

W S G N

Presents

THE ALABAMA FM STORY

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To what extent do people outside of metropolitan Birmingham (Jefferson County) listen to FM?

WSGN has always known that FM is a strong factor in radio listening in Alabama. But it hasn't known how strong; it hasn't known how many people listen to FM - and how often.

So the only thing to do was to find out.

We took a survey.

Not just any kind of a survey. But a straight-from-the-shoulder, unbiased, impartial, scientific survey, using the same technique as Broadcast Measurement Bureau in its nationwide studies.

We sent out postcards to radio families in 28 Counties in Alabama. Jefferson County - which includes Birmingham - was excluded from the survey because it was obvious that everyone in Birmingham could hear the broadcasts.

The sample was a scientific one - statisticians call it a modified random sample - selected from telephone directories. (There is no evidence to indicate that non-telephone families' radio listening habits differ from the habits of telephone families).

And we geared this postcard sample to the daily play-by-play broadcasts of the 1950 Birmingham Barons Baseball games.

Why Baseball Games?

There's a reason for gearing a survey to a particular program rather than asking general questions. You can always evoke more specific and reliable answers by focusing the respondent's attention to a specific program which is known to be widely popular.

It's no secret that the Birmingham Barons baseball broadcasts are widely popular.

We asked the following questions

1. Do you or any member of your family listen to the play-by-play broadcasts of the Barons' baseball games?

Yes No

2. If "Yes", check the days on which you usually listen:

Sun. Mon. Tues.
 Wed. Thurs. Fri.
 Sat.

3. Over what station or stations do you or other members of your family listen to baseball broadcasts? Please indicate in each case whether it is an AM (Standard) or an FM station.

4. Where on the dial do you get this station or station?

Name: (Optional) _____

And to insure impartiality, the return cards were addressed "Radio Research Institute" P.O. Box 2553.

Neither WSGN Nor Any Other Radio Station Was Mentioned As Sponsoring The Survey.

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TABULATION OF THE RESULTS WAS IN
ACCORD WITH STANDARD SCIENTIFIC
PROCEDURE .

- Each ballot was edited for consistency.
- Each County was tabulated separately, and a different report sheet was prepared for each of the 28 counties.

Now let's see the results.

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FIRST OF ALL;

Of 28 Counties surveyed - 28 have
FM coverage.

That's right - 100% of the counties
can receive FM broadcasts. You
can't go much higher than that.

And in 24 out of the 28 Counties, over 50%
of the listeners tuned in on FM stations.

But you haven't heard anything yet.

How popular are baseball broadcasts?

71% of all radio families listen to them.

And of this group, 64% listen on FM.

How often did they listen?

Twice a week?

Every day?

Once a month?

If you don't think people
listen to baseball broadcasts.
If you don't believe in
FM radio.

FASTEN YOUR SEAT BELTS.

The shock may be a
little rough

Among All listeners - average tune-in was
6.1 days weekly.

And among the FM listeners - 6.56 days weekly.

That's right. And analyzing the listening habits
in a different way -

71% of all people who listened, did so 7 days a week.

An additional 10% listened 6 days a week.

80% of the FM listeners tuned in 7 days a week.

And an additional 11% listened 6 days weekly.

Now - - just a few words
about individual stations
listened to.

The following table tells the tale:

FM STATIONS LISTENED TO

<u>Station</u>	<u>No. of Mentions</u>	<u>Percent of Mentions</u>
WSGN-FM	110	42
WHBS-FM	68	26
WAFM	67	26
MISCELLANEOUS and Don't Know	<u>17</u>	<u>6</u>
	262	100

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What it all adds up to is this:

FM radio listening is a powerful
factor in Alabama.

FM has the stations.

FM has the coverage.

FM has the listeners.

And of the FM stations listened to,

W S G N - FM

has 50% more listeners than the next most
listened-to station.

Appendix A

Percent of Listeners to Birmingham Barons 1950
Baseball Broadcasts - by County.

