

Arbitron Completes Study On Blacks' Listening Habits

Arbitron Ratings has just completed a study on the listening habits of blacks and the results are most revealing. The recent report examined blacks listening to all radio stations and not just black format radio.

Here are some of their findings:

Radio reaches more blacks, 12 to 34, than any other age group.

Black women, age 65 and older listen to radio an average of 34 hours.

Black men, ages 18 to 34, spend 31 hours listening to radio.

The most listening occurs at 7 a.m. weekdays, but after 8:30 a.m. listening levels are higher on Saturday than during the week. Sunday and Saturday listening peaks at 10 a.m.

91 percent of black male teenagers listen to the radio on weekends.



With Loretta Manago



Loretta

56 percent of black listeners listen to both bands, AM and FM, while 27 percent of blacks listen exclusively to FM and 17 percent to AM.

Almost one fourth of all black listeners can be reached between midnight and 4 a.m. Monday through Thursday. Black overnight listeners are young, with a median age of 29 during the week and 27 on Friday nights.

The source for Arbitron's findings come from the responses of 3,716 radio diaries sent to black households in Baltimore, Chicago, Cleveland, Greensboro, Winston-Salem, High Point, Los Angeles, Milwaukee, New Orleans, New York, Philadelphia and Shreveport.

OPPORTUNITY KNOCKS
Ebenezer Baptist Church Choir is the featured choir

on "Opportunity Knocks," Sunday, June 24 on channel 42 beginning at 5:30 p.m.

POWER AND PREJUDICE

The older residents of Quitman County, Mississippi, will always remember Herbert Lee's tragic ending. Lee, a black man, was shot on the courthouse steps 80 years ago when he registered to vote. Many are haunted by the memories of Lee's fate

and are fearful of going to the polls. But black youths are not afraid. Last year, with encouragement from leaders such as the Rev. Jesse Jackson the black citizens of Quitman County for the first time had both the registered voters and the candidates to take over the powerful board of supervisors. "Power and Prejudice in America," a documentary will look at the current political movement of black Americans as a way to understand prejudice in the United States. This informative program airs on channel 42 and 58 Monday, June 25 at 10 p.m.

WHISPERING HOPE

When retired Donald McGannon, chairman of Group W (Westinghouse Broadcast and Cable, Inc.), died of Alzheimer's Disease, WPCQ-TV and five other Group W stations launched their largest public campaign ever.

On Sunday, June 24, channel 36 will air the Alzheimer Project Special, "Whispering Hope." This special will share with the audience the real-life

drama of how the terrible disease affects victims and the families of victims. It will offer "whispers of hope" about possible future treatment and eventual conquest of the disease.

THE KING AND I

The musical-comedy hit, "The King And I" will be playing for a limited engagement at the Mannie's Dinner Theatre in Southern Pines, N.C. For dinner and fine entertainment for one convenient price call 692-8400 for reservations.

VICTORY TOUR

Finally the first sketches of the Jacksons' Victory Tour are being revealed. The first three Midwestern cities have been named and the dates announced. Other details concerning the tour require that all tickets come from New York. Tickets will cost \$28 plus \$2 handling charges and a person can order no more or no less than four tickets.

WPCQ-TV To Broadcast "Whispering Hope"

WPCQ-TV, Channel 36, will broadcast a two-hour special that includes a documentary and a live satellite teleconference on Alzheimer's Disease 8-10 p.m. Sunday, June 24.

Distinguished actor Jason Robards narrates "Whispering Hope" and describes it as a medical detective story about the disease which is the nation's fourth leading killer and affects more than two million victims.

The teleconference will link medical experts, leaders of Alzheimer's Disease and Related Disorders Association (ADDA) and other support groups in Charlotte, Baltimore, Boston, Philadelphia, and San Francisco. The Group W stations in those cities are participating in the Alzheimer's Project in honor of Donald H. McGannon, former chairman of Group W (Westinghouse Broadcasting and Cable, Inc.) who died recently of the disease.

Broadcasting the teleconference live will be a first for the television industry.

WPCQ-TV will focus attention on Alzheimer's Disease through public service announcements, news special segments, and community affairs efforts during the period leading up to the June 24th broad-

cast of "Whispering Hope" and the teleconference.

Alzheimer's is an irreversible disease that destroys powers of thought, memory and language. It ultimately brings death to its victim, but usually long after it has robbed the person of the essence of humanity. As narrator Robards says in "Whispering Hope," the cause is a mystery and the onset is imperceptible, but there is neither cure nor remission.

The disease has been around for thousands of years, but it didn't even have a name until 1906. A form of dementia, it has been difficult to diagnose. Standardized procedures of diagnosis have evolved and public awareness has increased.

Alzheimer's best-known victim is actress Rita Hayworth, whose daughter Princess Yasmin Khan is participating in the Group W project. In this area, the best-known victims are the late Dr. Grier Martin, former president of

Davidson College, and the late Harry Weatherly, former Mecklenburg County manager.

If no cure or prevention is found, experts estimate 4 to 5 million Americans will fall victim by the year 2000.

There are, as Robards says, "whispers of hope." He says the medical detectives are fitting the

pieces of the puzzle together. Dr. Peter Davies, associate professor of pathology and neuroscience at Albert Einstein College of Medicine, says medical science should have a successful treatment in five years and a cure in ten years if it is given the support that is needed.

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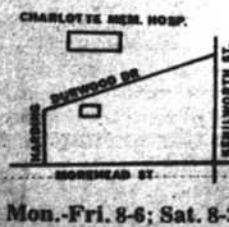
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