

THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

Sponsor

AUGUST 24, 1964 PRICE 40c

(F)

NEWSPAPER • NEWSPAPER

Speeding up spot tv campaigns via new data book . . . 29
 What editorializing means to the advertiser 35
 Wanted: timebuyer-timeseller communication 38

One of a series

(Cont.)

*A*fter just a short
 time of advertising
 Mash's Semi-Boneless
 Hams on WBAL-TV, sales
 have increased over 50%.

Nathan Mash, President
NATHAN MASH, INC.

Maximum Response—that's advertising efficiency.

WBAL-TV^{NB} BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

the difference in  Kansas TV is

TALL TOWER POWER

A single buy gets you **more than half**: The counties...
The population... The consumer spendable income...
The TV homes... of prosperous Kansas. This includes the
rich, South Central area that encompasses Wichita, fourth
fastest-growing city in the country during the past decade.
To Sell Kansas / Buy KTVH...
With 1504-Foot Tall Tower Power!

KTVH
WICHITA / HUTCHINSON
 **BLAIR TELEVISION** 
A Division of John Blair & Company

Harris Agrees to Delay in Cigaret Rules

Washington — FTC chairman Paul Rand Dixon has agreed to a request of the House Commerce Committee chairman Oren Harris for a six-month postponement to July 1, 1965, of the effective date for the commission's new rules requiring hazard warnings on cigaret labels. Chairman Harris voted the commission last week that his committee needs more time to study the matter and to determine what, if any, legislation is needed. FTC chairman's answer was prompt and brief.

In an executive session last week, the committee considered but did not attempt to act on ten bills to regulate cigaret labeling and/or advertising, which were the nominal subjects of early June hearings. During the hearings, FTC chairman Paul Rand Dixon made his shattering announcement that the commission had already issued its rules: all cigaret labeling and advertising must contain a warning that cigaret smoking is dangerous to health and may cause death from cancer or other diseases.

Previous to FTC agreement last week, label deadline was Jan. 1, 1965, and advertising compliance deadline was July 1, 1965.

The effective date for hazard warnings on cigaret packages now coincides with the effective date for advertising requirements which is July 1, 1965. The proposed advertising requirements for cigaret companies may be eased or abandoned, depending on effectiveness of industry self-regulation, and on appeals which the

FTC will hear up to May 1, 1965. The FTC report accompanying the rules recognized some of the difficulties broadcasters would encounter in trying to incorporate lengthy health hazard warnings in such commercials as 10-second spots.

Rep. Harris said his committee had taken no action on the advertising aspects of the FTC rules. The letter indicates that whatever the election effect may be on individual membership of the committee, the matter of cigaret labeling and advertising will undoubtedly be at the top of its agenda in the coming session.

Tobacco Council Report on Research

Claims smoking-cancer link yet to be proved; points to new research to supply answers

Washington — The report of the Council for Tobacco Research on its decade of surveying the smoking and health problem has come out so quietly — and so unquotably — that it has barely created a ripple in the news.

The report finds that there is no "adequate proof" of any of the cause-effect hypotheses about smoking and cancer so far produced, and that more definitive research is needed.

The council — formerly known as the Tobacco Industry Research Committee — has high hopes that its own continuing research, plus the \$10 million grant to the AMA, plus government research may bring forth answers. Findings should reveal whether smoking should be exonerated as a primary cause of lung cancer et al, or determine to what extent it aggravates the condition and what remedies are available.

Chief areas of future research recommended by the Tobacco Industry

Syncom 3 Satellite Successfully Launched

Cape Kennedy, Fla. — As of press-time, and with slight corrections to be made because of some weaving, Syncom 3 Space Communications Satellite was doing well. The satellite was launched Thursday.

Barring unforeseen future technical problems, and assuming the pictures are sufficiently clear, the satellite will be used for a live telecast of the opening ceremonies of the 1964 Summer Olympics in Tokyo. NBC has exclusive coverage, but the network has announced it will make the Syncom pictures available to competing networks and individual stations.

Council are: more clinical, pathological studies of "controlled" population; improved methods of assaying whole smoke and its by-products, rather than isolating certain elements; more careful analysis of disease and death statistics. In this connection, the council asks why relative incidence of lung cancer per age-unit and per population unit has gone down since 1930, while cigaret smoking actually has increased.

False Advertising Charges leveled at Merck by FTC

Washington — The Federal Trade Commission has filed false advertising charges against Merck & Co., Inc. The complaint alleges that the firm's commercials "falsely imply that Secrets and Children's Secrets, by virtue of their hexylresorcinol content, will reach and kill the germs causing existing throat infections and that are effective in the treatment of throat infections including those caused by the dangerous streptococcal and staphylococcal germs."

Included in the FTC complaint was Merck's advertising agency, Doherty, Clifford, Steers & Shenfield, Inc.

Domino Sets Heavy Spot Tv Drive

New York — As a highlight of its half-million dollar "Heritage America" campaign, Domino Sugar will enter 63 major markets with heavy election night concentration of 60- and 20-second tv spots.

The four-month heritage promotion, beginning Sept. 1, offers consumers reproductions of four famous colonial documents: the Bill of Rights, Declaration of Independence, Washington's Call to Arms and a page from Ben Franklin's *Poor Richard's Almanack*.

Lawrence S. Raynor, advertising and promotion manager, American Sugar Co., described the election night participation as an "appropriate time to call attention to the basic documents of American history that have made all election nights possible."

Demo Broadcast Plank Asked by NAB Executive

Washington — Echoing CBS president Frank Stanton's call for governmental hands-off broadcast (see story, p. 19), Vincent T. Wasilewski, executive vice president and currently chief operating officer of NAB, urged the Democratic Party to speak out in behalf of freedom in broadcasting and give it increased meaning.

CONTINUED ON NEXT PAGE

TVB's Cash: Color Television Is The Only Way To Sell Color TV Sets

New York — Charging that set manufacturers "have been mistakenly promoting color television sets in media other than tv," Norman E. Cash, president of the Television Advertising Bureau, declared, "Television is the only medium that can reach the mass market for color television effectively."

Cash called for "aggressive sales and program promotion campaigns to expand consumer buying fast enough to match expanded color set production."

Cautioning that "consumer buying will not be automatic during the important year ahead," the TVB president said, "Color television is moving fast, but it is essential to stimulate consumer acceptance at a time when both set production and color-equipped stations are fully prepared to meet the demand."

Citing an Eastman-Kodak report on consumer exposure to color tv, Cash said that "85 percent of non-color owners have seen few, if any, color programs. More than one-third of non-color owners have seen none."

In urging measures to overcome the lack of color viewing, Cash placed the primary responsibility for creating consumer interest on the shoulders of those who have made the heavy investments in color — the manufacturers and the stations.

"Magazine ads for color television sets are as sterile as furniture ads," said Cash, predicting that "with the log-jam broken in color set production, manufacturers will have to sell for the first time in color tv's history."

Cash concluded: "It seems anachronistic for the men who are building an exciting advance in television communications to keep their progress hidden between the covers of static media."

400 Stations Can Send Color

New York — Citing statistics to show the present status of color facilities for color programming, Norman E. Cash, president of TVB pointed to the more than 400 stations currently equipped to transmit network color.

Cash also noted that there are 126 stations, covering 83 percent of all U. S. homes, that can originate color locally. Finally, he pointed to the fact that hours of network programming rose from 560 in 1956 to 2200 last year.

WLIB Plans All-Negro 'Housewife Panel'

New York — One of the principal problems faced by Negro-appeal radio is the general lack of "depth research" on audiences. But, increasingly, large-market radio stations programming mainly to Negroes are attempting to close this marketing-information gap in an effort to back-stop sales efforts with solid facts. (See SPONSOR, "Air media and the U. S. Negro market — 1964," p. 31, Aug. 17.)

Latest effort in this area is a massive sampling job being undertaken by a Negro-aimed radio independent, WLIB New York. Starting today (Aug. 24) a sign-on to sign off spot schedule will air requests for housewives in the WLIB audience in the metropolitan New York area to send

their name and address on a postcard to the station.

The cards received will trigger a chain reaction, according to WLIB general manager Harry Novik. Follow-up questionnaires, seeking demographic data, will go out to the housewife listeners. Then, from this survey a housewife panel of several thousand households will be selected. After finements and additions, WLIB hopes to have a "cross-section-panel in 30 to 60 days."

Agencies, notably BBDO, have already indicated to WLIB that they like the idea — particularly since WLIB plans to make the panel available for specialized product studies, other surveys-in-depth at no charge. "The findings of the agency would remain its own," said WLIB's Novik, adding that he would "in no sense expect a copy of the results to be utilized for competitive accounts in any manner whatsoever."

Gulf Sponsorship of Space Shot Opens Way for EAL

New York — Gulf Oil Co., although well satisfied with results on its sponsorship of the total convention and election package on NBC, has decided to sponsor the two-man space shot instead of the presidential inauguration. This made possible Eastern Air Line's just-announced sponsorship of inaugural coverage over NBC tv and radio, SPONSOR has learned. (See story, p. 19, for details.)

The two-man space shot scheduled for the "end of the year" will likely come very close to the time of the inauguration and — out of more than four years of experience in sponsoring instant news — Gulf and its agency, Y&R, had to choose one.

Even if dollars were available for both, the weight of that much cover-

age in so short a space of time would be much more than needed. The space shot will certainly match the inauguration for drama as well, perhaps, as viewing levels.

As for convention coverage results, one bench-mark for Gulf and Y&R is the 200 percent increase in the requests for Gulf tour guides offered in one of the commercials following the first week after the Republican Convention. Clincher is that drivers had to go into a Gulf station, procure a credit card, fill it out and mail it. Gulf's credit card commercial seems also to have made its mark.

But regard for the value of the NBC inauguration buy is implicit in the fact that it was kept in the Y&R shop for the airline.

Goldwater Accepts Sarnoff Offer — With a Provision

Washington — With the White House still keeping mum, Sen. Barry Goldwater has indicated he may take advantage of NBC board chairman Robert Sarnoff's offer of *American the Press* for a tv debate with President Johnson—but the senator wants to hand in establishing the ground rules.

Specifically, the senator would want the right to choose half of the newsmen participating on the *Meet the Press* panel. (See story, p. 22, for details of Sarnoff offer.)



What makes a great salesman?

From a salesman selling brooms at \$4.00 a dozen to the acknowledged "King of Corn Flakes" is a big step. Will K. Kellogg not only made this transition, but revolutionized the breakfast habits of a nation. The shy, retiring co-inventor of the corn flake was an extraordinary promoter. Beginning with a tiny cereal flake, he built a huge industry by utilizing daring new advertising and sales techniques.

W.K. Kellogg promoted his cereals

with such eye-provoking ad headlines as "Please stop eating Corn Flakes for 30 days so we can catch up on orders." He forced stores to stock his products by advertising in a magazine with 6,000,000 readers when less than 10% of the public could purchase his new breakfast food. He was the first manufacturer to use extensive door-to-door sampling.

Great enthusiasm about his cereals — coupled with the belief that he was performing a needed service—

made W. K. Kellogg a super salesman. The Storer stations' concern with performing a vital service in each of their communities makes them great salesmen, too. Public-service broadcasts, thought-provoking editorials, and programming keyed to local interests turn more listeners and viewers into *buyers*. In Miami, Storer's great salesman is WGBS, an important station in an important market.



LOS ANGELES
KGBS

PHILADELPHIA
W'IBC

CLEVELAND
W'JW'

NEW YORK
W'HN'

TOLEDO
W'SPD

DETROIT
W'JBA

MIAMI
W'GBS

MILWAUKEE
W'ITI-TV'

CLEVELAND
W'JW-TV'

ATLANTA
W'AG-TV'

TOLEDO
W'SPD-TV'

DETROIT
W'JBA-TV'

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Advertising Promotion
Dwayne R. Woerpel

Circulation Promotion
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29 Speeding up spot

By summarizing U.S. market and cost data into one booklet, CBS Television Stations offers a way to estimate spot television campaigns and costs—quickly and easily

35 Editorializing—what it means to the advertiser

Today, one-third of the nation's tv and radio stations broadcast their own editorials. Should they receive special consideration in media plans and buys?

36 What makes them buy?

In his new book, Dr. Ernest Dichter of the Institute for Motivational Research gives with some plain talk on consumer motivation

THE TIMEBUYER

38 Wanted: perspective

The timebuyer's ability to communicate with media salesmen makes the difference between being mesmerized or becoming a cynic

40 As a seller sees it

Radio's effectiveness mounts when major advertisers budget sums equal to what's spent in other media

42 Piels' tv spots—a new trend for beer 'sells'?

Aiming for "believable" situations and settings, a regional brewer uses "conversation commercials" to win consumer acceptance via the soft "suds" sell

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STARTS THIS FALL ON WMAL-TV WASHINGTON, D. C.

2 BRAND-NEW FEATURE FILM PROGRAMS

PREMIERES AUGUST 31

11:30 PM MON.-FRI.; 11:15 PM SAT.

MOVIE 7

PREMIERES SEPTEMBER 14

1:00-2:30 PM MONDAY-FRIDAY

MOVIE 7 MATINEE

HERE ARE SOME OF THE GREAT MOVIES:

Band of Angels, Mr. Belvedere Rings The Bell, Between Heaven and Hell, Desk Set, Hatful of Rain, House on Telegraph Hill, Love Me Tender, Stella, The Wayward Bus, Will Success Spoil Rock Hunter?, An Affair to Remember, April Love, Bay an A Dolphin, Decision Before Dawn, The Enemy Below, Five Fingers, Gentlemen Prefer Blandes, Heaven Knows, Mr. Allison, How To Marry A Millionaire, The Long, Hot Summer, Ten North Frederick, There's No Business Like Show Business, The Snows of Kilimanjara, Three Coins in The Fountain, Titanic, With A Song In My Heart, Battle of The Worlds, Bundle of Joy, Hell an Frisca Bay, Home is The Here, The Paacher's Daughter, Stage Struck, Strambali, Gilda, Ride The Pink Horse, Tap Raats, Retreat, Hell!

Check with Harrington, Righter and Parsons for avails in these 2 New Movie Programs.

wmal-tv 

Evening Star Broadcasting Company
Washington, D. C.

Represented by: Harrington, Righter & Parsons, Inc.

"fall film festival"





RINGMASTER BUDDY MCGREGOR
IN THE
BIG TOP RADIO CENTER RING
7:00 - midnight



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HOUSTON'S 24-HOUR MUSIC AND NEWS
National Reps.
THE KATZ AGENCY, INC.
New York • Chicago
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Publisher's Report



The coming fight over tv rights

As I see it, the shock-wave that reverberated throughout the industry with the news that CBS has bought the Yankees serves notice that the fight for tv rights has begun.

CBS, which has been known to size up a situation and take a leadership stance, may have decided that the field cannot be left to pay tv without a fight. Since broadcast rights belong only temporarily to the one who rents them but permanently to the one who owns them it occurs to me that acquisition of the Yankees ushers in a new chapter in acquisitions by broadcast companies.

Of course I may be 100 percent wrong in my appraisal. It's conceivable that CBS considers the Yankees a good money-making opportunity and simply wants to diversify. The chances are much better that the reason is linked with the threat of pay tv and CBS' decision to build its own offensive. I refrained from discussing this matter with CBS because I recognize that the purchase poses certain embarrassments at this time. At a later date I'll undoubtedly pursue the subject.

If I owned CBS, with its excellent resources, I know that I would be looking to acquire tv rights that I could control—and the bold purchase of the Yankees would be only a first step.

Here is my reasoning.

The tv broadcasting industry must fight pay tv—and it will continue to do so. But the advent of pay tv in some form is linked to a trend that won't be stopped. As in the cases of closed-circuit fights football games and basketball games, top events are being brought to the people in other ways besides television and radio. It's obvious that if the event is strong enough and not available elsewhere a great many people will pay to see it where they are.