<u>County</u>	<u>% Listeners</u>	<u>% Non-Listeners</u>
Bibb	86	14
Blount	79	21
Calhoun	31	69
Chilton	81	19
Colbert	79	21
Coosa	86	14
Cullman	82	18
De Kalb	67	33
Etowah	57	43
Fayette	50	50
Franklin	69	31
Greene	79	21
Hale	77	23
Jackson	33	67
Lauderdale	79	21
Lawrence	50	50
Limestone	29	71
Madison	77	23
Marshall	85	15
Morgan	69	31
Perry	50	50
St. Clair	86	14
Shelby	71	29
Sumter	33	67
Talladega	59	41
Tallapoosa	67	33
Tuscaloosa	50	50
Walker	86	14

Appendix B

Days Per Week of Listening

	<u>% All Base-</u> <u>ball listeners</u>	<u>% FM</u> <u>listeners</u>
7 days per week	71	80
6 days per week	10	11
5 days per week	4	3
4 days per week	3	2
3 days per week	3	1
2 days per week	3	1
1 day per week	6	2

Appendix C

Ratio of FM Station Mentions to All
Station Mentions

<u>County</u>	<u>% FM Station Mentions</u>
Bibb	40
Blount	68
Calhoun	33
Chilton	70
* Colbert	10
Coosa	62
Cullman	77
De Kalb	74
Etowah	45
Fayette	36
Franklin	66
Greene	68
Hale	78
Jackson	50
* Lauderdale	5
Lawrence	86
Limestone	67
Madison	40
Marshall	88
Morgan	91
Perry	66
St. Clair	78
Shelby	27
Sumter	83
Talladega	73
Tallapoosa	100
Tuscaloosa	47
Walker	68

* Broadcasts in towns in these counties were
on AM stations only.

Appendix D

1950 Birmingham Barons Baseball Games

Days Carried - by Stations

Birmingham, Alabama

WSGN	Mon., Tues., Wed., Thurs., Sat.
WSGN-FM	Sun., Mon., Tues., Wed., Thurs., Fri., Sat.
WAPI	Fri., Sun.
WAFM	Sun., Mon., Tues., Wed., Thurs., Fri., Sat.

Huntsville, Alabama

WHBS	Mon., Tues., Wed., Thurs., Sat.
WHBS-FM	Sun., Mon., Tues., Wed., Thurs., Fri., Sat.

TRI-CITIES (Florence, Sheffield, Tuscumbia) Alabama

WJ01	Sun., Mon., Tues., Wed., Thurs., Fri., Sat.
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Appendix E

Percentages of Stations Listened to, By Counties

	<u>WSGN</u>	<u>WSGN FM</u>	<u>WAPI</u>	<u>WAFM</u>	<u>WHBS</u>	<u>WHBS-FM</u>	<u>WJOI</u>	<u>AM-N.S.S.*</u>	<u>FM-N.S.S.*</u>
Bibb	30.00	30.00	30.00	10.00					
Blount	13.64	40.90	13.64	22.72				4.55	4.55
Calhoun	33.33	33.33	33.33						
Chilton	7.69	30.77	7.69	30.77				15.38	7.69
**Colbert			3.23			9.68	80.65	6.45	
Coosa	12.50	37.50	25.00	25.00					
Cullman	20.59	38.24	2.94	11.76		17.65			8.82
De Kalb	8.33			8.33		58.33		16.67	8.33
Etowah	18.18	18.18	27.27	9.09		9.09		9.09	9.09
Fayette	28.57	28.57	28.57	14.29					
Franklin	11.11	11.11	11.11			44.44		11.11	11.11
Greene	15.79	36.84	10.53	21.05				5.26	10.53
Hale	7.14	57.14	14.29	21.43					
Jackson			50.00						50.00
**Lauderdale						5.26	94.74		
Lawrence		28.57				57.14		14.29	
Limestone			33.33			66.67			
Madison					57.14	40.00		2.86	
Marshall	5.56	22.22	5.56	22.22		44.44			
Morgan	4.55	9.09	4.55			81.82			
Perry		33.33	33.33						33.33
St. Clair	14.29	50.00	7.14	14.29					14.29
Shelby	46.15	15.38	26.92	11.54					
Sumter		33.33	16.67	33.33					16.67
Talladega	13.64	50.00	9.09	22.73				4.55	
Tallapoosa		33.33		50.00					16.67
Tuscaloosa	20.00	26.67	20.00	20.00				13.33	
Walker	16.07	32.14	14.29	33.93				1.79	1.79

* N.S.S. - No Station Specified

** Broadcasts in town in these Counties were in AM Stations only.