



## Time and motion study

A new formula for radio-time-buying which works particularly well in New Orleans

*The formula:*

$$\frac{M}{T} = AGI$$

**T** = TIME in years required for Station to jump from last to first place in share of audience.

**M** = MOTION upward, expressed in number of stations which had to be passed in the rush to first place.

**AGI** = "Audience Growth Index." The higher this figure, the better the buy.

By a curious coincidence, New Orleans has just one radio station—WTIX—which makes a showing by this formula. In something less than a year, WTIX rocketed from 11th to 1st place in audience, via Mid-Continent's new ideas, programming, news-handling . . . and results. WTIX leads—and grows on—in the morning (20.5%), afternoon (18.3%), and all day (19.3%—next station, 17.8%).\*

*Motion* for Adam J. Young Jr., or talk *time* to WTIX General Manager Fred Berthelson.

\* Hooper Radio Index, 7 a.m.—6 p.m., Mon.-Fri., December 1954

the new **WTIX**

New Orleans 16, La.



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

KOWH, Omaha  
Represented by  
H-R Reps, Inc.

WHB, Kansas City  
Represented by  
John Blair & Co.

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