Because the box-office take can be enormous, pay tv companies will be in a position to outbid broadcast interests for broadcast rights.

Many are asking—will Pat Weaver succeed in building a successful enterprise? My guess is that he won't at the start. He'll probably drop many millions of stockholders' money. But whether he does or doesn't isn't the final answer. Pat is the pioneer. There will be new developments and improved ways of bringing pay tv to the public. The trend is on.

In my opinion CBS is doing the only thing feasible. Regardless of what happens they should be seeking a hand in the game. The stakes are big. They can afford in. Others, like John Fetzer of the Fetzer Station and the Detroit Tigers, like Gene Autry of the Golden West Stations and the Los Angeles Angels, are in. The circle should widen.

Glenn's goof

Last week I wrote a column about the Maximum Service Telecasters and its remarkable policy of "enlightened self interest." I told about its fine efforts on behalf of UHF stations. But I referred to the MST as "almost entirely a UHF club." Naturally, I meant "almost entirely a VHF club."

I wish I could blame it on the typographer or proofreader. I can't. That's the way I wrote it.

Worm Glenn



HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

In Detroit, the WWJ Stations enjoy an acknowledged **audience loyalty**. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 38 years. And home ownership by The Detroit News.

Because of this **audience loyalty**, the WWJ Stations provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell alarm clocks or automobiles.

WWJ and **WWJ-TV**

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives. Peters, Griffin, Woodward, Inc. THE NEWS STATIONS

Have a little fun
at our expense...



Tell us why you don't give a hoot
 about our 40th anniversary and
 win \$10000

It's our 40th anniversary . . . and we can just hear you saying "Big deal."

All right. Have a little fun at our expense. Use the coupon below (or don't use it: it's a free country) to tell us why you just can't seem to get all excited about our anniversary.

Or, if you prefer, express yourself in some other way. Write a limerick. Draw a comic card. Anything.

Whatever you do, don't be bashful. Let us have it. Both barrels. After all, we wouldn't care about *your* anniversary, either.

If it will help you any, we are 1260 (CBS) on the radio dial, channel six (NBC) on television. We are Time-Life Broadcast stations. And we have more experience, more staff, more equipment, more facilities, more coverage, more audience, more you-name-it than any other broadcaster in Indiana.

Get your entry in by September 15th. And if we think it's the most devilishly clever one we receive, we'll send you a hundred clams.

Oh yes, one other thing. If nobody enters, we'll give the hundred to our promotion manager. As severance pay.

KEITH STRANGE, *Promotion Mgr.*, THE WFBM STATIONS, 1330 N MERIDIAN ST., INDIANAPOLIS, IND. Yes, I know you are the best broadcast buy in the Mid-Indiana Market, but I still don't give a hoot about your 40th Anniversary, and here's why:



(NAME)

(FIRM)

(ADDRESS)



EDITORIALS

In this issue of SPONSOR, John E. McMillin, well known to our readers as a former editor and columnist for this publication and now a broadcast and advertising consultant, adds an important facet to his incisive study of broadcast editorializing. The study, "New Voices in a Democracy, A Study of Tv Editorializing," was sponsored by TIO and was the basis of McMillin's recent address at the Broadcast Editorializing Conference.

In his article on page 35, "Editorializing — What it Means to Advertisers," John McMillin writes, ". . . I'm convinced that such questions as 'do you editorialize? how often? what about?' should be included in any thorough media study of station outlets."

This one quote brings into sharp focus the advertiser's stake in his choice of stations elected to carry product as well as institutional advertising. It must lead to the conclusion that the broadcaster who takes a stand on conflicting theories of consequence to a local community or the community at large, is on a razor's edge, but is a broadcaster deeply involved in the welfare of the community he serves. And it must follow that the citizens of that community cannot long remain unaware of it.

While editorializing does not guarantee better broadcasting or advertising results, it is an ingredient that is found in the quality of broadcast service and community involvement. Advertisers should also be aware that lack of editorializing does not make for either a bad broadcaster or advertising vehicle. For many reasons, legal advice included, licensees have not joined the editorializing ranks. But this is changing and the client will benefit.

Sam Elber

LETTERS

More on Minuteman

Enjoyed your column of July 27 because, while I may be selling network television, a good chunk of my mind still belongs to, and is absorbed with, radio.

It just startles me to see so little excitement in that area with its vast potential for reach and immediacy.

Your reference to the Minuteman Plan is intriguing.

Would you tell all to a curious television man?

MAX E. BUCK

*Vice President
National Broadcasting Co.
New York*

Strong Response

None of the following is to be interpreted to mean that I believe that the written word is more powerful than the spoken word. However, I thought you might be interested in the following.

Being vacation time, I find that I get involved in many details of the department which normally don't come to my attention. Last week I noticed that one day's mail included two requests for a copy of our study "What Did You Do Today?" In both cases reference was made to the article published in SPONSOR Magazine, [What Women Do All Day Long, Feb. 10].

Naturally my curiosity was aroused because the article had been published in February. I asked myself, "Do many people wait six months before they get around to reading SPONSOR, or is it that they remember where they read it for months afterward?"

I still haven't learned the answer but in checking our files here is what I did learn.

Even though your article mentioned only the film version and made no mention that a printed copy was available, we received 76 requests during the first two weeks after the article appeared. These requests specifically mentioned the SPONSOR article. During the six months since that time there have been very few weeks during which we have not gotten

one or more requests as the direct result of your article.

So, whether they read it the day it comes out and remember what they read for months, or if it's a matter of reading it months later, obviously your book is getting read.

J. NORMAN NELSON

*Director of Marketing & New
Business
AM Radio Sales Co.
New York*

Must Reading

Your new format is to be complimented. SPONSOR has become here at WICE *must* reading for all of us who are interested in what is happening and how it is happening in our industry.

To that end, there was one article that I would like to have reprints of in your July 13, 1964 issue. The article was entitled "Summertime is Radio Time" and was on page 48. I would like to order 100 reprints of this article.

HERBERT M. LEVIN

*Sales Manager
WICE Radio
Providence, R.I.*

Mail Running in Favor

Your piece on "The Ban" [see SPONSOR's story on WNEW's ban on comedy satires on politics, Aug. 3] is already in my voluminous folder, along with Mr. Buchwald's comments, the *New York Times'* editorial and some 50 letters from people as far away as Lawrence, Kan., and someplace in British Columbia.

FYI, this mail from individuals supports me three or four to one — but I'm communist *and* a fascist, according to the antis.

Also for your information, guess which broadcasting trade paper has yet to mention this story? The same one, incidentally, which didn't think our Schoenbrun junket last February was "important enough" even for a line.

JOHN V. B. SULLIVAN

*Vice President and General
Manager
WNEW Radio
New York*

THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

August 21, 1964

The political fat is now in the broadcast equal time fire, thanks to last week's Senate majority decision to leave Sec. 315 requirements as is for all candidates, with no exceptions made for presidential or vice presidential candidates to be given free time by networks for debate or solo talks.

Now begins the great broadcaster-FCC debate on just when appearances by top party candidates will leave stations open to demands for equal time under Communications Act requirements.

During the final debate on the Senate floor last week, preceding the hairsbreadth vote on Sen. Mansfield's move to table exemption, GOP Sen. Hugh Scott called the Democrats "chicken," for fearing to let their incumbent president debate. Sen John Pastore (who voted against his own party majority to permit the exemption) fired the epithet right back at the GOP candidate for having refused to debate rival Gov. Scranton during the primary campaign.

It may be the broadcaster who, of necessity, must emerge as the "chicken" in the matter of free tv appearances of LBJ and Barry Goldwater. The broadcaster has a clear mental picture of the baker's dozen splinter-party candidates who were, fortunately, barred by special legislation for demanding time equal to that given the 1960 Kennedy-Nixon debates.

In this election year, the only safeguard for free tv and radio appearances by candidates is the highly debatable language of the 1959 exemptions spelled out for bona fide news and interview broadcasts in the Communications Act. FCC's answers to individual situations--where news or interview shows have been in some cases exempt from equal time claim, and in others not--are equally debatable. (See WEEK IN WASHINGTON, Aug. 10.). A third debatable factor is fairness, where equivalent coverage in required controversial or editorial programs do not feature the actual candidates--but do involve their political issues.

For the record, the 1959 Communications Act amendment spells out these categories as not incurring equal time liability: ". . . Appearance by a legally qualified candidate on any (1) bona fide newscast, (2) bona fide news interview, (3) bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary). . . ."

Any broadcaster reading the amendment would pause right there to ask: when can the appearance of a presidential or vice presidential candidate in a hotly contested campaign be considered "incidental" in a documentary or any of the "bona fide" categories? Further, the amendment excludes: "(4) On-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto)." This proviso at least opened the door to the gavel-to-gavel coverage of nominating conventions.

These four situations, later to be spelled out in varying degrees of clarity or confusion by the FCC, are exempt--but a hooker follows: "Noth-

CONTINUED ON NEXT PAGE

THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

ing in the foregoing. . . shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries and on-the-spot coverage of news events, from the obligation imposed upon them under this chapter to operate in the public interest, and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The Fairness Doctrine came lustily and complicatedly alive in that final sentence. The words "reasonable opportunity" have been interpreted to a fare-thee-well, and the FCC has issued a primer with the prayerful exhortation to broadcasters to use their "good faith judgment."

For the next two months, networks and stations will feverishly comb through rulings by the FCC on what is and what isn't "bona fide" in candidate appearances on news and panel programming. Upshot may be some brilliant forays into new documentary formats, and increase in remotes of "bona fide" news events where candidates talk.

Latest series of examples given in the equal time hassle by the FCC seem to lean toward respectable age as criteria for legitimacy in the news-panel-documentary format. They base preference on the legislative history of the 1959 equal time exoneration for "regularly scheduled" interviews et al as bona fide exceptions. Single appearances for interview, or a "special" documentary featuring candidates seem to lower the boom for equal time liability. But again, not in every case.

Predictably, when it's all over, there will be some lengthy accountings to Hill committees by broadcasters and FCC commissioners in the 89th Congress. One issue dear to the legislators' hearts may have gotten away in the confusion: the conference report on the tabled exemption would have required a check on differentials between charges for political as against commercial time.

The FCC itself despairingly urged legislators to forgo an original demand for specific station rate comparisons--since rates vary from hour to hour, station to station, area to area. FCC's own reminder to stations about political questionnaires to be answered, tacked on special query about the amount of free time offered political candidates or their supporters--but there may be a lot less reporting to do on this angle now that the proposed top-candidate exemption is out.

Broadcasters and advertisers are doing some cheerful mental arithmetic on the extra millions unhappy political party budgeteers will have to spend to make up for the last free network time. GOP last week predicted spending of \$4.5 million in tv advertising out of nearly \$13 million in all media. GOP earlier predicted that the Democrats would spend \$20 million, of which \$4 million would be spot tv. To this, Democratic National Committee scathingly retorts that GOP's original prediction of \$4 million for tv has gone up half a million, and total could escalate at this rate to \$14.5 million by another few days. Democrats have not (as of Washington deadline) announced their budget for tv. But they do say the GOP has already contracted for 39 five-minute network shows--"far more than we intend to purchase. It appears that their network campaign alone will be more than all our expenditures for tv advertising."

ARMS for Radio-Audience Measurement

First official methodology report on radio listening proves a mighty affirmation that audiences know stations

New York — A major advance in radio-audience measurement — in effect, an answer to “do they know what they’re listening to?” — has been revealed by the joint RAB-NAB All-Radio Methodology Study (ARMS).

In a word, the answer is “yes.” Revelation of the results of this first-step study came out before the month’s end as anticipated by SPONSOR (Aug. 17, p. 88).

The ARMS study had a dual purpose.

First, to establish the percentage of listeners likely to be confused over which station they are tuned to.

In reply to that, the radio-validation study found that “a high percentage” of listeners know, indeed, exactly which station they’re tuned to. The exact figure cited was 84.3 percent of the sample. The significance of this ready identification of station is obvious for the radio advertiser and his agency’s timebuyer.

Second of the two purposes of his research was to determine whether or not listener inability to identify the station they’re tuned to is so high as to invalidate radio measurements that are based on questioning listeners. In short, if listeners are confused about the station they tune to, does asking them to identify that station help any?

Again, results were virtually a stand-up endorsement and approval of radio’s continuing strength as an advertising medium. Rather than affect radio measurement negatively, listener’s ability to identify appeared to do just the opposite. Of those who volunteer to identify the station they’re tuned to, 91.3 percent are correct, according to this ARMS research.

Above and beyond its affirming answers for radio, the research was significant for interesting reasons:

- It is believed to have been the first research of its type ever per-



Dorrell . . . “sufficiently valid”

formed in the history of radio-audience measurement.

- It affirms for the first time the selection of a professional auditing firm by the joint NAB-RAB committee. (This had been a sensitive area because it necessarily involved many fractious matters, such as getting bids from applicant-firms, screening them, considering costs, determining payment methods and the like.) The firm that performed the work is Audits & Surveys Co., Inc.

- Further, the sample was taken from an unexpected locale — Metropolitan New York. (The practicality of the selection, in the face of ARMS’ being centered in New York, is self-evident.) Research results were based on interviews with respondents in Brooklyn, Nassau and Westchester.

Storer Broadcasting’s Ward Dorrell, who announced the research results as executive director of ARMS, explained: “With the multiplicity of radio stations today in most markets, it was necessary that ARMS start with a fundamental exploration which — as far as we know — had never been attempted.

“Some knowledgeable people feared the percentage of listeners who could *not* identify stations correctly might be so high that no technique short of a miniature electronic meter (or a crystal ball) could work for today’s radio,” he continued. “Unfortunately, neither is available.

“As a result of this first study,” Dorrell summarized, “we now have confidence that questioning techniques, when carefully controlled and thoroughly executed, can produce station-share figures that are sufficiently valid for practical use.”

Other highpoints of the study were as follows:

The number of listeners who didn’t identify a station was not so great as to change any station’s share-of-audience significantly. In other words, mistakes in identification tended to balance one another out. When they failed to balance out, the change caused by erroneous answers wasn’t large enough to be statistically significant — even with a sample of 1000. (Such a sample size is certainly ample for such purposes, yet small enough to be quite responsive — especially to slight changes.

New York was not chosen as locale for the research because the market is regarded as typical. Rather, the high number of radio stations in the market made it “an ideal place to test the station-identification problem where it is most complex.” In short, the research team started to untie the knot where it seemed most snarled.

With results so favorable to radio in the complicated market of New York, it is believed that they’d be more favorable still in lesser markets — where there are fewer stations for individual listeners to keep track of. The report pointed out that while other cities offered “less likelihood of significant identification confusion,” individual stations could of course increase the problem in markets of any size. To paraphrase it briefly, It’ll probably

SPONSOR WEEK

be easier for listeners in non-New York markets to identify radio stations, but it all depends on the situation.

Nevertheless, all is not cloudless on radio's new horizon. Executive director Dorrell puts it conservatively: "We have been alerted to the fact that there is enough confusion about station identification to make necessary further study aimed at improving questioning techniques so that confusion can be minimized."

Any such study of interviewing techniques would, however, fall quite in line with over-all goals of the joint RAB-NAB ARMS group. Basic objective of the technical committee is "to find one or more methods of accurately measuring the full and complete radio audience by times of day and by stations — reported in terms of unduplicated coverage for both individual and cumulative periods . . . The extent to which all major types of audience measurement can yield this data will be evaluated through studies."

The ARMS study indicates, however, that confusion about station identification varies. Factors that affect it are the time that listening takes place, the area in which respondents live, their sex, their age, their education. A breakdown on such variants is as follows:

Time of day: The later in the day, the more accurate the listener's response tends to be. For example, 94.2 percent of evening listeners (6-8:55 p.m.) were correct, as compared to 88.1 percent of morning (7-11:59 a.m.) listeners.

