

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

Now first in the morning, afternoon and all day average

7 a.m. - 6 p.m. Average Share-of-Audience

Hooper, August, 1954, New Orleans, La.

WTIX, INDEPENDENT	18.2%
Station A, Network	15.3%
Station B, Network	12.8%
Station C, Independent	11.3%
Station D, Network	8.5%
Station E, Independent	7.5%
Station F, Independent	6.2%
Station G, Network	6.0%
Station H, Independent	5.4%
Station I, Independent	4.3%
Station J, Independent	4.3%

There's a new "listen" in New Orleans and it calls for a new look in time-buying. This city has witnessed a cyclonic ten-month change in radio listening, culminating in a new leader for New Orleans—WTIX.

It all started in September, 1953, with 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 in all day average.

Comes August Hooper, and WTIX digs in even deeper. Now WTIX is first in the morning *and* afternoon *and* all-day average.

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.

