations KYW, WDOK, WGAR and WJW.



RADIO HOOPERATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

SUNDAY THRU SATURDAY EVENING

LOCAL TIME (EST)	RADIO SETS-IN-USE	KYW			WDOK + WDOK - FM			WERE + WERE - FM			WGAR					
		PROGRAM	RATING		SHARE RADIO AUD. %	PROGRAM	RATING		SHARE RADIO AUD. %	PROGRAM (CBS)	RATING		SHARE RADIO AUD. %			
			H	S			H	S			H	S				
6:00	11.6	News, Sports	1.2	1.3	11.2	Bill Reid #	0.9	7.8	Bill Randle	5.3	6.1	52.6	News, Sports	1.2	10.3	
6:15		Was Hopkins	1.4			" "			" "	6.9			" "			6.9
6:30	13.5	" " #	1.5	2.2	16.3	" "	2.1	1.7	12.6	" "	5.9	6.4	47.4	" "	0.6	4.4
6:45		" "	2.8			" "				1.2				" "		
7:00	10.4	" "	1.3	1.8	17.3	" "	0.8	7.7	" "	6.7	5.5	52.9	Amos 'n' Andy #	0.3	2.9	
7:15		" "	2.3			" "			6.7				Phil McLean			4.2
7:30	9.1	" " #	0.9	9.9	Bill Reid	1.3	1.6	17.6	" "	4.4	3.6	39.6	Bing Crosby	0.4	4.4	
7:45		" "			1.8	" "			2.8	Rosary			2.8			Edward R. Murrow
8:00	7.0		0.2	2.9	Candlelight Con- cert	1.1	15.7	Phil McLean #	1.5	2.1	30.0	Robert G. Lewis	1.4	20.0		
8:15		" "			2.7			" " "								
8:30	7.3	Hi-Fi #	0.3	4.1	" "	0.8	11.0	" "	3.0	3.4	46.6	" "	1.8	1.5	20.5	
8:45		" "			3.7			" "	1.2							
9:00	5.7	" "	1.1	8.8	" "	0.5	8.8	" " #	1.8	2.3	40.3	James Taylor #	1.4	1.2	21.1	
9:15		" "			2.7			" "	1.0							
9:30	4.4	" " #	0.3	6.8	" "	0.2	4.5	" "	3.1	2.7	61.4	" "	0.2	4.5		
9:45		" " #			2.3			" "	2.3							
10:00	6.2	Night Music	0.8	12.9	" "	0.5	8.1	" " #	1.4	22.6	" "	1.2	1.2	19.4		
10:15		" "			1.2			" "			1.2					
10:30	9.2	" " #	1.3	14.1	Comfort Hour	1.0	10.9	" "	1.4	15.2	After Dark	3.5	38.0			
10:45		" "			" "			" "			" "					

Radio Sets-in-Use & Ratings Base: Total Homes Called
 Share of Radio Audience Base: Total Radio Mentions
 # Includes five minutes of other programming.

§§ Indicative Measurements
 § Conclusive Measurements

For explanation of symbols see Introduction.
 NOTE: Majority of programs shown is for Monday thru Friday.



RADIO HOOPERATINGS

CITY: CLEVELAND, OHIO

MONTH: OCTOBER, 1956

SUNDAY THRU SATURDAY EVENING

LOCAL TIME (EST)	RADIO SETS-IN-USE	W H K + W H K - F M			W J M O †			W J W + W J W - F M			W S R S			OTHER AM & FM					
		PROGRAM (N B C)	RATING		SHARE RADIO AUD. †	PROGRAM	RATING		SHARE RADIO AUD. †	PROGRAM (A B C)	RATING		SHARE RADIO AUD. †	PROGRAM (M B S)	RATING		SHARE RADIO AUD. †	Rating †	
			§§	§			§§	§			§§	§			§§	§			§§
6:00	11.6	Fire Safety			0.6	5.2				George Reeves			0.9	7.8			0.6	5.2	0.0
6:15		Fred Waring							" "										
6:30	13.5	" "	1.2		1.4	10.4				" "			0.5	3.7			0.5	3.7	0.2
6:45		Three Star Extra	1.5							Mel Allen									
7:00	10.4	Tomorrow			0.5	4.8				Edward P. Morgan	1.0		1.0	9.6			0.5	4.8	0.0
7:15		"								George Reeves	1.0								
7:30	9.1	World News			1.0	11.0				" "			0.9	9.9			0.5	5.5	0.2
7:45		One Man's Family								" #									
8:00	7.0				0.8	11.4				" "			0.6	8.6			0.6	8.6	0.2
8:15										" "									
8:30	7.3				0.5	6.8							0.2	2.7			0.3	4.1	0.3
8:45																			
9:00	5.7				0.2	3.5							0.7	12.3			0.4	7.0	0.4
9:15																			
9:30	4.4	Ringwall Presents			0.8	18.2							††				0.2	4.5	0.0
9:45		" "								George Reeves									
10:00	6.2	Tom Brown			0.6	9.7							0.3	4.8			0.8	12.9	0.6
10:15		" "								George Reeves									
10:30	9.2	" "			1.3	14.1				" "			††				0.5	5.4	0.2
10:45		" "								News, Sports									

Radio Sets-in-Use & Ratings Base: Total Homes Called
 Share of Radio Audiences Base: Total Radio Mentions
 † Includes five minutes of other programming.

§§ Indicative Measurements
 † Conclusive Measurements

For explanation of symbols see Introduction.
 NOTE: Majority of programs shown is for Monday thru Friday.

† Radio Station WJMO signs off at local sunset.

C.E. HOOPER, INC.