Area: Brooklyn respondents were, as a group, a little less accurate than those living in the suburbs of Nassau and Westchester counties. In Brooklyn, 90.2 percent were correct as compared to 95 percent in Long Island's Nassau County and 92.4 percent in New York's Westchester County.

Sex: Men apparently kept better track of the radio stations they listened to than women. In toto, 95.6 percent of the men were correct as compared to 90.5 percent of the women.

Age: Differences, as shown in these new figures by age group,

were judged "not consistent." Listeners in the 26-35 age group scored highest, but the complete breakdown is: age 12-18, 91.9 percent accurate; 19-25, 89.2 percent; 26-35, 93.1 percent; 36-45, 92 percent; 46-55, 91.2 percent; over-55, 90.3 percent.

Education: The greater the listener's education, the greater his accuracy in identifying stations. Only 88.6 percent of those with grammar school or less education were correct, as compared with 93.8 percent of those with college or more.

Note that a large amount of the data secured by the study is still being analyzed. This work is being undertaken by the ARMS Technical Committee, whose membership is as follows: Mary L. McKenna, Metromedia, chairman; Hugh M. Beville, NBC; Melvin A. Goldberg, formerly NAB director of research who is now employed by the John Blair rep firm; Alfred N. Watson, RAB. All are New Yorkers.

The RAB-NAB 'ARMS' Committee

George B. Storer, Jr., Storer Broadcasting, Miami — chairman
Hugh M. Beville, NBC, New York
Thomas S. Carr, WBAL Baltimore
Miles David, RAB, New York
Charles E. Gates, WGN Chicago
Ralph Glazer, Group W, New York
Melvin A. Goldberg, formerly NAB now John Blair, New York
Robert F. Hurleigh, MBC, New York
Robert Kieve, WBBF Rochester
Mary L. McKenna, Metromedia, New York
Ben Sanders, KICD Spencerville, Iowa
William D. Shaw, KSFO San Francisco
Ben Strouse, WWDC Washington, D. C.
Sherril Taylor, NAB, Washington
Alfred N. Watson, RAB, New York

The next ARMS study — like this first one, just part of a series — will include analyses of all major types of radio-audience measurement as well as "determination of the extent of the vast automobile-radio listening," plus measurements of the many other away-from-home forms of radio-listening. The ARMS committee and its work is continuing "with all possible speed," Dorrell explained, lest the introduction of new syndicated radio-measuring services compound confusion.

The study was based on a total of 1232 interviews with radio listeners. (Statisticians agreed that the sample size was large enough to yield conclusive results.)

The interviews were all conducted by telephone. But *not*, the executive director points out, to determine — or to try to determine — "the degree to which listening levels yielded by phone understated the full radio audience." In fact, ARMS has made no determination of the correctness of *any* measuring method now in use. Telephone interviews were used simply because of their economy. And, as a result, the study is not in any way intended as a validation of telephone ratings.

To determine whether or not the respondent was really listening to the radio station that he said he was, a unique device was used — a transistor radio bank.

It consisted of 20 transistor radios, each tuned to one of the 20 leading stations in New York and each wired to a common loud speaker. By pressing a button on a control board, the interviewer could hear any of the 20 stations.

Then, when talking on the phone with anyone listening to his own radio, the interviewer asked for the call letters of the station that was on, its dial position and the name of the program. By switching to the station on his 20-radio control board, he could then ask the respondent if that program matched the one he, the respondent, was listening to at home.

Most of the respondents (85 percent) didn't even have to turn on their home radios — they could hear them from their telephone location. (An interesting side note is that ARMS defines a radio listener as "someone within physical earshot of a radio set that's turned on.")

New FM Rep Firm Founded with \$30,000 Media Research Budget

New York — Quality Media Incorporated, just-formed station rep firm, expects to tell the FM story through fresh research — and they anticipate \$30,000 to help do the job. Principals in the new company are both FM veterans: James A. Schulke, president of the National Assn. of FM Broadcasters during the past year, and Robert E. Richer, head of his own station rep firm.

In announcing the new company, it was pointed out that each of six stations now represented in the first ten markets has committed \$3000 to support a continuing FM media research program during the next year. Stations in the remaining top ten markets are expected to be announced shortly giving QMI and its represented stations a \$30,000 research fund.

FM stations now represented by QMI are: WRFM New York, WDHF Chicago, WDVR Philadel-

phia, KFOG San Francisco, WKJF Pittsburgh and WDBN Cleveland. QMI will expand its FM station representation through 20 markets as rating and media research becomes available.

The QMI \$30,000 research fund will be used for media research and presentations exclusively. Syndicated rating research and data will be subscribed to separately.

The results of the first of three basic FM research projects will be in presentation form within 10 days. A major point in the presentation is the correlation between steadily rising FM receiver sales and the burgeoning number of FM stations which program separately, as opposed to stations which program identically on AM and FM. QMI argues that this correlation indicates that FM has an audience of its own and should be treated by advertisers as a separate entity.

"All of the research conducted in 1963-64 by the NAFMB," declared Schulke, new head of QMI, "clearly shows that FM has one of the most exciting media stories in the history of communications. As an example, the FM weekly audience is 37 percent composed of new car buyers—'62 models or later—and FM households account for 76 percent of all air travel."

Schulke added: "FM accounts for 28.5 percent of all adult radio listening in the top ten market PULSE survey area—more than one out of four hours of adult radio listening—in or out of home—is to FM."

Richer, QMI's vice president, pointed out that "current research indicates approximately 80 percent of all FM homes are within the signal area of the first 25 markets."

CBS Acquisition of Yanks Causes Mounting Criticism

New York — Despite CBS' emphatic denial of ulterior commercial motives, criticism of the company's purchase of the New York Yankees continued to mount last week, both in and out of the halls of Congress.

Even the *New York Times*, which rarely permits either sports or entertainment to invade the sanctity of its editorial page, was moved to say, "We do not want to break up either the Yankees or CBS. But putting them together is not good for baseball or for business. A less ingrown financial bond would be better for both and would raise far fewer problems for public policy."

CBS, in answer to charges of possible anti-trust violation and accusations that the network would have an unfair lever in acquiring future baseball tv attractions, pointed out that the anti-trust matter had been studied by the firm's counsel, and that in no sense would CBS be in "any better position than any other broadcast organization" to negotiate with either the league or the commissioner for rights to broadcast games.

CBS also denied strong speculation in the trade that the move was aimed at coping with pay television.

Not discussed was the possible effect of the purchase on Yankee morale. Coincidentally, perhaps, the team dropped well into third place early last week.

DCSS in High-Level Reshuffle



Donald Clifford



William Steers



John Rockwell



William Stewart

New York — A major executive realignment at Doherty, Clifford, Steers & Shenfield, Inc.: William E. Steers, president since 1956, has been elected chairman of the board and continues as chief executives officer; John R. Rockwell is the new president; William B. Stewart is vice chairman of the board; Donald K. Clifford, chairman of the board for the past eight years, chairs the executive committee.

Rockwell, a veteran of 12 years with DCSS, has been an account executive, management supervisor, administrative assistant to the president and executive vice president.

Steers, one of the agency's founders, is currently vice chairman of AAAA, chairman of the National Better Business Bureau and a director of Audit Bureau of Circulations.

Clifford, also a founder, was president of the agency from 1951 to 1956. He is a past secretary-treasurer of the AAAA and is currently an executive committee director of the Advertising Council.

Stewart came to DCSS from Compton Advertising. He is a vice president, a management supervisor and a member of the board of directors' committee.

Interest Focuses on Convention Tv Ratings

Advertisers and broadcasters watching to see if CBS' new anchor-man can make inroads on NBC ratings lead

New York — With the Democratic Convention beginning today, members of the advertising and broadcast fraternities are just as interested in learning who President Johnson will name as his running-mate for the upcoming elections, but they'll also be keeping a watchful eye on the ratings. Both CBS and ABC were badly mauled in the ratings race at the Republican Convention in San Francisco. And for CBS, it was the bitterest pill of all, since the network has always prided itself on its convention and election coverage.

The Arbitron ratings were bad enough, but when the nationwide Nielsen's came out, faces fell even further at the network. In the four days of the GOP Convention, NBC drew 64 percent of the viewing audience, leaving CBS with a miserly 30 percent, and ABC well behind with 6 percent.

Something had to be done, and CBS decided that a two-man anchor

team was in order. Walter Cronkite was ousted, and veteran Robert Trout, plus Roger Mudd, were tapped for the anchor assignment. Whether it was too-little-too-late, as some industry sources have suggested, remains to be seen. Trout, dubbed the "iron man of broadcasting" because of his stints on radio for several decades, will undoubtedly prove a viewer attraction. But Mudd, although hardly unknown and certainly a thorough-going professional, doesn't have the same nationwide appeal (Hollywood might call it "star quality").

Meanwhile, millions are riding on both the Democratic Convention in Atlantic City and the subsequent tv election coverage. Gulf Oil has picked up the entire NBC tab. CBS has signed Institute of Life Insurance, American Tobacco, Socony Mobil and the Whitehall Div. of American Home Products, Inc. ABC sponsors include Xerox, Brown & Williamson, Clairol, Fire-

stone, General Electric and Lever Bros.

Sponsors on all three networks are pouring a minimum of 12 million into convention and election coverage.

Atlantic City has been girding itself since July 1 for the first national political convention in the city's history. About 165 workmen have been refurbishing convention hall, and the overall cost, excluding money spent by television and radio, is estimated at approximately \$2,280,000.

Time Waiver Shelved; All Candidates Alike

Washington — With the Democratic inspired shelving of the equal time waiver, the broadcast industry is now in the position of treating all parties alike on all levels. If a network or station decided to do a special program on one or more candidates, it would leave itself open to equal time demands to every candidate, minor and major.

Strong criticism was voiced, including cries of "chicken," when the bill which would have permitted tv debates between the Presidential candidates was tabled by the Senate and a number of Democrats deserted the fold to vote for the measure. The vote was a scanty 44 to 41 in favor of shelving the measure.

Dr. Frank Stanton, president of CBS, declared that this "rejection of a previous overwhelming affirmative vote by both the House and Senate represents a disturbing step backward in the progressive effort toward a better-informed electorate."

If the debates had been telecast the three networks would have been making time available worth a total of about three-quarters of a million dollars an hour, assuming the show would have been scheduled in prime time. Average cost of a 60-minute show on ABC in prime time is \$231,500. On CBS it's \$252,300 and NBC's charge would be \$237,700.

Pooled Coverage To Include Congressional Races

New York—While three networks compete for their share of the convention and election ratings pie, there is a high level of behind-the-scenes cooperation. Latest development in pooled election night coverage is its expansion to include reporting of the votes in the 435 congressional races slated for Nov. 4.

Initially, Network Election Service, consisting of the three networks and two major news services, planned to cover only the presidential, gubernatorial and senatorial races in the 50 states and District of Columbia. Expansion to include congressional battles brings total coverage of races by NES to 547.

With its pooled arrangement

NES will have more than 150 thousand persons in action on election night: 135 thousand reporters in the field, plus 15 thousand editors, tabulators and supervisors. It was pointed out that there are about 177 thousand election precincts in the United States, and an NES reporter will be assigned to each of most of the districts.

Purpose of the network pooling of results was to eliminate possible viewer confusion and insure faster, more accurate and uniform returns on election night.

Despite the pool, all three networks will provide their own analysis of returns (computer and otherwise).

Number of U.S. Tv Homes Up 1.3 Million

New York — With California leading the field, and New York a close second, the total number of television homes in the United States has reached 51,733,200 — an increase of 1,300,100 during the past year. According to the American Research Bureau, this means a 91 percent tv penetration.

ARB's up-dated figures show California in the number one position with an estimated 5,278,900 tv homes.

New York state is close behind with 5,223,900 homes. In terms of penetration, Rhode Island and New Jersey dominate with 96 percent.

California and New York also outstripped all other states in the total number of new tv homes with 177,900 and 177,500 respectively.

State with the fewest number of tv homes is Wyoming (93,800), and Mississippi has the lowest estimated penetration with 75 percent.

ARB's comparison between the growth of U.S. households and the growth of U.S. tv homes showed tv outpacing households by 524,500. However, ARB reports that this is due in part to the greater growth rate of tv homes over new households in such areas as the South Atlantic and East South Central census regions.

Favor Broadcaster for NAB Post

Indianapolis — While the NAB's special committee is looking into the matter of a successor to LeRoy Collins, former president who left the organization for a top civil rights post, Indiana's broadcasters have made their views known. A poll of members of the Indiana Broadcasters Assn. revealed that 27 (44 percent of those voting) favored a broadcaster for the post.

Nineteen members (31 percent) preferred a well-known public figure with wide governmental contacts and a nationally recognized name to head the NAB. Also, two of those voting for a public figure specified that the candidate should have had "previous broadcast contacts" or have a "sympathy toward broadcasters a la Judge Miller."

Four of the Hoosier broadcasters voted for a broadcast attorney and three indicated they would like to see a member of the NAB staff promoted to the top spot. One broadcaster pin-pointed it to the extent that he felt the new NAB president should be a "man with previous broadcast experience and who has been, or is now, in the U.S. Senate or House of Representative."

One IBA member declined to vote in any category, but wrote that the NAB needed a man "knowledgeable concerning our industry and of the temperament that will not go over the heads of the membership to take our problems to the public."

Still another member, who voted for an experienced broadcaster, also suggested that the NAB president be selected yearly from the membership, following the pattern of the U.S. Chamber of Commerce.

The NAB has been soliciting

suggestions from its members. This material will be considered by the special presidential selection committee when it begins its deliberations after Labor Day.

ARB TELEVISION HOMES ESTIMATES

State	Sept. 1963	Sept. 1964	Total Increase	1964 % Penetration
Alabama	740,000	756,800	16,800	83
Arizona	372,000	394,800	22,800	87
Arkansas	442,800	464,700	21,900	84
California	5,101,000	5,278,900	177,900	93
Colorado	515,000	545,300	30,300	90
Connecticut	756,600	767,700	11,100	95
Delaware	126,500	129,600	3,100	93
District of Columbia	221,800	235,000	13,200	88
Florida	1,539,600	1,616,200	76,600	88
Georgia	945,500	976,700	31,200	86
Hawaii	144,700	151,500	6,800	87
Idaho	184,300	191,200	6,900	90
Illinois	2,941,800	2,979,800	38,000	93
Indiana	1,312,300	1,327,400	15,100	93
Iowa	786,400	795,900	9,500	93
Kansas	622,200	633,100	10,900	91
Kentucky	724,000	740,600	16,600	84
Louisiana	807,800	830,700	22,900	88
Maine	272,900	276,600	3,700	94
Maryland	853,100	872,600	19,500	94
Massachusetts	1,502,000	1,518,000	16,000	95
Michigan	2,181,000	2,221,300	40,300	95
Minnesota	929,400	943,800	14,400	92
Mississippi	433,600	457,700	24,100	75
Missouri	1,246,900	1,268,300	21,400	90
Montana	179,800	184,800	5,000	85
Nebraska	416,900	424,000	7,100	92
Nevada	100,600	104,800	4,200	89
New Hampshire	176,800	179,600	2,800	94
New Jersey	1,838,600	1,868,100	29,500	96
New Mexico	231,600	239,400	7,800	86
New York	5,046,400	5,223,900	177,500	93
North Carolina	1,068,500	1,093,100	24,600	86
North Dakota	158,700	163,500	4,800	91
Ohio	2,826,000	2,851,700	25,700	94
Oklahoma	692,900	710,900	18,000	90
Oregon	527,500	542,500	15,000	90
Pennsylvania	3,202,000	3,243,500	41,500	94
Rhode Island	252,000	258,000	6,000	96
South Carolina	504,800	528,400	23,600	84
South Dakota	181,100	191,500	10,400	90
Tennessee	876,000	904,600	28,600	86
Texas	2,621,800	2,710,800	89,000	89
Utah	243,100	251,100	8,000	92
Vermont	103,400	106,200	2,800	92
Virginia	979,800	1,026,500	46,700	87
Washington	865,200	898,400	33,200	92
West Virginia	434,700	437,400	2,700	88
Wisconsin	1,111,400	1,122,500	11,100	94
Wyoming	89,800	93,800	4,000	85
TOTAL	50,433,100	51,733,200	1,300,100	91

Sarnoff Offers 'Meet the Press' For LBJ-Goldwater Appearances

New York — On the heels of the Senate shelving of the equal time waiver, Robert W. Sarnoff, NBC board chairman, invited both President Lyndon B. Johnson and Sen. Barry Goldwater to appear in a series of full-hour *Meet the Press* programs.

