

The out-of-home listening will be included in the radio measurements.

C. E. Hooper Inc. at the close of 1960 released a new survey format for Fort Worth. The company hopes that it will gain acceptance in other markets.

The Fort Worth study breaks down the analysis of audience shares into *four* Monday-through-Saturday periods, rather than the former *two* weekly periods plus a Saturday category.

The actual time periods measured are 7 to 9 a.m., 9 a.m. to noon, noon to 4 p.m. and 4 to 7 p.m. The new format adds a full hour to evening driving times which formerly ended at 6 p.m.

Hooper believes that the new time periods reflect more accurately the way radio is bought today. The firm also feels that the breakdowns will serve as a more helpful programming guide to stations because the new periods are more indicative of the changes made in a normal day's schedule.

Finally, the Fort Worth study represents one additional major departure in "ratings," which Hooper hopes will meet with widespread acceptance. There will no longer be three-month reports showing Monday-through-Friday ratings. It is Hooper's contention that the audience shares as expressed in the new

time periods is a sufficient measure of programming acceptance.

### Group Ownership & Trading

Radio station trading is at all-time high. Investor interest has never been greater.

This is leading to expansion of ownership into group operations. According to a U.S. RADIO survey of media brokers, the number of multi-station ownerships is growing fast. Moreover, a substantial portion of the "new" money in radio is coming from sources *outside* of the industry (see *Brokers See Big Year*, September 1960).

Alongside traditional names are newer groups whose identities are gaining circulation throughout the industry.

Many of the well-established groups have also enlarged their radio holdings, such as Westinghouse, Storer, McLendon and Storz.

Along with innovations in programming, research and management techniques, radio's forward movement is being sparked by positive selling efforts both locally and nationally.

All these factors blend to make 1961 a year of expectation. • • •

City or area <sup>2</sup>	Years		% increase (decrease)	City or area <sup>2</sup>	Years		% increase (decrease)
	1959 <sup>1</sup>	1958 <sup>1</sup>			1959 <sup>1</sup>	1958 <sup>1</sup>	
176. New Britain	*	114,211		218. Abilene	67,763	71,637	(5.4)
177. Springfield, Mo.	193,858	203,587	(4.8)	219. Tyler, Texas	77,899	73,757	77.3
178. Durham	145,714	133,160	9.4	220. Reno	81,066	62,288	35.0
179. Pueblo	83,759	83,290	.6	221. La Crosse	62,474	68,237	(8.4)
180. Las Vegas	77,349	75,832	2.0	222. Pine Bluff, Ark.	32,483	29,379	10.6
181. Anderson, Ind.	*	*		223. Richmond, Ind.	—	—	
182. Decatur, Alabama	—	—		224. Tallahassee	52,878	31,699	66.8
183. Green Bay	182,263	190,406	(4.3)	225. Paducah	57,052	*	
184. Biloxi-Gulfport, Miss.	—	—		226. San Angelo, Texas	41,630	—	
185. Daytona Beach	46,713	31,292	49.3	227. Longview, Texas	—	—	
186. Mansfield, Ohio	—	—		228. Billings	117,898	126,401	(6.7)
187. Terre Haute	96,760	*		229. Fitchburg-Leominster, Mass.	—	—	
188. Muncie	—	—		230. Wilmington, N. C.	62,842	62,295	.9
189. Ogden	—	—		231. Owensboro, Ky.	—	—	
190. Gadsden, Ala.	40,073	31,968	25.4	232. Lewiston-Auburn, Me.	*	—	
191. New Castle, Pa.	—	—		233. Greenville, Miss.	33,547	31,698	5.8
192. Danville, Va.	46,409	53,929	(13.9)	234. Lafayette, La.	—	—	
193. Bay City, Mich.	—	*		235. Fort Smith, Ark.	78,039	77,595	.5
194. Sioux City, Iowa	89,101	91,246	(2.4)	236. Great Falls	65,453	61,764	6.0
195. Tuscaloosa	34,546	42,313	(18.4)	237. Quincy, Ill.	—	—	
196. Lima, Ohio	—	—		238. Pittsfield, Mass.	*	—	
197. Alexandria, La.	85,430	75,363	13.4	239. Meridian, Miss.	35,646	33,521	9.3
198. Oshkosh, Wisc.	—	—		240. Midland, Texas	72,221	59,838	20.7
199. Williamsport, Pa.	68,161	77,407	(11.9)	241. Laredo	*	—	
200. St. Joseph, Mo.	—	—		242. Kokomo, Ind.	—	—	
201. Lynchburg	77,820	68,883	13.0	243. Albany, Ga.	40,037	44,707	(10.1)
202. Texarkana	—	—		244. Rapid City, S. D.	85,187	—	
203. Fargo-Moorhead, N. D.	—	—		245. Bloomington, Ind.	—	—	
204. Portsmouth, Ohio	—	—		246. Columbia, Mo.	—	—	
205. Elmira	47,655	63,467	(24.9)	247. Key West, Fla.	—	—	
206. Appleton, Wisc.	—	—					
207. Odessa, Texas	50,922	36,731	38.6				
208. Manchester	92,804	116,275	(20.2)				
209. Sheboygan, Wisc.	—	—					
210. Huntsville, Ala.	51,617	34,497	49.6				
211. Kenosha, Wisc.	*	*					
212. Monroe, La.	73,742	82,835	(11.0)				
213. Sioux Falls, S. D.	90,457	92,220	(1.9)				
214. Dubuque	*	*					
215. Zanesville, Ohio	—	—					
216. Parkersburg, W. Va.	41,133	49,538	(17.0)				
217. Lawton, Okla.	—	—					

#### NOTES:

1. Dollar volume of sales compiled from information published by the Federal Communications Commission in annual "Public Notice," giving "Final Am-Fm Broadcast Financial Data."
2. Cities or areas listed from October 1, 1960 issue of "Spot Radio Rates and Data" of Standard Rate & Data Service Inc., arranged by Metro Area Population, Rank; Percent of U. S.—January 1, 1960."
3. Items marked \* indicate data not published for groups of less than three stations.
4. Items marked — indicate no information published by F. C. C.