

1973-Mamma Lena begins broadcasting from 2KY.  
Her listening public increases as stated in letters  
by 2KY's Advertising Manager, Mr. ALLAN G. IRELAND.

MEMO TO: ALL ANNOUNCING STAFF.

FROM: A.G. IRELAND.

(COPIES: R. MARSH, R. HOOD, J. BURLS.)

re: the current Ratings Survey.

Attached hereto, for your information is a  
breakdown of the first survey for 1974.

There is no need for me to elaborate on the  
results, the figures speak for themselves.

The only marked increase in listening audience,  
and thank God, was the Monday to Thursday night

Italian Sessions which stopped our overall  
percentage dropping to approximately 3.1%.