In his telegram to the two men, Sarnoff proposed a total of six broadcasts — four for the presidential candidates, and two for the vice presidential candidates. "These could be joint appearances," Sarnoff pointed out, or if the two major

candidates preferred, "the hour broadcast could be divided into two half-hour segments, with one candidate appearing individually in one half-hour segment and the other appearing individually in the adjacent half-hour segment, the order of appearance to rotate weekly."

The NBC head added that "each program could range over the various issues, or if the candidates preferred, a broad area could be agreed upon by them in advance as the general subject of questions for each particular broadcast."

Sarnoff said in his telegram that "under the present law one of the few opportunities remaining for such appearances is NBC's long-established *Meet the Press* which is exempt from the equal time requirement as a bona fide news interview program."

As this section of SPONSOR went to press, there had been no comment from the White House or Sen. Goldwater.

WYNR Shifts from Negro Programming to All-News

Chicago — Acting on the premise that Chicago's Negro market is more than adequately served by radio, WYNR plans a shift to an all-news operation beginning Sept. 3. At the same time, the station will change its call letters to W-NUS.

A spokesman for the McLendon station pointed out that in the two years of its operation Negro programming in Chicago had jumped from 300 to about 600 hours a week, and that two additional Negro-oriented stations had entered the market, bringing the total to eight (see SPONSOR, Aug. 17).

The all-news format is borrowed from XTRA Tijuana, Mexico, which programs around-the-clock 15-minute newscasts. McLendon has the sales rights to XTRA.

WYNR thinking is that since Chicago has no outlet featuring all-news, and since Negro programming has reached a saturation point, the move to the XTRA formula is a sound one.

The station will retain its present manager, Jack Fielder, and its news director, Larry Webb, while developing a news staff of about 25 reporters to cope with the format.

Metromedia Refinances to Tune of \$55 Million

New York — Although a company spokesman emphasized that no immediate buys are in the offing, Metromedia, Inc., will be in an advantageous position to acquire new properties as a result of its new \$55 million refinancing program.

In essence, the program substantially reduces the amount of interest the already diversified company will be paying and increases the company's line of credit with a group of banks to \$30 million.

According to the announcement, \$15 million new 5.5 percent, 20-year senior notes and \$10 million new 5 percent, 15-year subordinated (convertible) notes have been placed with institutional investors which presently hold most of the company's \$7 million outstanding

6.25 percent notes due 1971 and 1975 and \$7.5 million outstanding 5.75 percent notes due 1978. In addition, Metromedia's line of credit with banks has been increased to \$30 million until April 15, 1967, and on or before that date, all or any part of such amount may be funded into a five-year term loan.

Proceeds of the \$25 million new notes will be used to retire the \$14.5 million outstanding notes, \$5 million bank loans and other long-term debts totaling \$3.5 million.

The new subordinated notes will be convertible, after the first year, at \$40 a share for four years, at \$45 a share for the following three years, and thereafter until 1975 at \$50 a share.

Radio-Tv Holdings Account for LBJ Income Rise

Washington — An audit of the property and liquid assets of President Johnson and his immediate family indicates that their wealth is slightly less than \$3.5 million, about four times what it was 10 years ago. Bulk of the increase has been attributed to earnings of radio and tv properties owned by Mrs. Johnson and their two daughters.

Radio-tv holdings take the form of the Texas Broadcasting Corp. which owns and operates the only

tv station in Austin, Tex., plus a radio station. The company also has interests in radio and tv stations in Waco, Bryan and Victoria, Tex., and Ardmore, Okla. Since Mrs. Johnson made her initial \$24,850 investment in 1943, undistributed earnings of the corporation have reached the \$3.3 million mark.

The accounting was made by Haskin & Sells and was released with the authorization of the White House.

GM miffed by Ford radio testimonials

Spot radio can now boast that the medium is so important it can set off a rumble between two of the Detroit giants, General Motors and Ford. The tempest came out of a couple stunts which Ford linked to the new car introductory schedule which it had placed through JWT three weeks ago. One stunt called for station personalities connected with the schedule to come to Detroit and drive a new Ford car so that they could give an intimate testimonial for the product. The other stunt involved a contest for the best taped testimonial, with the winner among the station personalities getting a new Ford car. General Motors cracked into this idyll as the Chevrolet Div. started lining up its own fall schedules. Chevrolet was to avoid placing spots with any program presided over by a personality mixed up in the Ford testimonials. General Motors carried the taboo several steps farther. The same thing applied to all GM car lines. Ford's retort: What General Motors did was GM's business, but nobody was going to spoil its testimonial idea. Some of the stations, however, have shied away from the contest. They're afraid that the personality might go overboard in his Ford enthusiasm.

Shulton scuttles barter for spot-radio

Shulton has quit the ranks of the time barter brigade and will exchange cash for its pre-Christmas spot radio campaign in behalf of its Old Spice line. The schedule will be for 11 weeks, starting in mid-September. The emphasis will be on weekends. The swing from barter comes in the wake of a series of Wesley Associates (the Shulton agency) mergers and a raft of personnel changes. Wesley now bills between \$10 and \$11 million, with Cal McCarthy as the new president.

Networks jockey for Ohio clearances

The tv affiliate pot is boiling on a couple burners in Ohio. Maneuvers that could materially affect program clearances this fall: (1) NBC-TV's arranging for the placement of 13 hours of nighttime programming on CBS-TV's daytime primary affiliate, WHIO-TV, (2) NBC-TV's inducement to the Storer group in regard to converting WSPD-

TV Toledo to an NBC-TV primary affiliate when the station's contract expires with ABC-TV this fall. WSPD-TV became a primary of ABC-TV five years ago when WTOE-TV became the second station in the Toledo market and a CBS-TV primary affiliate.

Del Monte finds air media kinship

You can never tell when an old line will snap out of its shell, recognize the true dimensions of air media selling and start on a product line diversification spree. It's happening to California Packing, renowned for its Del Monte label. This slumbering demi-giant, for years a source of frustration to the sellers of air media, has been content with the status quo in market share and allegiance toward print. This attitude cracked somewhat in 1963, at least to the extent of according to 24 percent of California Packing's budget. In the past few weeks the dam has really been breaking, if only with a slowly but surely widening gap toward spot radio. The Del Monte label has been bestowed on a new line of fruit drinks. The testing so far has been confined to the five top markets in California and two Arizona cities. But the thing about the campaign—coming through Campbell-Ewald—that stands out, is the intensive use of air media, with radio getting the edge.

NBC silent to CBS on clients' products

CBS-TV research last week experienced a does-Macy's-tell-Gimbel's encounter with NBC-TV. It had to do with a quest for cooperation in a study CBS-TV had in the works on daytime network tv vs. magazines. CBS-TV wanted a list of the products which would be advertised on NBC-TV daytime this fall. NBC-TV's response was: sorry, can't do. The reasons: (a) it's NBC-TV policy not to let out such advance information to anybody, (b) who knows but what the list might be used for competitive sales purposes. As for the CBS-TV project itself, it's to demonstrate that daytime tv is cheaper and more effective as a selling medium to housewives than women's magazines. One thing that can be expected to be cited in the CBS-TV study: the network has in the soap opera, *As the World Turns*, an average daily audience that's equal to, if not bigger than,

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PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

the circulation of the queen of the women's group, *Good Housekeeping*. The network hasn't done one of these print comparison jobs in several years. It dominates in daytime ratings, but, apparently, it doesn't want to rest on its oars as far as other media are concerned.

Plan for 'instant' farm events

What could turn out to be quite a coup for farm radio stations is the program sponsorship idea that an important user of that medium has under consideration. The sponsor of the idea is a chemical company with a wide range of farm-oriented products. The plan: underwriting on a package basis anywhere from 15 to 20 special agricultural events that a station has scheduled for broadcast for the coming year or so. A flat sum of money would be budgeted each station for the package. The concept smacks somewhat of the 'instant news' arrangement between Gulf Oil and NBC-TV. Incidentally, the chemical company's regular spot radio schedule would not be impaired by the expenditure for the program packages.

CBS strikes out in music empire 'bid'

Baseball (the New York Yankees) hasn't been the only cynosure of CBS' major investment activity. It made a reputed feeler bid of \$13 million for the Dreyfus Bros.-Chappell & Co. music publishing empire. The offer was turned down by the surviving brother, Louis, who resides in London and is about 90. The Chappell combine, which publishes, among other greats, George Gershwin, Jerome Kern, Cole Porter, the team of DeSylva, Brown & Henderson, ranks as perhaps the largest entity in its field. The acquisition by the CBS organization might also had a lot of intra-trade and legal repercussions.

Automotives lay ground for escape

Agencies for the big three automotives are pushing the word around among radio reps that it is hoped their stations won't hold them to contracts in the event of a factory strike. The only automaker that's putting a void-in-case-of-strike

stamp on spot contracts is American Motors (Rambler).

Volvo joins car chorus via spot radio

The imported Volvo will be in there among the U.S. automotives this fall in spot radio when they chant about their 1965 lines. Volvo's buying a raft of top markets. Schedules will be for six weeks, starting Sept. 7. Carl Ally is the agency.

Republican budget switch postscript

Pertinent postscript to the switch of the Republican National Committee's account from Leo Burnett to Erwin Wasey, Ruthrauff & Ryan: Richard (Lou) Guylay, new public relations-advertising director of the committee, came directly from the presidency of Tom Deegan Associates, which was bought by Interpublic about a year and a half ago. EWR&R is part of Interpublic.

Ritual goes with agency promotions

Changes in top level management have a set ritual among ad agencies. The ritual is to make sure that clients have not only been advised of the proposed change but that it has received their blessing. Hence the weeks of delay of the announcement of this musical chair bit at DCS&S: John Rockwell from executive vice president to president and William Steers from president to chairman of the board. The prime account in this particular ritual: Bristol-Myers. Rockwell will join the circle of agency presidents who are still in their 30's—like Dave McCall at LaRoche and Jim Harvey at Richard K. Manoff.

SRA back on print traffic confusion

An old problem involving traffic channels between agencies and tv stations has reared its head again and the trade practices committee of the Station Representatives Assn. is trying to do something about it. The problem: maintaining a set of shipping procedures that will prevent commercial prints from going astray and thereby cause a film or tape to miss its scheduled broadcast. The

SRA thought it had the situation licked when about three years ago it circulated a booklet of shipping and receiving instructions among agencies and stations. In the interim most recipients of the booklet have quit or moved to other jobs. The confusion has been compounded by the fact that since then there's been an appreciable increase in the number of prints sent out by the major spot users. Also in the meantime the "operations desk," a device suggested by the SRA as a means of improving print traffic at the station, has in many cases gone by the board. The result has been much irritation for advertisers and inestimable loss for stations and reps. The SRA committee will probably update the booklet and then stage another campaign for cooperation at both ends of the line.

First half tune-in tops 1963

Tv viewing took a hike in every time segment of the broadcast spectrum for the 1964 January-June span as compared to the year before. It was the first time since 1961 that the percentage of tune-in was better, in every time segment, than the previous year. In other words, every part of the day for the first half of '64 had a set-in-use edge over '63. Following is a January-June average tune-in comparison processed from the NTE reports:

TIME SEGMENT	1964		1963	
	SIU %	HOMES	SIU %	HOMES
7 a.m. - noon	13.4	6,874,000	12.9	6,420,000
Noon - 5 p.m.	25.1	12,880,000	24.2	12,050,000
5 p.m. - 7 p.m.	37.5	19,240,000	35.3	17,580,000
7 p.m. - 11 p.m.	56.3	28,880,000	55.2	27,490,000
11 p.m. - 1 a.m.	25.1	12,880,000	23.3	11,600,000

Time's short for next ABC soaper

Time's growing short for ABC-TV, if it expects to make a fourth-quarter competitive splash out of the soap opera that's going into the 3:30-4 p.m. slot. It has three properties under consideration, one of them a Gene Burr package and another coming out of Screen Gems. A timely commentary on the current proliferation of daytime serials: it's one sector of tv programming where the younger generation is having an inordinately tough time crashing, by writers, directors, etc. The basic cause is that those who control the

packages demand lots of experience. They're not taking chances of flipping on the ratings. Odd as it may seem, Irna Phillips, the queen of the soap operas, is as adamant as the other packagers about securing themselves with tiptop producers and allied talent. Returning to the ABC-TV dilemma, it usually takes a couple months to stockpile ample scripts and for a shakedown cruise of an untried serial.

ABC-TV bids for another serial chief

Looks as though ABC-TV daytime keeps on thinking about people who have been identified with P&G programming, closely or remotely, in the search for someone to head up the network's soap opera ambitions. The latest prospect approached by ABC-TV is Dick Numma at Compton. The post had been offered to Bob Short, P&G director of daytime programming, but he turned it down. Short has 17 years going for him at P&G in profit-sharing and other fringe benefits, not to mention an up-the-executive-line potential.

Added sparks for fall rating spree

The ratings dust will fly thicker than ever this September-October, as far as the tv columnists are concerned. All three tv networks have subscribed to the national overnight Arbitron for the new season's burst of programs (last fall CBS-TV was the lone subscriber) and you can expect a rush to put the best ratings foot forward from all three sides. With the Nielsen reports joining the clamor after a brief interval, you can imagine how the boom-boom of figures will really mix up agencies and advertisers in trying to get a reading on their nighttime investments. It will be interesting to see what all this will mean for the sponsorship future of the marginal-rating shows. That is, on what basis advertisers will do their cancelling. There's a curious offshoot of ad agency activity during the initial reports for the new network season. That is, for those agencies with Wall Street investment houses as clients. Such agencies serve a twin purpose: (1) to furnish the investment experts with the ratings and (2) to interpret the ratings as to their likely significance to the income and stock value of, specific-

CONTINUED ON NEXT PAGE

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PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

cally, Columbia Broadcasting System, Inc. and AB-PT. It's Wall Street's annual participation in the ratings fandango.

Nielsen gives more attention to color

Nielsen is making several audience-measuring services for its subscribers, effective in October. In addition to enlarging the sample in key markets it will: (1) increase the representation in color-set homes, (2) come up with more demographic information about two-set homes, (3) install a new type instantaneous service on the West Coast (the same as in New York). All this with no increase in the subscription rate.

Top Brass guaranteed top security

Revlon's Top Brass is east and Bristol-Myers' Score is west and never the twain account groups shall meet at Grey. Revlon, in case you may have wondered about these competitive products being in the same shop, has assured itself against any leaks by total divorcement of its own group from all other groups in the agency. In essence, it's an agency within an agency. Only nodding acquaintanceship is permitted—not even lunches. That is, between people working on the Top Brass account and the Score group. That's how Grey insures top security.

What's next from B-M to McC-M?

Madison Avenue sophisticates are reading the usual omens into Bristol-Myers' announcement that it's turning over some test products to McCann-Marschall. Quite often such are the ploys that precede the transfer of a going brand or two from another agency. Now the guessing is: who's going to lose what to McCann-Marschall? B-M started off its "test" alliance with Grey in a similar fashion. Next came Mum and at not too distant intervals there followed Score, some Groves and then the blockbuster, Bufferin. It's pretty well recognized that an agency doesn't make money on test products and that a client pushes the agency's nest with an established brand that will underwrite the agency's expense on the test assignments.

