

3 New Features In Hooper Reports

**Sex, Age of Listeners, Time
Listened per Hour Included**

BEGINNING July 1, C. E. Hooper Inc. will include three new features in its National Ratings Reports: the number of men, women and children listening to particular programs, the average number of minutes listened during each hour, and continuous ratings on nationally sponsored programs broadcast after 10:30 p.m. and, if scheduled, before 8 a.m.

These new features, to be added without additional cost to subscribers, were announced by Mr. Hooper at a news conference in New York at which he reviewed history of program ratings and explained the operations and results of the coincidental telephone survey technique used by his organization.

Mr. Hooper also announced a new tailor-made service on particular programs for individual advertisers, which, after five years of research, has been tested in five months of actual service for three leading radio advertisers and their agencies. The data from this new specialized service, collected through more than 6,000,000 interviews throughout the country in a year, are presented in a continuous 17-factor index.

Factors Now Supplied

Four of these factors: available audience, sets in use, average rating and sponsored hours, are basic data already supplied to all subscribers to the regular Hooper rating service. Also derived from the national totals are the next 10 factors: a program's current performance compared with its past performance; a comparison of audience size during entertainment and commercial; program rating compared with average rating; program compared with its type; this type compared with other types; sponsor identification analysis; audience composition; how frequently they listen; how long they have listened; and a sales effectiveness index.

The remaining three factors are purely local, dealing with the number of listeners to a program and its competing programs in individual cities, together with similar information for the periods preceding and following the particular program. From this, Mr. Hooper explained, the advertiser can determine on which stations his program is improving or slipping, whether his listeners are the kind of people who buy his product, whether local merchandising is necessary in certain markets and what sales returns he is getting from his radio dollar.

Stating that only one element of his five-year plan has yet to be realized: the measurement of station coverage, Mr. Hooper repeated his statement at a clinic of more than 200 industry members just

Tight Fit

THE NEW champion! When Evelyn Howe of WKNE, Keene, N. H., read of the 6-foot 4-inch announcer who climbed into the Jap suicide sub on its bond selling tour, she challenged WKNE's Bob Peebles to climb into the sub when it came to Keene and break the record. Bob did it, and him 6 feet 4½ inches!

prior to the recent NAB war conference that before the next NAB meeting he will have announced a uniform station coverage audit which will not favor any type or size of station, will be comparative between cities, towns and farms, will apply the same reporting method to all localities, and will provide for each station its own coverage pattern only, to be distributed at will by the station.

War Names Pronounced On Interior Dept. Discs

ESPECIALLY for broadcasters, the Interior Dept. Radio Section has begun a series of "sound pronouncers", daily minute-and-a-half discs on "War Names in the News," according to Director Shannon Allen. The first eight transcriptions, with Mr. Allen's voice spelling, pronouncing, and breaking down phonetically geographical names like Lampedusa and Pantelleria, have been issued to the Washington offices of the four major networks.

Planned to parallel the press releases issued to wire services, and based on material furnished by the U. S. Board on Geographical Names, a unit of the Interior Dept., the discs give about 100 words of background on climate, topography, geological formation, location, and strategic value of the region. In effect, the recordings not only give correct pronunciation but provide an audible map of places in the headlines for radio news listeners.

NBC's 'Hot Copy'

DURING the eight-week hiatus period from July 3 through Aug. 21 when *Truth or Consequences* takes its summer vacation from NBC, the network will substitute a sustaining series titled *Hot Copy*, which deals with behind-the-scenes events in a newspaper office and originates in Chicago. The quiz program, returning to NBS Saturdays 8:30-9 p.m. Aug. 28, is sponsored by Procter & Gamble Co., Cincinnati. Compton Adv., New York, handles the program, which promotes Duz.

Tube Export Test

A NEW type of export license system has been developed by the Board of Economic Warfare, and is now being tested with radio tubes as the sample export product. Under the new procedure BEW establishes tentative export license limits to each country, beyond which licenses are not likely to be issued. Firms may then use these tentative limits as a guide in selling abroad, since they will have previous warning of the amount of merchandise they will be permitted to export.

KSD

and

NBC

PROVIDE
INCOMPARABLE
BROADCASTING
SERVICE

In St. Louis

IT IS 225 MILES
FROM KSD TO
THE NEAREST
OTHER BASIC
NBC OUTLET

A DISTINGUISHED BROADCASTING STATION

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS, Inc.