



## Guide to the Las Vegas Television Viewer Reports and Programming Guides

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Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1kb63>

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	Stoldal, Bob, 1942-
<b>Title:</b>	Las Vegas Television Viewer Reports and Programming Guides
<b>ID:</b>	MS-01167
<b>Date [inclusive]:</b>	1955 to 1982
<b>Physical Description:</b>	2.17 Cubic Feet (4 boxes)
<b>Physical Description:</b>	1.84 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The Las Vegas Television Viewer Reports and Programming Guides (1955-1982) is comprised of Las Vegas, Nevada television audience reports from marketing research firms including the American Research Bureau and Arbitron Company from 1962 to 1982. Materials also include Las Vegas television programming guides dating from 1955 to 1967. The materials were collected by Bob Stoldal, who was a news anchor and director for KLAS-TV and longtime Southern Nevada historian.

### Preferred Citation

Las Vegas Television Viewer Reports and Programming Guides, 1955-1982. MS-01167. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada. <http://n2t.net/ark:/62930/f1kb63>

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## Historical Background

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The Arbitron Company is a market research firm that gathers information about broadcast media and consumer spending for use by client broadcast media, advertisers, and advertising agencies. The company's principal method of gathering information is through diaries that are filled out by television viewers or radio listeners. Initially the company surveyed the television viewing habits of American consumers in the 1950s. In the 1960s it began surveying radio audiences as well.

Source:

"Arbitron Company," Encyclopedia.com. <https://www.encyclopedia.com/books/politics-and-business-magazines/arbitron-company>

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## Scope and Contents Note

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The Las Vegas Television Viewer Reports and Programming Guides (1955-1982) is comprised of Las Vegas, Nevada television audience reports from marketing research firms including the American Research Bureau and Arbitron Company from 1962 to 1982. Materials also include Las Vegas television programming guides dating from 1955 to 1967. The materials were collected by Bob Stoldal, who was a news anchor and director for KLAS-TV and longtime Southern Nevada historian.

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## Administrative Information

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### Access Note

Collection is open for research.

### Publication Rights

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections and Archives website for more information about reproductions and permissions to publish.

### Acquisition Note

Materials were donated by Bob Stoldal in 2023; accession number 2023-085.

### Appraisal

Acquired by Su Kim Chung, curator, as part of UNLV Special Collections and Archives holdings in Las Vegas entertainment history. All material that formed the original gift has been retained.

### Processing Information

In 2023, Tammi Kim accessioned the collection. In 2023, Sarah Jones used the inventory provided by the donor, created the inventory, reboxed the collection, and updated the finding aid in ArchivesSpace.

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## Names and Subjects

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- Television programs -- Nevada -- Las Vegas -- History
- Marketing research companies
- Broadcasting
- Stoldal, Bob, 1942-

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## Collection Inventory

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Title/Description	Containers
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1962 November to 1962 December	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1963 February to 1963 March	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1963 October to 1963 November Physical Description: 2 Items	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1964 March	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1964 November	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1965 March	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1965 November	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1966 March	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1966 November	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1968 February to 1968 March	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1968 November Physical Description: 2 Items	box 01
The Las Vegas, Nevada Television Audience, market report by American Research Bureau, 1969 February to 1969 March	box 01

Physical Description: 2 Items

Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1969 November	box 01
Physical Description: 2 Items	
Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1970 February to 1970 March	box 01
Physical Description: 2 Items	
Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1970 May	box 01
Physical Description: 2 Items	
Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1970 October	box 01
Physical Description: 2 Items	
Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1970 November	box 01
Physical Description: 2 Items	
Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1971 February to 1971 March	box 02
Physical Description: 2 Items	
Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1971 November	box 02
Physical Description: 2 Items	
Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1972 May	box 02
Physical Description: 2 Items	
Summer Measurement Index: Audience Estimates, market report by the American Research Bureau, 1972 July	box 02
Physical Description: 2 Items	
Telephone Coincidental Survey, market report by the American Research Bureau, 1972 September	box 02
Physical Description: 2 Items	
Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1972 November	box 02
Audience Estimates in the Las Vegas ARB Television Market, market report by American Research Bureau, 1973 February to 1973 March	box 02
Audience Estimates in the Arbitron Market of Las Vegas, market report by Arbitron Television, 1973 October to 1973 November	box 02
Audience Estimates in the Arbitron Market of Las Vegas, market report by Arbitron Television, 1973 May	box 02
Summer Measurement Index: Audience Estimates, market report by the American Research Bureau, 1973 July	box 02

Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1974 February to 1974 March	box 02
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1974 May	box 02
Telephone Coincidental Survey by Arbitron Television, 1974 October	box 02
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1974 October to 1974 November	box 02
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1975 February to 1975 March Physical Description: 2 Items	box 02
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1975 May Physical Description: 2 Items	box 02
Summer Measurement of Audience Estimates in the Arbitron Market of Las Vegas, market report by the American Research Bureau, 1975 June to 1975 July Physical Description: 2 Items	box 02
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1975 November Physical Description: 2 Items	box 02
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1976 February to 1976 March	box 02
Special Arbitron Television Report for Las Vegas, market report by Arbitron Television, 1976 February 18 to 1976 March 02	box 02
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1976 May Physical Description: 3 Items	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1976 November Physical Description: 2 Items	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1977 February Physical Description: 3 Items	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1977 May	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1978 February	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1978 May	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abrित्रon Television, 1979 May	box 03

Physical Description: 2 Items

Audience Estimates in the Arbitron Market of Las Vegas, market report by Abritron Television, 1979 November	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abritron Television, 1980 February	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abritron Television, 1980 May	box 03
Summer Measurement: Audience Estimates in the Arbitron Market of Las Vegas, 1980 July	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abritron Television, 1980 November	box 03
Audience Estimates in the Arbitron Market of Las Vegas, market report by Abritron Television, 1982 February	box 03
Audience Estimates in the Arbitron Ratings Market of Las Vegas, market report by Arbitron Ratings Television, 1982 May	box 03
Audience Estimates in the Arbitron Ratings Market of Las Vegas, market report by Arbitron Ratings Television, 1982 November	box 03
Las Vegas TV Views programming guide, 1955 June 02 Physical Description: 2 Items	box 04
Las Vegas TV Views programming guide, 1955 June 16	box 04
Las Vegas TV Views programming guide, 1955 June 23	box 04
Las Vegas TV Log programming guide, 1957 January 27 Physical Description: 2 Items	box 04
Las Vegas TV Log programming guide, 1957 February 10	box 04
TV Log programming guide, approximately 1957 March to 1959 March	box 04
TV Log programming guide, approximately 1957 May to 1959 May	box 04
TV Log programming guide, approximately 1957 July to 1959 July	box 04
TV Log programming guide, approximately 1957 August to 1959 August	box 04
TV Log programming guide, approximately 1957 October to 1959 October	box 04
TV Log programming guide, approximately 1957 October to 1959 October	box 04
TV Log programming guide, approximately 1957 October to 1959 October	box 04
Las Vegas TV Log programming guide, approximately 1957 December to 1958 December	box 04
Las Vegas Tee Vee Magazine programming guide, 1964 January 11 Physical Description: 2 Items	box 04
Las Vegas Tee Vee Magazine programming guide, 1966 November 05	box 04
Las Vegas Tee Vee Magazine programming guide, 1966 November 12	box 04

Las Vegas Tee Vee Magazine programming guide, 1966	box 04
Las Vegas Tee Vee Magazine programming guide, 1966 November 26	box 04
Las Vegas Tee Vee Magazine programming guide, 1966 December 24	box 04
Las Vegas Tee Vee Magazine programming guide, 1966 December 31	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 January 07	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 January 14	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 April 15	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 May 06	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 May 13	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 June 10	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 July 01	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 August 12	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 September 09	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 September 16	box 04
Las Vegas Tee Vee Magazine programming guide, 1967 September 23	box 04