

NOTES FROM ARBITRON VISIT AUG 8, 1974

- I. Call letter awareness
  - a. Richmonders seem to associate very well to call letters more than slogans.
  - b. Only slogans mentioned ( very small percentage ) were: stereo 103; Easy Radio; 98.1; Millard the Mallard; Casey Casom American Top 40; Mystery Theater; Open for Opinion(tune out); XL 102.
- II. Very strong influence on listing times in quarter hours. (:15 & :45)
- III. Diaries seem to be distributed evenly to different geographic localities.
  - a. Number of diaries tabulated appeared to be proportionate to population.
  - b. A even number were tabulated for each week with no noticeable weighting to any of the four weeks during the rating period.
- IV. COMMENTS: The following were notable comments about listener reactions and interesting tune in/tune out factors.

"Eliminate Ted Brown Campbell soup commercials"... Male 29 years old

"WRXL should announce time more often" ... Female 18 years old

"WXGI should play more bluegrass"... Male 55 years old

71 year old female relates more to frequency.

WRVA listener switches to WTVR at night.

49 year old female switches from WEZS to WTVR.

34 year old female tunes out Blackburn, Wakes at 5:00 am with WTVR leaves at 5:45 and comes back after 6:00am to around 7:30am.

34 year old male listens to WRVA for news and WTVR for music; does not like Mystery Theater, Tunes out Open for Opinion, Garner Ted Armstrong, and Market reports. Also will listen to WTVR FM and WRGM.

Male 34 years old tunes in Eddie Anderson.

Blackburn tune out at 5:45 am and goes to WRVA, and stays there.

Female 12 years old doesn't like to hear RVQ jocks knocking religion.

WPVA FM for stereo country music.

55 year old female tunes in and out from WEZS to WXGI and listens to WTVR at night.

Mike Roy and Dear Abby tune ins.

30 year old female switches between XL 102 and WTVR AM

41 year old female tunes in out WRVA and WRGM

\* WEET shows up very strong on Sunday all day (Country Church Program)

16 year old female does not like loud DJ's; listen to XL 102

\* Male 18, Female 21, male 61, female 41, all love WEET on Sundays.

Femal 26 years old listens to WRVA in the Morning and WTVR in Afternoon.

Huge demand for more drama programs on AM radio.

Too many commercials on AM radio.

Complete Marine weather desired.

42 year old male goes to WXGI at 2:30 pm. (Hymns ?)

39 year old female mentions she would like to hear more Mystery of dramatic shows, but does not mention WTVR, thus, outside promotion.

WRVA for news and WRGM for nostalgia.

Femal 40, more drama.

55 year old female says that news is too gory and there's too much emphasis on prison stories and acts of violence, also Millard the Mallard is Dreadfully Juvenile.

In Hanover and Goochland there seems to be a large number of teens tabulated. Tune out from WXGI at 5:15 pm (racing) to WIEE.

(MORE)

ARBITRON NOTE CONT'

IV. COMMENTS: Cont'd.

Tune out from Open for Opinion to WTVR everyday.

Depends on WRVA for Information.

Tune out to soap operas at 1;00 pm everyday.

Charlie Rich favorite singer.

Tune out from WRVQ to WTVR at 10 AM.

Depends on radio for weather, correct time, and news headlines.

Male 27 does not like repetition of records on WRVQ.