

New quarterly Hooper\* documents

WTIX's increasing leadership in New Orleans

Out of 44 quarter hours in the average radio day...



WTIX HAS	30 firsts	14 seconds	0 thirds
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*the gap gets Wider*

STATION "A" HAS	13 firsts	14 seconds	5 thirds
STATION "B" HAS	1 first	5 seconds	15 thirds

If you like your numerals bigger . . . multiply everything by 5 days, and you see that:

WTIX is first in 150 out of 220 weekly quarter hours, second in 70, third in none. This time three months ago, WTIX had 115 firsts, 95 seconds, 10 thirds.

Latest audience index shows WTIX jacked its

average to 23.8% while the 2nd station dropped to 17.6% and the 3rd station went back to 11.1%\*\*

New Orleans has changed! How wide is the gap between New Orleans as you knew it, and as it is today? Be updated by Adam Young, or WTIX General Manager Fred Berthelson.

*\*Hooper Continuing Measurement of Broadcast Audience, Jan.-March 1956*

*\*\*Hooper average share of audience, 7 a.m.-6 p.m., Mon.-Fri., Feb.-Mar. 1956*



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

*the new*  
**WTIX**

New Orleans 16, La.

WDGY, Minneapolis-St. Paul  
Represented by  
Avery-Knodel, Inc.

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.