Nielsen: towel for recordimeters?

Another Nielsen change in tv audience measurement is in the works. It's just a mechanical thing: the recordimeter in the company's local service—the clock that the diary-keepers were supposed to set at the start and end of a day's viewing. The clock goes on only when the set's in use, and is supposed to serve as a control check over diary entries. Every once in a while the clock lights up and buzzes to remind the viewer to get busy with the diary. But human laxity being what it is, the diary folk failed frequently to set the clock, hence a distorted relationship between the recording strip in the clock and what the diary said. Adjusting one to the other at the Nielsen plant became too much of a headache.

Sad tale for Mad. Avenue dreamers

Are you one of those advertising men who dreams about retiring from the pressures of the business and buying himself a radio station to operate? Rod Erickson, who did it after he left Y&R, found it much more complicated and much less rewarding than he had anticipated. In fact, Erickson bought three stations. To bring it all down to the present, Erickson, who got back into his old field some months back as a Maxon vice president, has buried his own dream. He's disposing of his Syracuse station to Jerry Arthur and his group, subject to FCC approval, and turning over his St. Louis and St. Charles, Mo., stations to John Esau, of Programmatic, Inc., as operator.

Gillette hopes to recover blade share

Gillette expects to recover its 70 percent share of the razor blade market by the end of the year, but meanwhile it's brooding over the way steel blade advertising has painted the industry into a corner by going overboard on anti-obsolescence. It is too late, Gillette's convinced, to drop the numbers-of-shaves gambit. The dollar sales will go up but unit volume and profits will move in the opposite direction. The advertising side of the coin: budget levels will have to be maintained by all the competition to keep the shares of market from fading.

*One gift works many wonders
For children,
For the handicapped,
For distressed families,
For the sick, the aged,
For our community,
For our country. For you.
Give the United Way.*

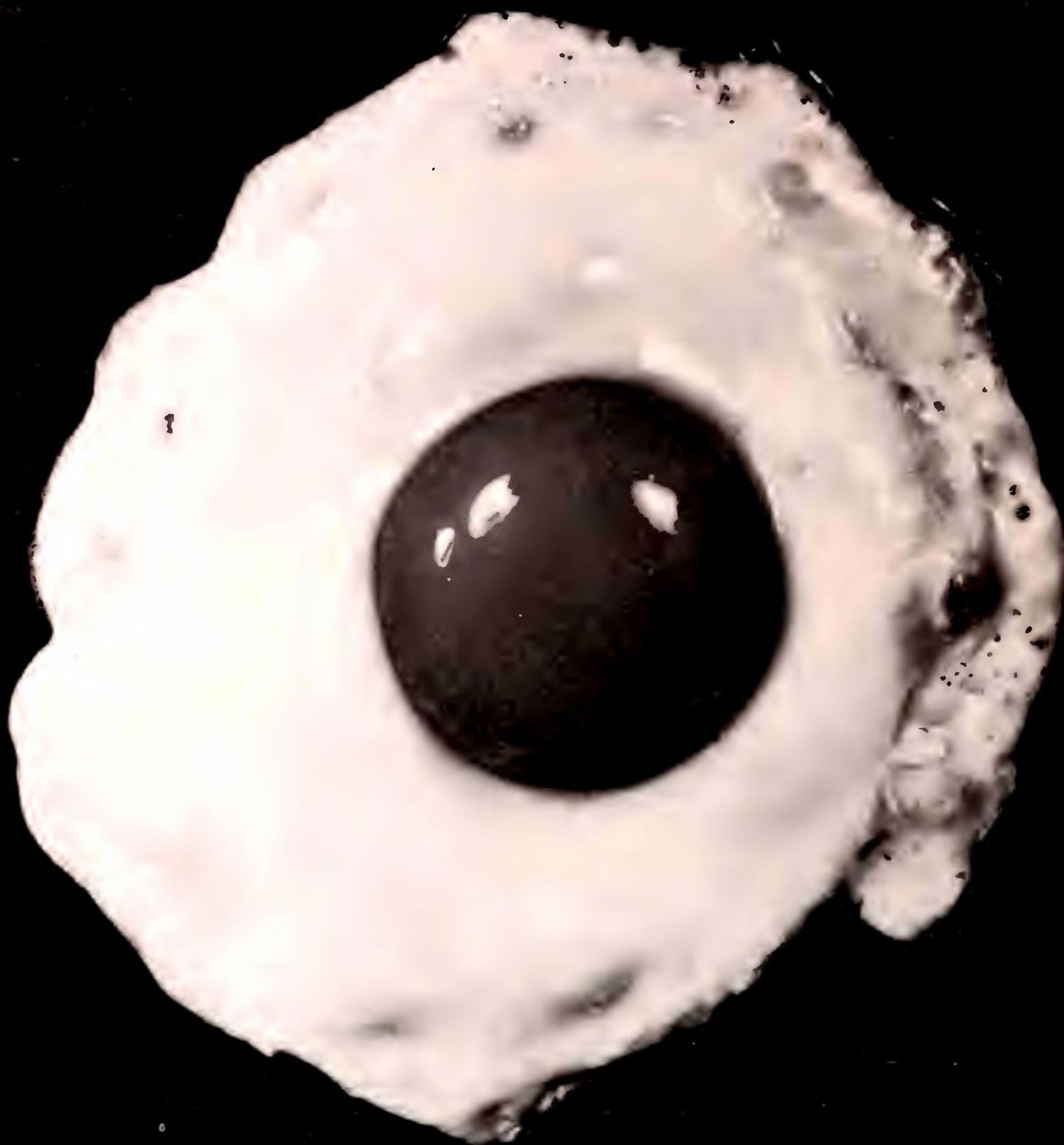


We are all brothers. We are all one family. When trouble strikes one of us, we are all diminished. The neglected baby, the homeless grandmother, the crippled father, the teen-ager in trouble; teachers, doctors, nurses, volunteer work-



ers, counsellors—we must join with them; for they are our family. Each year, through the United Way campaign, you can fulfill your responsibility to your family; to yourself. You can renew yourself by giving. Please give generously.





CHARLOTTE IS AN EGG

Metro Charlotte is just the yolk. You get the whole egg — a market 75 miles in diameter — when you buy WBT Radio. The populous Piedmont's top-audience radio station for two decades, WBT's 50,000 watt signal delivers Charlotte PLUS . . . a market of more than TWO MILLION PEOPLE with \$2½ BILLION in buying power. Your BLAIR man has the WBT story. Egg him on about it!

**WBT RADIO
CHARLOTTE**

Jefferson Standard Broadcasting Company

Speeding up spot

By summarizing U.S. market and cost data into one booklet, CBS Television Stations offers a way to estimate spot television campaigns and costs—quickly and easily

Problem: A hair- tonic manufacturer's sales are low in the Middle Atlantic states, although industry sales for all other brands are very good there. To raise his sales to industry level, he wants to beef up advertising pressure by means of tv spots in that region. About how much will it cost him?

Answer: He can buy six prime-

time 20s in 14 Middle Atlantic markets* for \$4264 each or a total of about \$25,584 per week.

To get that answer, however, he first must determine:

Which states, exactly, comprise the Middle Atlantic?

How many television markets are included in the over-all region?

How much tv coverage does each market offer?

Finally, what's the approximate cost in each market for typical commercial units — daytime minutes, prime-time 20s, minutes in fringe or late evening time?

Just where is an advertiser going to find all that out in a hurry?

Now the answer is simple: by looking in the *Spot Television Purchasing Guide* recently published by CBS Television Stations national sales. The guide is a one-source reference to markets and spot costs, computed on a conservative basis. With one quick glance at his marketing target, the advertiser can come up with a rule-of-thumb estimate that, keyed to the leading station in each market, will tend to give him the maximum charge to expect.

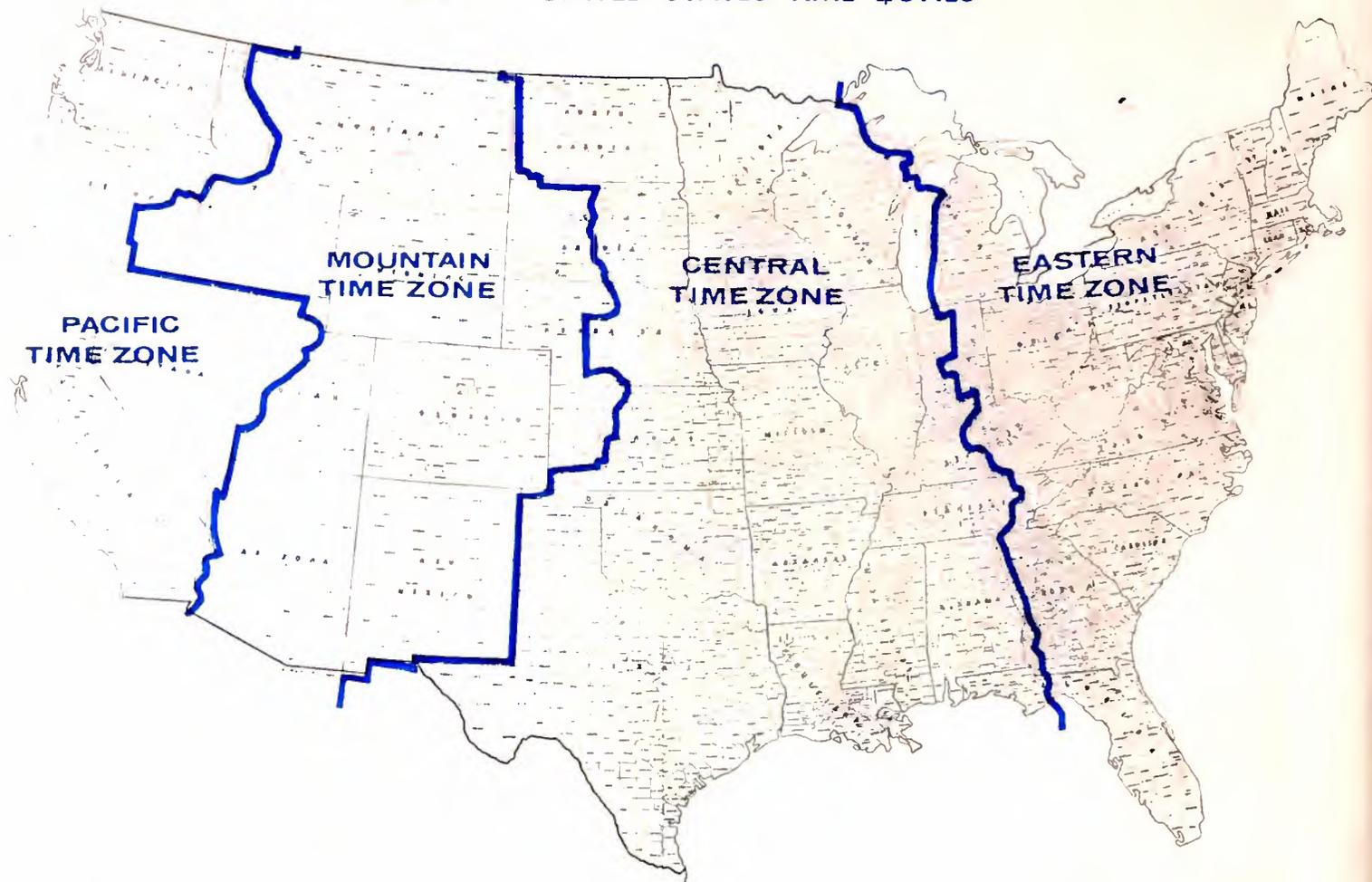
The way the guide is set up reflects the flexibility of the tv spot

* Philadelphia, Washington, Baltimore, Boston, Albany, Newburgh, Erie, New York, Lancaster, Harrisburg, York, Harrisburg, Scranton, Johnstown, Allentown, Reading, Bethlehem, Easton, Wilkes-Barre, Canton, and Scranton (all city and county) as well as the 14 markets.

Checking statistics are these CBS Television Stations division people from left: Dick Kaplan, assistant director of research; Bruce Bryant, vice president of division and general manager of CTS national sales; Al Miranda, director of client relations, CTS national sales.



MAP I — UNITED STATES TIME ZONES



medium and the interrelationships of its various factors. Thus, it provides a composite picture of the medium, relating all factors — cost, coverage and markets — so that they can be used in planning a campaign. Combining all such data into one easy-to-use brochure performs an obviously important, time-saving service.

And advertisers know it.

Colgate-Palmolive's spot tv coordinator Richard Moore says

frankly that they've found the guide "a most useful addition" to their media-planning sources.

A Christmas gift in midsummer, that's what agency people say: McCann-Erickson's broadcast supervisor, John P. Curran, reports that the guide can "well be called a Christmas gift in June by all media people involved in spot tv planning."

Adds the media director of Guild, Bascom & Bonfigli's New York office, Desmond O'Neill: "It pro-

vides a wealth of information in one place for quick reference. It certainly does help simplify the planning of a spot television campaign."

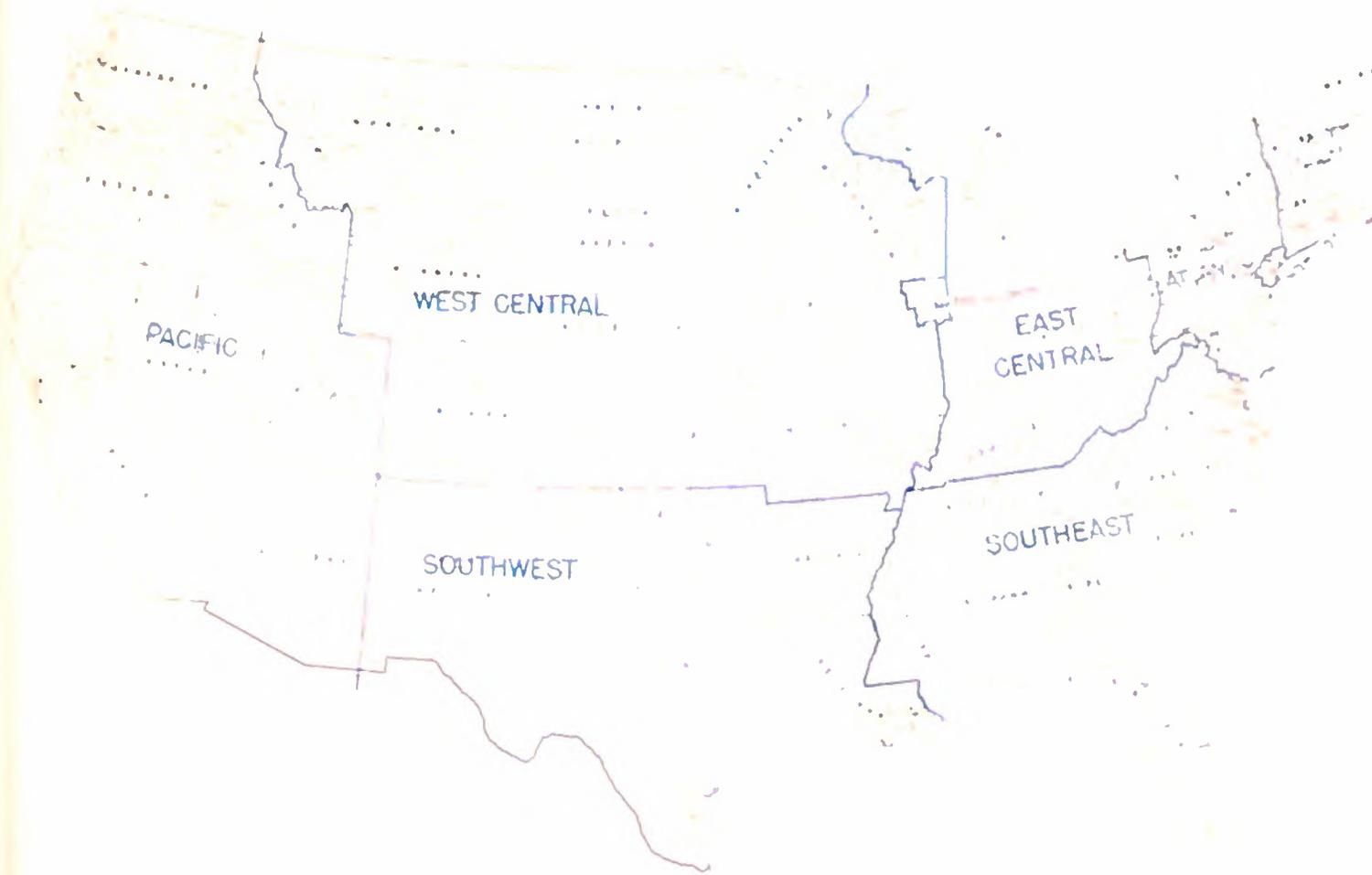
The *Spot Television Planning Guide* is, as they say, neat but unassuming.

