

ABC RADIO SETS FALL PROMOTION

ABC Radio unveiled its fall advertising and promotion plans last week, describing them as the "most comprehensive and complete" ever furnished by a network.

"Conceived, designed and executed as though we were a local station," according to Gene Accas, radio sales promotion director, the campaign ammunition was developed with affiliates' assistance and is contained in specially-built file drawers already sent to all 361 of the ABC Radio outlets.

The cabinets contain complete promotion kits for all ABC commercial shows that the stations carry and for several currently unsponsored programs which ABC regards as having a high commercial potentiality. In all there are 28 such kits on individual programs or program blocks (about half are nighttime programs, Mr. Accas estimated). The average station was said to carry about 24 or 25 of the 28 programs or program blocks.

In addition to the cabinetful of kits sent to stations, ABC plans within about three weeks to start putting 10- or 30-second program promotion announcements, using the voices of the stars of the programs, on closed circuit for affiliates to record for local broadcast.

The kits, Mr. Accas said, contain about 20% more material than those sent out last year. Innovations this year include substitution of 10- and 30-second promotion announcements—a large selection for each program—for the 40- and 60-second announcements which were used in 1953 but whose length was found undesirable by stations, ABC reported.

Another innovation is "Editorial Reader Ads." For these, affiliates take copy prepared by ABC and have their local newspapers set it in their own particular typeface, so that the ad looks like a local news story. ABC-owned stations have used this device for some time.

Other material provided affiliates include 100- and 70-line ad mats, mats for jumbo postcards to help sponsors merchandise their programs and products, pictures, publicity releases, etc.

Meanwhile, details of ABC-TV's fall advertising and promotion campaign, described by spokesmen as "the biggest" in the network's history, will be made public this week.

ABC-TV Signs 5 Affiliates; Total Increased to 209

SIGNING of five new ABC-TV affiliates, bringing the total now to 209, was announced last Wednesday by Alfred R. Beckman, national director of the network's station relations departments. They are:

WGR-TV Buffalo (ch. 2), owned by WGR Corp. with Joseph Bernard as general manager, affiliation effective Aug. 25; WTVW (TV) Milwaukee (ch. 12), owned by Milwaukee Area Telecasting Corp. with Loron F. Thurwachter as executive vice president and general manager, to affiliate with start of commercial operations Oct. 27; WMVT (TV) Burlington, Vt. (ch. 3), owned by WCAX Broadcasting Corp. with Stuart T. Martin as general manager, to affiliate tomorrow (Tuesday); KTVX (TV) Muskogee, Okla. (ch. 8), owned by Tulsa Broadcasting Co. with L. A. Blust Jr. as general manager, to affiliate Sept. 18; WCNY-TV Carthage, N. Y. (ch. 7), owned by Brockway Co. with Louis Saiff Jr. as general manager, to affiliate Oct. 1.

WOKY-TV Milwaukee (ch. 19) said in a

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