

Record Series Number



13/6/16
Communications
Broadcasting
WILL Development Marketing Data Reports, 1984-93

The materials listed in this document are available for research at the University of Illinois Archives. For more information, email illiarch@illinois.edu or search <http://www.library.illinois.edu/archives/archon> for the record series number.

Box 1:

Radio Data

Arbitron Audience Data, Spring 1984-Spring 1988 (8 folders)
Data Tables, 1988
Radio Mechanical Diary, Spring 1989
Audience Data, Spring 1990 (2 folders)
Radio Mechanical Diary Data, Spring 1990
Data Tables, 1990
Audience Data, Spring 1991
Data Tables, 1991
Audience Data, Spring 1992

Box 2:

Birch Radio Standard Market Report, 1985-88

TV Data

Nielsen Index, 1985-91 (8 folders)
Report on PBS Program Audiences, 1990, 1993
Trac Research Report, 1988
Research Sweep Data, 1989
PBS (Public Broadcasting System) Qualitative Ratings Report, Spring 1987
National Program Service Report, Fall 1991
National Audience Report, 1992-93

Box 3:

PBS Station Audience Report, 1986, 1991-93
Nielsen County Coverage Studies, 1985-90
Audience Study, 1986