It's a paper-bound, 65-page booklet measuring 8½ by 11 inches. In its small compass is included an ocean of facts, however, and in this ocean the fishing is fun.

TABLE 1 — TYPICAL MARKET AREAS

		Viewing Area (000)	Dominant Area (000)	% US
AREA 9				
11	St. Louis, Mo.	912.7	748.2	1.48
76	Hrisbg, Ill./Pduch, Ky./Cp. Grdeau, Mo.	449.9	182.8	0.36
109	Quincy, Ill./Hannibal, Mo.	209.8	110.1	0.22
110	Springfield, Mo.	228.7	109.9	0.22
115	Columbia/Jefferson City, Mo.	210.7	103.1	0.21
	TOTAL		1,254.1	2.49%
AREA 15				
6	Detroit, Mich.	1,608.7	1,218.4	2.42
49	Flint/Saginaw/Bay City, Mich.	462.4	264.8	0.52
55	Toledo, Ohio	626.1	254.8	0.51
88	Lansing/Onandaga, Mich.	753.8	143.8	0.29
93	Fort Wayne, Ind.	262.7	136.1	0.27
180	Lima, Ohio	91.8	29.2	0.06
	TOTAL		2,047.1	4.07%

MAP II - NIELSEN TEST AREAS



The key to the guide is easy; it's divided into three main sections, according to the way markets are listed:

In Section I, markets are listed by rank — from the first to the 216th. Altogether, these 216 markets provide total U.S. unduplicated tv coverage. And since they are printed in descending order in 10-unit increments, they are arranged so that totals for the top 10, top 30, top 60 — or the to-

tal U.S. — can be rapidly developed.

For example, a pen manufacturer may feel it's most important to cover most of the United States with a pre-Christmas spot tv campaign, but wonders if he can afford it for, say, the top 100 markets.

There are still other uses to which the guide can be put:

- For helping the advertiser who wants to try a test campaign in a

limited area. Consider the California manufacturer of swim suits who wants to dip his toe into spot tv and see how it works for him. It's important that he be able to restrict the effort to a limited area where he can best measure the affect on his sales.

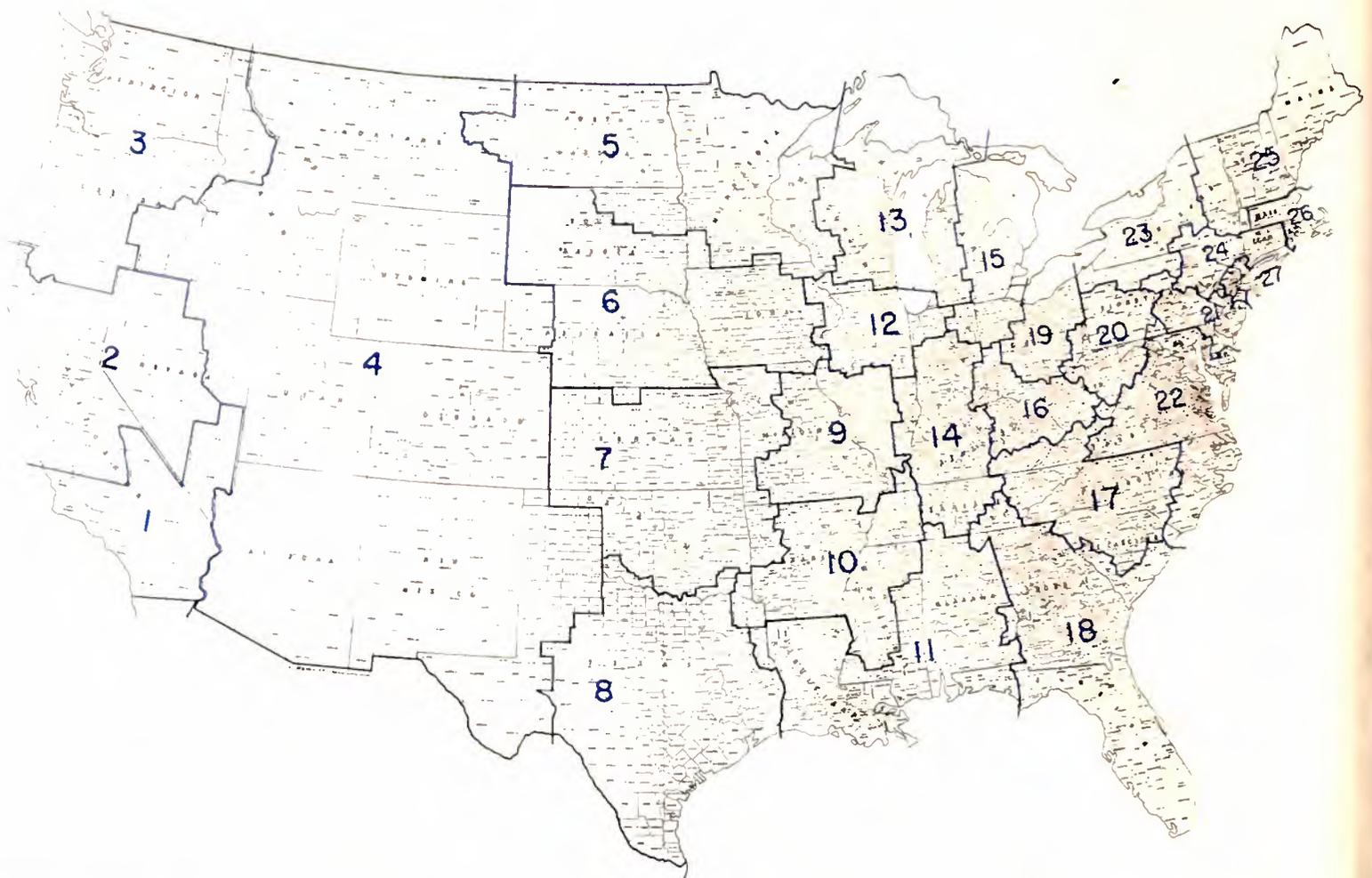
As a result, he decides on a limited campaign on the west coast (Nielsen Test Area 1 in Section II) and, thanks to the guide, finds he can cover that area, plus Ha-

COST PER ANNOUNCEMENT

Daytime Minutes		Prime Time 20's		Fringe Minutes		Late Minutes		RANK
6 per week	12 per week	3 per week	6 per week	6 per week	12 per week	6 per week	12 per week	
\$ 205	\$ 150	\$ 395	\$ 395	\$ 340	\$ 340	\$ 225	\$ 225	11
45	44	114	108	100	100	45	44	76
43	38	63	60	64	56	43	38	109
36	32	75	66	99	85	36	32	110
20	18	57	53	33	30	33	30	115
\$ 349	\$ 282	\$ 704	\$ 682	\$ 636	\$ 611	\$ 382	\$ 369	
\$ 200	\$ 180	\$ 900	\$ 750	\$ 650	\$ 650	\$ 231	\$ 200	6
75	66	225	203	168	138	75	66	49
105	90	280	260	225	210	60	50	55
80	80	200	180	189	179	60	60	88
55	45	110	100	76	68	48	46	93
20	19	38	36	36	34	27	26	180
\$ 535	\$ 480	\$1,753	\$1,529	\$1,344	\$1,279	\$ 501	\$ 448	

—From the GUIDE

MAP III — NIELSEN TERRITORIES



wait, with six daytime minutes a week on six stations for a total of \$4224. He signs for four weeks.

• To help a sponsor bolster a network effort which gets good ratings nationally but doesn't provide a comparable level of weight in the Southeast. Thus, an auto-accessories advertiser, whose network programs pull only a 16 in the South, quickly learns from the guide that he can buy three prime 20s a week on 48 stations there for a total of \$18,819. That schedule would deliver almost 14 percent of total U.S.

households or access to more than seven million tv homes — all in the area where he wants to bolster sales.

Normally, any advertiser planning to use spot tv is compelled to go to a variety of sources for information regarding:

(1) His frame of reference — i.e., the geographical boundaries of the area in which he's interested.

To find them, he could probably use any reasonably detailed and accurate map. Nevertheless, he has no assurance whatsoever that what he

calls the "Middle Atlantic states" in ordering a spot campaign will be exactly the same "Middle Atlantic states" that his research firm uses as a sample base to test audience results.

(2) All originating tv markets within that area, any of which could be used in his campaign. In short, just what does the territory (once it's defined) include by way of television?

To find that, he would probably check such standard and authoritative sources as ARB's Tele-

TABLE II — TYPICAL TERRITORIAL LISTING

RANK	TERRITORY	Viewing Area (000)	Credited TV Homes		% US
			Dominant Area (000)		
	NEW ENGLAND				
5	Boston, Mass./Manchester, N. H.	1,864.4	1,445.4		2.86%
22	Hartford/New Haven/New Britain, Conn.	1,488.1	485.4		0.96
41	Providence, R. I.	1,686.8	324.0		0.64
75	Portland, Me./Mt. Washington, N.H.	498.0	188.4		0.37
78	Springfield/Holyoke/Greenfield, Mass.	420.4	169.9		0.34
91	Burlington, Vt./Plattsburgh, N. Y.	232.2	141.0		0.28
132	Bangor, Me.	138.1	83.7		0.16
187	Presque Isle, Me.	24.6	24.6		0.05
	TOTAL		2,862.4		5.66%

vision Market Analysis and Television Market Digest, various reports published by A. C. Nielsen Co. and others.

(3) The importance of these tv markets or how much coverage each provides, not only of its immediate area but also of the U.S.

To find that, the advertiser's staff would have to search through various other reports, especially those published by the American Research Bureau and the Nielsen Co.

(4) A common-sense estimate of the likely cost of such a campaign. A prudent advertiser clearly would want to compare costs of the various forms that spot campaigns could take.

To find that, his staff would undoubtedly resort to any or all of these accepted authorities: Standard Rate and Data Service's *Spot Television Rates and Data*, TvB's *Selectroscope*, BBDO's *Audience Coverage and Cost Guide*, The Katz Agency's *Spot Television Advertising Cost Summary*.

"Our guide isn't intended as a substitute for all data in such standard references," says Dick Kaplan, CBS Television Stations division assistant director of research, who steered the project through its 10-month preparation. "Instead, we're presenting in one place a very reliable summary of their contents — enough to deliver a highly dependable estimate of final costs."

In short, the guide is a planning tool, not an accountant's bill.

Note, however, that the selection of a station — or stations — within each market is yet another necessary step and one that the CBS-

prepared guide leaves to the option of media experts within the sponsor's agency.

And they are the very people who cheer the arrival of such a reference work.

Says one, "It allows me to come up with *quick* estimates; they used to require a lot more time to develop . . ."

Adds another, "We plan to use it in our advertising classes."

And the third puts his evaluation in the most basic form of compliment: "Could our agency get more copies?"

By looking in Section I of the *Spot Television Planning Guide* he'll learn not only which markets make up the top 100, but he'll also be able to match and compare costs. Figuring on the basis of six announcements a week in 100 cities, he'd find that daytime minutes would total \$64,188 per week; prime 20s, \$183,588; fringe minutes, \$151,320; late minutes, \$77,574 (see Map I). These top 100 markets would give him unduplicated access to nearly 44 million tv homes or more than 87 percent of total United States television households.

In Section II, markets are listed according to Nielsen Test Areas. These 27 sections were set up by the ratings firm for market-testing purposes (see Map II). Thus, they are small regions in which an advertiser can get an index of consumer sales for the complete area, for a section of that area only or for just one market within that area, according to his particular needs. And the flexibility of spot

tv obviously allows placements to match specific marketing tests

Similarly, the guide allows quick estimates of such tv cost and coverage levels.

For example, a hand-soap manufacturer has tested a new brand in and around Chicago (Nielsen's Test Area 12), only to find his product is a real hit. It's ripe and ready for further distribution. As his first step toward regional distribution, the manufacturer decides to expand his market into states around that first test area. As advertising support to speed distribution, he wants to use spot tv. And he feels it should be a daytime effort, keyed to the housewife, his major customer.

He'll be able to estimate costs of such a tv campaign with speed merely by turning to Section II. There, he'll find that if he expands southwest around St. Louis (Nielsen Area 9, shown in Table I), six daytime minutes a week would cost about \$349 each for a total of \$2094. (That schedule would include the leading station in each of five regional markets: St. Louis, Harrisburg-Paducah, Quincy-Hannibal, Springfield (Mo.) and Columbia-Jefferson City.) If, however, he expands northeast toward Detroit (Nielsen Area 15, shown in Table I), six daytime minutes a week would cost \$535 each for the six principal tv markets, a total of \$3210 a week. (That schedule would include Detroit, Flint-Saginaw - Bay City, Toledo, Lansing-Onandaga, Ft. Wayne, Lima.) Partly for advertising reasons, he decides on the move southwest.

COST PER ANNOUNCEMENT

Daytime Minutes		Prime Time 20's		Fringe Minutes		Late Minutes		RANK
6 per week	12 per week	3 per week	6 per week	6 per week	12 per week	6 per week	12 per week	
\$ 265	\$ 206	\$ 900	\$ 900	\$1,000	\$1,000	\$ 312	\$ 312	5
188	163	450	450	338	293	180	180	22
110	80	374	352	225	225	110	80	41
60	35	112	98	125	120	40	35	75
57	54	140	133	114	108	86	81	78
46	42	115	115	104	101	29	26	91
25	21	70	70	75	71	21	18	132
11	9	38	38	38	36	11	9	187
\$ 762	\$ 610	\$2,199	\$2,156	\$2,019	\$1,954	\$ 789	\$ 741	

From the GUIDE

In Section III markets are listed according to Nielsen Territories (see Map III). These are the seven major geographical regions (plus the two metropolitan areas of New York and Chicago) on which Nielsen bases its food and drug industry retail index or report of sales data. These same territories, reduced to five, also serve as the basis of Nielsen's national tv ratings.*

Section III would prove useful to the regional manufacturer of detergents whose primary market is New England. A competitor, however, has forced distribution of his Brand B detergent into the New England area. To protect its franchise, the first company needs the additional advertising pressure that comes only from incessant repetition. As a result, it reaches for a saturation spot campaign throughout New England. What will it cost? * *The Middle Atlantic and New England Territories are united into one that also includes Metro New York; the Southwest and Southeast are united into another; Metropolitan Chicago is incorporated into the East Central territory.*

The guide indicates that such a company could get 12 daytime minutes weekly (on eight key stations throughout New England) for \$610 each or a total of \$7320 a week. On the same stations, 12 fringe minutes can be added for \$1954 each — a total of \$23,448 a week. Together, these buys would deliver 192 spots a week for about \$30,000.

That's a lot of advertising for a regional manufacturer, but the board of directors, to whom the

final decision is carried, gives the green light. It's worth it, they feel, to keep competition out of their home grounds. In fact, they earmark another \$5000 a week just in case. For that amount, they can add another six late minutes per week, if needed. But with this volley, their advertising manager advises them, the campaign needn't run longer than those few weeks during which the competitor's status is being determined.

