

# BROADCASTING TELECASTING

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23<sup>RD</sup>  
year

THE NEWSWEEKLY  
OF RADIO AND TV

## New Leader for New Orleans WTIX rockets from 11th to 1st in 10 months

7 a.m. - 6 p.m. Average Share-of-Audience <small>Hooper, July 1954, New Orleans, La.</small>	
WTIX	18.5%
Station A, Network	15.4%
Station B, Network	13.9%
Station C, Network	9.2%
Station D, Ind.	8.6%
Station E, Ind.	7.7%
Station F, Network	7.3%
Station G, Ind.	6.9%
Station H, Ind.	4.6%
Station I, Ind.	4.5%
Station J, Ind.	3.2%

July's Hooper climaxes a cyclonic ten-month change in New Orleans radio listening. Last September found WTIX 11th in audience in this 11-station market. Suddenly, with *new* ownership, *new* programs, *new* ideas, WTIX became a radio station in a hurry. January saw WTIX pass the other six independents. By March only one network affiliate was left to pursue in the morning, two in the afternoon.

In July WTIX overtook everybody—with an average share-of-audience (7 a.m.—6 p.m.) of 18.5%. Second station, 15.4%; third, 13.9%.

Talk to Adam J. Young, Jr., national representative, or call WTIX Manager Fred Berthelson.



MID-CONTINENT BROADCASTING COMPANY

General Manager: Todd Storz

KOWH, Omaha  
Represented by  
H-R Inc.

WHB, Kansas City  
Represented by  
John Blair & Co.

WTIX, New Orleans  
Represented by  
Adam J. Young, Jr.

