

HAVE YOU SEEN THESE RADIO STUDIES IN TELEVISION MAGAZINE?

1. THE INTER-RELATIONSHIP OF RADIO AND TV

How they are used as two facets of one medium by major advertisers today

2. THE BBDO REPORT

A condensation of this leading agency's analysis of the new status of radio

3. SATURATION IN RADIO TODAY

How advertisers are employing it and why . . . Audience potential . . . costs

4. NETWORK RADIO—THE NEW MEDIUM

The character of the new programming . . . audience reach . . . how network is being sold

5. THE NEW YORK RADIO MARKET

How advertisers have built a radio boom in the nation's largest, pace-setting market

6. NATIONAL SPOT

The "who," "how" and "why" of spot radio today . . . Patterns of leading advertisers

7. THE STORZ BOMBSHELL

The facts on radio's most controversial station operation and the thinking behind it

8. J. WALTER THOMPSON LOOKS AT RADIO

This agency's appraisal explores seven basic areas of radio's growth

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PLEASE SEND ME RADIO STUDY NO.:

1 2 3 4 5 6 7 8

NAME

COMPANY

ADDRESS

CITY..... ZONE STATE

ENCLOSED IS \$

	VHF Sets	Pop. (00)	Fam. (00)	R
SANTA BARBARA, CALIFORNIA				
California:				
San Luis Obispo	13,749	62.0	20.7	
Santa Barbara	31,182	111.4	36.2	
Total	44,931	173.4	56.9	
(Does not include Los Angeles, where station claims additional coverage.)				
SAVANNAH, GEORGIA				
Georgia:				
Appling	1,381	13.2	3.0	
Bacon	1,457	8.7	2.2	
Ben Hill	1,532	14.2	3.8	
Brantley	502	6.4	1.5	
Bryan	1,081	6.1	1.4	
Bulloch	2,361	22.8	5.7	
Burke	2,039	21.5	5.5	
Camden	1,525	8.4	2.3	
Candler	676	7.1	1.8	
Charlton	626	4.5	1.1	
Chatham	42,006	165.0	48.5	
Effingham	1,267	8.8	2.2	
Emanuel	1,297	17.1	4.3	
Evans	753	5.9	1.5	
Glynn	5,388	34.7	9.6	
Jeff Davis	1,088	9.4	2.4	
Jenkins	929	9.2	2.3	
Liberty	1,041	8.9	2.2	
Long	270	3.7	.9	
McIntosh	1,285	6.4	1.6	
Montgomery	1,049	7.0	1.6	
Pierce	1,213	10.1	2.4	
Screven	2,613	16.6	4.1	
Tattnal	2,119	14.5	3.4	
Telfair	1,235	11.3	2.7	
Toombs	2,270	17.2	4.2	
Treutlen	592	5.7	1.4	
Ware	5,035	34.1	9.0	
Wayne	1,187	14.2	3.5	
Wheeler	731	5.9	1.4	
South Carolina:				
Beaufort	3,705	29.7	6.9	32
Hampton	3,249	18.6	4.4	72
Jasper	1,566	10.0	2.6	73
Total	95,068	577.8	151.4	\$41
SCHENECTADY-ALBANY-TROY, NEW YORK				
Massachusetts:				
Berkshire	36,890	138.6	41.6	\$11
Franklin	16,095	55.5	17.4	24
New Hampshire:				
Sullivan	7,770	27.8	8.4	075
New York:				
Albany	72,897	259.5	82.3	3113
Columbia	12,944	45.2	14.0	978
Delaware	11,771	46.3	13.9	605
Dutchess	35,335	144.3	38.2	1944
Fulton	16,280	53.0	17.6	710
Greene	8,232	29.2	8.9	683
Hamilton	1,202	4.1	1.3	280
Herkimer	17,945	62.6	19.4	200
Montgomery	17,667	61.0	19.1	132
Otsego	15,725	54.0	17.0	939
Rensselaer	39,590	140.8	42.8	1315
Saratoga	22,847	82.2	24.7	718
Schenectady	45,771	161.6	51.3	1901
Schoharie	6,752	24.2	7.3	207
Ulster	29,195	101.1	31.7	1411
Warren	11,256	41.2	12.8	46
Washington	12,672	47.2	13.7	
Vermont:				
Addison	4,226	19.5	4.9	

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