Previously, there had been no single source that would relate all references for developing a spot plan and evaluating its costs in a hurry, says Bruce R. Bryant, vice president of the CBS Television Stations division and general manager of national sales for CBS-owned television stations (CTS). "What this guide does is 'computerize' all such paperwork for the brand manager, the account executive or the media chief, delivering answers in a few minutes that could otherwise take hours, if not days, to determine."

Through Al Miranda, director of client relations, the *Spot Television Planning Guide* is being sent to approximately 1000 key advertisers. It'll also be distributed to agencies through National Sales' regional offices.

The guide was developed by the Sales Promotion and Research Department in collaboration with the Client Relations Department. Bill Hohmann, director of sales promotion and research for CTS national sales, supervised the department that worked with Kaplan. ♦



Layouts of the "Spot Television Planning Guide" are approved by (from left): Kaplan, Bill Hohmann, director of sales promotion and research for CTS national sales, Miranda and Bryant.

Today, one-third of the nation's tv and radio stations broadcast their own editorials. Should they receive special consideration in media plans and buys?

■ At the recent Arden House Conference on Broadcast Editorializing, one of the guests was a bespectacled Ph.D. student from a Brooklyn University who professed to know more about the subject than all the rest of us put together.

This hot-eyed young man was writing his doctoral thesis on radio and tv editorials, and he declared that his researches proved conclusively that broadcasters began to editorialize only when it was proved they could make an extra buck by doing so.

Frankly, I doubt such an assumption and so did most of the station men, lawyers, government officials and Columbia journalism professors assembled at Harriman.

If there is any provable connection between broadcast editorializing and higher station profits, I've yet to find it, and talks with many broadcasters over a number of years convince me that expectation of greater sales is one of the least important reasons for their assuming the editorial role.

I suspect that our Brooklyn friend was merely indulging in that dark, brooding over-simplification — so common in the very young, the very emotional and the very academic — about the motivations of individual business men in our private enterprise system.

Business men, and particularly broadcasters, engage in many activities only remotely connected with profits (and sometimes at the expense of profits) and I myself believe that personal pride, social convictions, community interest and

Editorializing— what it means to the advertiser

By John E. McMillin
Broadcast and advertising consultant

long range station image building have more to do with the decision to editorialize than any immediate hope of pepping up the balance sheet.

But, whatever their reasons for engaging in it, should radio and tv stations which do editorialize receive special consideration from agencies and advertisers?

I believe they should. In fact I'm convinced that such questions as "Do you editorialize? How often? What about?" should be included in any thorough media study of station outlets.

I confess I can't back up this conviction with the kind of detailed documentation that would satisfy a BBDO computer or perhaps even a Ted Bates media supervisor, but there are certain facts which deserve attention.

Today, according to the latest and most reliable studies by NAB and TIO, approximately one third of the country's tv and radio stations are broadcasting their own editorials.

Of these, about half (one-sixth of total stations) editorialize regularly on a daily or weekly basis.

What we're really dealing with, therefore, is a relatively small group of some 90 tv and 700 radio stations whose commitment to editorializing is positive and continuing.

My contention is that these stations form a kind of broadcasting elite—a group which has a striking and demonstrably different approach to station operations than those outside it.

The essence of this approach is

active involvement in city, town and community life, and the fact that a station engages in regular editorializing is almost sure proof of this.

In the TIO study, for instance, it was found that 87 percent of time devoted to editorials is concerned with local subjects, and 59 percent of editorializing stations do local editorials exclusively.

To prepare such editorials requires more knowledge, more familiarity and greater involvement in community affairs than is needed in ordinary broadcast operations.

A second and probably more significant point concerns the character and personality of the editorializers themselves.

If you search out and study the stations which do the best, most effective editorial jobs, you will find, in almost every case, that practices and policies are set by one outstanding individual.

He may be an owner or manager. He may operate a group station or a single ownership outlet.

But almost invariably he is a man whose picture of himself, as a broadcaster and as a member of his community, is far higher than the average for the industry.

He is not content, for instance, to be merely a tired purveyor of recorded music or old movies or network programming.

He asks and demands, for himself and his station, a more important role than that. And his editorializing is reflection of this goal.

Such men, I believe, are bound to be more effective, not merely in their editorials but in every phase



Broadcast and advertising consultant John E. McMillin is a former editor of SPONSOR. His report, "New Voices in a Democracy A Study of Tv Editorializing," was published recently under TIO sponsorship. Recently he addressed the second annual Broadcast Editorializing Conference at Arden House, Harriman, N.Y., on the subject, "Better Writing for Broadcast Editorials."

of broadcasting. They're the guys with drive and the guys with vision. And that is why I think their work should be watched and studied closely by agencies and advertisers.

The fact that a station editorializes may provide no clue to its ratings or demographic breakdowns. But it does tell you something important about station management and about its community approach.

And such factors, however intangible, should be considered in any media buy ♦

IMR's Dr. Dichter, in his new book, gives with some plain talk on consumer motivation



Dr. Ernest Dichter
President,
Institute for Motivational Research, Inc.
Croton-on-the-Hudson, N.Y.

What makes them buy?

■ A new book by Dr. Ernest Dichter, titled "Handbook of Consumer Motivations," was published last month by McGraw-Hill Book Co., New York (486 pages, \$10).

Dr. Dichter (Ph.D., University of Vienna) calls his book "a sort of contemporary cultural anthropology of modern man." Abstruse as the title and subject matter may appear, the book itself is quick, easy and rewarding reading.

An authority in consumer motivations, Dr. Dichter believes that most objects in our daily lives have souls of their own — and can influence our actions by their quality, appearance and subtle psychological features. His purpose is to look at these objects and see how they influence consumer desires and motivations.

Beginning with objects of primary meaning (food, clothing, shelter), he progresses to those associated with love (wedding rings, cosmetics), health (medicines and drugs), recreation (toys and sporting equip-

ment), fun (liquor, cigarets, candy) and, ultimately, objects that form social links (greeting cards, flowers).

For the uninitiated, he includes a substantial chapter of frequently encountered motivational terms and their meanings, before moving on to the "loftier" objects (books and art) that convert a "thing" person into a "think" person.

To his credit, he's able to take his ponderous topic lightly — and even find amusement in it. Consider, for example, such chapter headings as "Tickling the Palate," "Hide Your Nakedness" and "The Velvet-lined Cave," in which he discusses such otherwise humdrum staples as food, clothing and shelter.

And Dr. Dichter, president of the Institute for Motivational Research, Inc., isn't reluctant to pull out from his files a professional secret or two when the telling helps prove a point.

In fact, the handbook contains

information from more than 2500 motivational studies his firm has conducted, plus, of course, extensive historical data.

Consider a few of his observations:

Most people want to add cream and sugar to coffee themselves — as an extension of their childhood rebellion at food always served as Mother wanted it.

Indigestion has now become a status symbol and has strong overtones of responsibility and sophistication.

A perfectly acceptable breakfast at one time — even at the Royal Court of England — was bread and beer.

Buying life insurance or taking out a loan are often looked upon as proof of adulthood and masculinity — a contemporary form of the hunter's bringing home the bacon, perhaps.

Interesting as facts interpreted are, Dichter is better still when he's zeroing in on a point:

• Speaking of the "tyranny" of objects over man, he observes, "During World War II, literally tens of thousands of people refused to leave their homeland because they felt they could not leave their possessions behind." If feelings can run that strong, he says, advertising today has to learn "to combine personal attitudes toward life with the material things embodying them."

• In terms of a specific product, consider his words about margarine:

It's wrong to sell margarine simply as an economical substitute for butter, he pleads. Instead, margarine has become a dignified product in its own right and, he reports, housewives are proud of being modern and efficient enough to use this scientifically developed food.

Well entrenched as margarine is, however, most consumers still think of butter as the ideal food — a representation of plenty.

"We are dealing here with a very interesting dilemma which characterizes to a large extent our whole culture," Dr. Dichter writes. "We have started to move forward into the age of the machine-made, streamlined and efficient technical product; yet we still long for the good old days."

• Dr. Dichter holds that all items of clothing are expressions of deep-lying psychological forces and that most of us choose what we wear for its symbolical associations. Men's hats, for example, express dignity — whatever the hat manufacturers may have had to say about the frequent hatlessness of the late President Kennedy.

If sales of a particular item lag, the symbol has failed to impress and a new one is needed, he says. "Advertising artists and copywriters can sell the right symbol, but they cannot really *create* a new one. Powerful motivational symbols are found, discovered — not made."

• Dr. Dichter has much to say about the housewife, her womanly needs and the way advertisers may successfully appeal to her important purchasing power.

For one thing, the knowing advertiser will help the housewife increase her expertise, thus making housework a matter of knowing *how* to do it rather than mere, dull unremitting effort.

For another, successful sponsors should sympathize with the housewife's problems and appreciate *her* effort rather than brag about how his product will end it all.

A third pointer: consumer-wise advertisers won't harp perpetually on the unyielding morality of cleanliness next to Godliness. In the end, Dr. Dichter points out, having a pleasant family environment — even at the cost of temporary untidiness — is pretty important, too.

In fact, this scholarly gentleman

keynotes his study in motivations with a final plea for the finer things in life. Material products, he seems to be saying, are good only so long as they materially add to a better life. And what we are witnessing is the birth of a new system of values.

Interestingly, a recent public opinion poll conducted among young Muscovites (the first ever) indicated that what they want from life isn't much different from the wants of youth in the West. ♦

The psychology of tv commercials

The following is an excerpt from *HANDBOOK OF CONSUMER MOTIVATIONS, The Psychology of the World of Objects*, written by Dr. Ernest Dichter, head of the Institute for Motivational Research, Inc., Croton-on-the-Hudson, N. Y. The book was published July 20th by McGraw-Hill.

Advertisers and tv producers tend to take an "expert" view of the tv commercial, judging it on the basis of its intrinsic values. While this approach is important, it is really secondary. Consumer research has led to a view of the tv commercial that is somewhat more functional and, therefore, closer to the way the viewer sees it.

It has been found that many people use the tv commercial as the time to relax, to leave the room, to stretch out, to smoke a cigaret, to grab a snack, to go to the bathroom, or just to talk . . . Thus, we need to have more basic understanding of what a "pause" means in any aspect of people's lives.

The function of the pause . . . is not to continue the same emotions and gratifications . . . but rather to offer a change, a change from tension to relaxation, from anticipation to fulfillment.

Translating this to tv, it is seen that if the show is an exciting one and the commercial comes at the beginning, it would seem desirable for the commercial to be exciting in order to add to the over-all curve of excitement building up in the viewer, the basic reason he turned this show on in the first place. However, once the program climax has been reached after the first or second act, any continuation of excitement becomes annoying and disturbing. This is the time for the commercial to provide relaxation, introduced by humor or by a straight, factual approach . . .

A television commercial placed within a program framework cannot,

therefore, be judged for its intrinsic value alone. For, in fact, the viewer does not see it as if it existed in a vacuum. A Pet Milk commercial, for example, is perceived differently within the framework of a Red Skelton program from the way it would be perceived on the Alfred Hitchcock show . . . Even the spot commercial, television's aggressive independent, is judged not only by what it has to say and how it says it, but also by the context within which it is seen . . .

Beyond this acceptance of the tv commercial as a pause, we must consider the added question of how to attract and hold the viewer who is seeking a pause or an intermission in his viewing . . .

1. Orientation. If the viewer is to understand what is being discussed, when and where it is taking place, he must be properly oriented. If the commercial leaps into the body of the message without warning, the audience will not perceive it properly . . .

2. Ego involvement. Having established orientation, the commercial must then seek to involve the viewer emotionally . . . He must be able to project himself into the commercial he is watching, identifying himself with the people in it and making the product his product . . .

3. Mental rehearsal of purchase. Only when the viewer becomes emotionally involved does he begin to consider the product seriously, to go through the mental process of purchase, ownership and use of the product.

Wanted: perspective



By John E. Franks
Marketing and media director
John C. Dowd, Inc.,
Boston, Mass.

John E. Franks is a native Bostonian who came to the John C. Dowd agency via Yale and the Columbia University Graduate School of Business Administration. On the way, 30-year-old Franks was a research analyst with the Area Development division of the New York-based Committee for Economic Development. He joined the agency six years ago, at first concentrated on new product marketing strategy for such clients as United Shoe Machinery Corp., Cott Beverage Co. and on such special projects as Gillette's Right Guard men's deodorant. His biggest day-to-day preoccupation is with First National Stores.

■ There has been much written on these pages and in other publications of the trade about the need among media men for more perspective and more specialization; about the coming of age of media analysis as a true science and the necessity in media analysis of intuitive judgment. Naturally, we can only benefit from this intellectual friction, but at the same time we must always keep in focus a realistic middle ground when teaching media fundamentals to our present day timebuyers.

We who select media lie between two areas in which creative intuition is pre-eminent — the agency creative service on one side and the individual medium itself on the other. As a result, we need no special urging to make our work

as much of an exact science as possible.

However, in attempting to improve our methods of media planning and purchasing, it is possible that we are paying too much attention to the diagnostic skills of our timebuyers. Perhaps some of our time should be utilized for two often neglected lessons.

The first of these is to study the tangible basics of the broadcasting business from the broadcaster's rather than from the advertiser's viewpoint. A knowledge of the basic workings of the broadcaster's business has obvious value for the media buyer and analyst, but, in the daily rush, this learning is too often pushed aside as an area unrelated to the media function's immediate needs. There are at least as many

different broadcasting operations in this country as there are advertising agencies. Knowing their policies and procedures can be an invaluable addition to the basic techniques of timebuying in carrying out agency plans.

The second purpose for which instructional time should be devoted is to teach our timebuyers how to communicate, explore and negotiate with media salesmen. The salesmen who call on our buyers today are some of the highest paid and most skillful salesmen in the world. The timebuyer either becomes completely mesmerized and entranced by their calculated assault or in self-defense becomes cynical and forbidding, placing a bulwark between himself and the caller as formidable as the Berlin Wall

The timebuyer's ability to communicate with media salesmen marks the difference between being mesmerized or becoming a cynic

Neither reaction produces a fruitful relationship.

To a certain extent, an unexplored attitude within the agency business helps create this problem. The great diplomats and negotiators of history, whether in business or government, have always been salesmen at heart. The shrewd buyer sells, the imaginative planner explores. It is certainly a myth that one need have no attributes of the good salesman to be a great media buyer. But the agency business suffers from a disturbing policy which propounds that the place for the individual who lacks the personality requirements for sales activity in the agency is in the area of time-buying and planning.

The timebuyer should be more than just a technician, indistinguishable from the computer in action and purpose. He should be encouraged to enter into a probing, mutually productive relationship with media salesmen, and must be sufficiently familiar with their techniques and products — and enough of a salesman himself — to evaluate their offerings and suggest workable new approaches.

The advertising agency business is among the youngest industries in our country. Few areas of American business have matured as rapidly. Radio is even younger, and television is but a baby. There can be no two businesses in constant confrontation which openly and emphatically invite new ideas, new refinements and sometimes change for its own sake more than these. At the focal point of this confrontation are our media personnel. They must be taught how to respond, how to explore, how to initiate and develop communication with others as a tool for gaining more effective results.

There is no question but that

this attribute can only be nurtured. Our personnel must have a compatible personality at the outset. With this as a base, however, much can be taught.

Between the constantly changing attitudes of the FCC and the varied demands of broadcast advertisers, the broadcaster's position is constantly fluctuating. In the vicious circle of change, the media analyst must be an opportunist. Unfortunately, on many sales calls with efficient timebuyers, the subjects covered do not extend beyond the proposal at issue and what future orders are potential for the visiting caller.

Again, we appreciate that time is always short, and that general conversation can become burdensome and wasteful. Nevertheless, the salesman is a bundle of information which, if properly extracted and carefully developed, can be of invaluable help. The advent of the computer and other automated equipment should develop more time for communication between buyer and salesman. When it doesn't, blame can be placed on wrong value emphasis as well as poor organization of work load. Automation and data analysis can be an all-too-engrossing new toy.

The general industry complaint concerning the timebuyer's reliance on vulnerable statistics and over-generalized rules-of-thumb should not be leveled at the timebuyer alone. Their supervisors must share the blame. Of course, the fundamental tools of measurement must be given initial emphasis. But after this skill is mastered, is the timebuyer a true "professional" or does he simply repeat, through one of the most universal of human practices, the mathematical processes he knows best? The bridge from media *buying* to media *planning*

cannot really be crossed until the buyer learns that satisfactory evaluation needs "creative" thinking. This means *alternatives* must be "created."

In a previous SPONSOR article, Michael J. Donovan, vice president, media manager, BBDO, stated:

"... I also know several timebuyers of yesterday who are 'expert' media people today because they have allowed themselves the luxury of thinking beyond insular prejudices, and have therefore blossomed into magnificent total media technicians."

Mr. Donovan was emphasizing the need for stimulated broad thinking by the timebuyer. He viewed the timebuyer who specializes in a specific media, e.g., spot television or network radio, as being very much handicapped, which is quite correct. But it is even more fundamental that the buyer schooled only in the specific areas of mathematical techniques is just as severely handicapped in creative media planning.

The gap between the technically proficient, statistically-oriented media buyer and the full-fledged creative media planner cannot be closed easily. However, knowledge of the broadcasting business from the broadcaster's viewpoint and ability on the part of the buyer to communicate with his broadcasting counterparts will certainly give our present day media buyers a running head-start on the road to the design of successful and imaginative media plans.

There are very few people gifted enough to develop effective new concepts to keep pace with a constantly changing environment. It is our obligation to see that the future media planners at least have the proper perspective from which to attack this great challenge. ♦

Radio's billion in '67

As a seller sees it



From staff announcer to general manager, Perry S. Samuels knows broadcasting from the ground up. Currently vice president and general manager of WPTR, Albany, N.Y., the University of Illinois graduate is also a director of the New York State Broadcasters Association. At 34, he is married and the father of three children.

■ In the last few months there have been repeated references to radio's coming dollar-growth explosion. Like "Remember the Alamo," "Tippecanoe and Tyler Too" and "Damn the Torpedoes, Full Speed Ahead," the rallying cry seems to be "A Billion Dollars in 1967."

SPONSOR's publisher predicted that figure recently and Ed Bunker, RAB's president, has made the same prediction. Now a billion dollars has a nice ring to it but, like a small rating in a large market, a billion dollars is a lot until you fit it into the competitive picture and examine your share.

Look at the facts. RAB approximates media shares of the advertising pie as follows:

Newspapers	\$3,776,000,000	29%
Television	2,062,000,000	16
Magazines	1,036,000,000	8
Radio	799,000,000	6
Other	5,377,000,000	41
Total	\$13,050,000,000	100%

The last reported figures credited radio with approximately \$800 million of the total \$13 billion advertising expenditure (6 percent). If radio billings were to increase 25 percent by 1967 and hit the billion dollar figure, while total ad expenditures increased but 16 percent in the same period and hit the \$15 billion figure many have prophesied, radio's share of advertising expenditures would explode to a huge 6.5 percent. It is this very acceptance, by friend and foe alike, of radio's second class membership in the advertising fraternity that prevents radio from reaching its full potential in effect for its clients and revenue for itself.

Somehow, when it comes to buy-

ing radio, advertisers forget that the secret ingredient which gives advertising its extraordinary power is money. To diagnose radio's lack of explosive growth as lack of money seems on the surface to be the same as diagnosing a bowler's problem as his inability to knock down enough pins. But it is nonetheless radio's biggest problem.

It is not so much that many advertisers — even entire advertising classifications — do not use radio for in spite of the conclusion that some that radio's millions of listeners do not wash, brush their teeth, eat cereal, take pictures, refrigerate their food, listen to records, cruise in boats, etc., we have sufficient radio advertisers to fill our coffers handsomely. The fact is that many — perhaps most — of these radio advertisers use radio to support and complement the basic advertising which they spend the better part of their budgets. Why not a 50-spot schedule per week per station? To much money? Perhaps a one-question quiz will highlight the problem as I see it.

True or false: Television is more expensive than radio.

It is not!

Television is more costly per spot, more costly per thousand impressions, more costly to produce, et cetera, but a television spot campaign should not be more expensive than a radio campaign. Yet television campaigns are, in practice, almost always more expensive than radio campaigns.

The reason for this seems to be a generally-accepted assumption of the amount of radio exposure needed for effect, the basis for which is either known to no one

Radio's effectiveness mounts when major advertisers budget sums equal to what's spent in other media

By Perry S. Samuels

Vice president and general manager
WPTR Albany, N.Y.

is the best-guarded secret since the original Coca-Cola formula.

Our small share of advertising expenditures has been blamed on programming. Without denying the need for constant improvement in radio, consider the subject matter and composition of the rich tabloid you read this morning, or the popular magazine to which you subscribe, or those outstanding contributions to American culture on which millions are spent, like *The Beverly Hillbillies*, *Petticoat Junction* and *The Flintstones*.

Another quickly-accepted diagnosis of radio's step-sister status is internal sales squabbling. It's a problem that will leave radio the same time it leaves our competitors. That state of euphoria will occur only in the regulatory millennium which abolishes all competition. When all else fails, we can blame radio's problems on the expense of processing radio schedules. This is by far the most valid argument of them all, but one in which, once again, many of our competitors join us. None of these problems are the real culprits.

It's good old Clyde Conjecture wearing his costly head.

Exhibit No. 1: In a discussion protesting radio's short discussion protests, an advertising executive of a major New York agency drew up the following budgets as those necessary to test the Albany-Schenectady-Troy market.

They're not exact, but note:

Television	\$18,000
Regional magazines	15,000
Outdoor	13,000
Newspaper	10,000
Radio	5,000

These were the amounts of

money he quickly estimated as necessary to produce the schedules for the test.

I asked him if that didn't prove my point and he said, "Not at all." Those were the budgets which would purchase schedules necessary for a test.

When I asked him why not test radio with the same \$18,000 he used in television, he could not comprehend such a thing. It simply was not the way to buy radio.

Along the same lines: at another top New York agency I was asked how many spots one should buy to introduce a new product. I recommended from 50 to 100 spots a week on from two to four stations. The reaction was, "Okay, now let's stop kidding; how many spots should we use?" It probably will not surprise you to know that the cost of such a schedule would have been less than the tv budget already in the works. Until advertisers think of radio as deserving of the same expenditure as other media, radio billings will not explode.

Here's another way of looking at it: I do not have the total market expenditures for the following, so I cannot comment except to say that it's a good guess that the relationship is the same.

King Cadillac-Oldsmobile spends more money on WPTR than the combined national budgets of both Cadillac and Oldsmobile. Mike's Submarine Sandwich stores spend more money on WPTR than Campbell Soups. J. M. Field (discount store) spends more money on WPTR than all appliance manufacturers put together. Stewart's Ice Cream stores outspend all dairy products combined.

And so on. With the exception of some cigarets and beers, most national yearly radio expenditures are smaller than those of local advertisers. Keep in mind that these local advertisers appeal to a far more restricted audience in a considerably more restricted geographic area. On the other hand, the national advertisers referred to are major companies whose total ad expenditures in all media in this market are considerably greater than local advertisers — and these are our friends, advertisers who are buying radio, not the P&G's, Lever Bros., etc. which spend virtually nothing in our medium.

New advertisers? Yes, we're attracting them but they're born with the hereditary lakitus budgitus hypertimiditus of their predecessors. And, like their predecessors, their mortality rate will be high or at best their earthly joys will be limited.

Note: Cream of Wheat runs approximately six spots a week in the entire market. Atlas Tires has a \$270 a week, four-week budget for Albany-Schenectady-Troy. DuPont No. 7 L. is investing eight spots a week for six weeks in radio in the Tri-Cities. Archway Cookies, three per week, etc.

Enough self-flagellation. The point is that radio not only needs new advertisers, it needs new advertisers *and* current advertisers willing to invest considerably more money than they now do. This requires a totally new approach — it requires financial equity with other media. Then, and only then, will radio billings explode and, incidentally, will advertisers discover the full impact of properly executed radio advertising. ♦

Aiming for "believable" situations and settings, a regional brewer uses "conversation commercials" to win consumer acceptance via the soft "suds" sell

The Piels' tv spots—

■ A new departure in selling beer has quietly moved into the tv spot picture in eight northeastern markets, via Jimmy Breslin's commercials for Piels beer.

Created by Papert, Koenig, Lois, the one-minute spot campaign features the *New York Herald Tribune* columnist (an actual Piel's imbiber) engaged in "beer drinking situations" and impromptu conversations with notable figures.

"It's a brand new way to merchandise beer and one that we think will be imitated by the other breweries," says PKL's John Brady, account supervisor for Piels.

With little fanfare, the spot campaign has been underway since June, and the commercials are being aired in the following Piels markets: Hartford-New Haven Albany, Binghamton, New York, Syracuse, Lancaster, Philadelphia and Scranton-Wilkes-Barre.

To date, individual commercials have been drawn from filmed conversations with Rocky Marciano (former world's heavyweight champion), Walt Kelly (creator of *Pogo*), Bill Hartack (a leading jockey) and Mickey Spillane (author of the Mike Hammer novels). All are friends of Breslin and all are beer drinkers.

"We thought that beer commercials were unreal, and presented non-beer users and scenes that were not beer situations," states Brady.

"What was missing was 'believability,'" he continues, "and this is what we have tried to get across."

The aim of the campaign, then, is to promote consumer acceptability for the product through "soft sell," natural beer drinking situations where the participants are enjoying "off-the-cuff" conversations.

"We hope that people will see the commercials, like the conversation and be interested in Piels and the way it is presented," Brady says.



Before filming, Jimmy Breslin (l) discusses upcoming conversation with Walt Kelly of *Pogo* far

Initial public reaction has been "highly favorable," according to Anthony Citarella, Piels advertising manager.

Citarella also notes that results of pre-testing were "impressive."

"Surprisingly," he continues, "among the comments to date has been the chief 'complaint' that the spots do not look like commercials. But we consider this to be a big 'plus factor' and an achievement of our 'true situation' approach."

A quick look at the anatomy of the Breslin-Marciano conversation shows why some viewers may not recognize the commercials as such:

The spot opens with a shot of the Piels bottles on the table between the two; the camera then cuts to Breslin, then to Marciano; each is identified by superimposed titles.

They are discussing the legal

point that a boxer's fists, outside the prize ring, are considered lethal weapons for up to five years after he "hangs up his gloves." (If your fists are in your pockets, Breslin asks, are they considered concealed weapons?)

Near the close, Marciano asks about the registry seal on the Piels bottle.

The seal (as the camera shows it close up) indicates "that they really do a day's work at the brewery," Breslin answers. The seal is a coding device that lists the particular brew that the beer has been drawn from.

The other three commercials also end on this note, either spoken by Breslin or as a voice-over.

Briefly, these spots are patterned along lines similar to the conversation with Marciano:

• Bill Hartack discourses about why he dislikes sportswriters. a

a new trend for beer 'sells'?

about horses that never win (like some people, they never give all they have).

- Walt Kelly, intellectual and wit, describes the Congressional record ("the treasury of American humor").

- Mickey Spillane, whose books have sold over 80 million copies, making him one of the world's most widely published authors, talks about police vs. "private eyes" (the police are the ones who solve the cases).

Each of these one-minute commercials has been derived from a half-hour filmed conversation. Interestingly, new spots are being prepared from the wealth of original films, and several commercials per conversation are envisioned. Additionally, other celebrity friends of Breslin will be tapped by the columnist for future commercials. No limitation has been placed on the possible total.

In keeping with the Piels-Papert aim of believability, Breslin was a "natural" for the commercial role.

"He is a unique individual," says *KL's* Brady, "who cuts across all classes and is at ease with figures from all walks of life. He also happens to be a Piels drinker who looks at home with a glass of beer."

In his early 30s, Breslin has amassed a large following via his *Herald Tribune* column (soon to be indicated) and through his former pursuits as a sportswriter and as free-lance contributor to top magazines.

He has won the Meyer Berger award, been nominated for a Pulitzer Prize and is the author of several books.

At the *Tribune*, his curiosity and probing interest in people is reflected in his column: his writings have run the gamut from sociological events to interviews with characters like Marvin the Torch (a professional arsonist) and Fat Thomas the Bookie.



Breslin and Kelly (left, right) prepare for "action" as the camera rolls. Playing the bartender is Ed Herring, a real-life Piels employee. Microphone wires can be seen in the foreground.



Former heavyweight champ Marciano (r), is one of Breslin's friends to take part in commercials



Elliot, Unger & Elliot, commercial production firm, used several cameras for filming the conversations. Here, Steve Elliot uses Piel's to ready the camera for this particular commercial scene.



A huddle between sequences becomes a Piel's break for (left to right) Breslin, PLK's Jim Moore (background), business manager of the tv department, Julian Koenig, Steve Elliot of the Elliot, Unger & Elliot production firm, and Rocky Marciano (back to camera), former heavyweight champ.



Discussing shooting sequences with Breslin is Julian Koenig (right), president of Papert, Koenig, Lois. Koenig is one of few men in the world who drinks Piel's out of an old fashioned glass.

It is this curiosity and interest that Breslin brings to the commercials, where he has virtually been given a free hand.

He selected Marciano, Kelly Hartack and Spillane (all bee drinking acquaintances of the columnist), and the four, out of friendship, agreed to work for scale. Even the bar setting (a famed pub was picked by Breslin, who knows and enjoys the establishment. The choice of sites for upcoming conversations will also be his.

Breslin has been tabbed to bear the brunt of Piel's sales campaign. However, this does not signal the end of the lovable Bert and Harry figures, long associated with Piel beer.

"They are not dead," says Brady emphatically, pointing to three 20 second PKL spots featuring Bert and Harry in "historical approach" messages. These commercials utilize the Piel brothers' voices to highlight the long tradition and high quality behind the Piel product. They were among the agency's first tv spots for Piel's, after PKL won the account in February of this year. Other announcements with the two brothers are planned, and they will continue to be used in promotion.

Additionally, Bert and Harry remain the mainstay of Piel's radio commercials: "Their voices are instantly recognizable and are associated with our product," declares Brady.

Interestingly, Piel's sales during 1964 are substantially ahead of last year's figures. During '63, over 60 million barrels of the product were sold; this year sales are up 11 percent for the first six months. And June was the biggest month in history for package sales of Piel beer.

What of the future?

Brady predicts success for the new "sell" method, and foresees "adoption" of its format by other beer producers.

Spot tv expenditures by Piel this year will at least equal the more than \$1.25 million budget of 1963, according to advertising manager Citarella.

"Although it's too soon to measure results," concludes Citarella, "we think that the new commercials, with their original 'honest' beer approach, will do an excellent job for us." ♦

THE CHANGING SCENE

Push for radio-tv access to courtrooms continues

Voices continue to be heard urging radio-tv access to courtrooms and legislative hearing rooms. Speaking before the American Bar Association last week in New York, Judge J. Skelly Wright of the U.S. District Court of Appeals urged that cameras and microphones be permitted in the nation's highest court.

Judge Wright's suggestion would limit radio-tv coverage to "decision day," normally on Monday, to give the public a chance to become better acquainted with the United States Supreme Court and its procedures.

In Washington, an executive of the National Association of Broadcasters went considerably further. James W. Mansfield, audio-visual manager of NAB's public relations service, called for an end to outmoded and discriminatory bans on broadcast coverage of courtrooms and other public proceedings so radio and tv can "make these events truly public."

Addressing the County Information Congress, Mansfield argued

that the constitutional guarantee of freedom of speech includes not only the right to know but the right to see and hear as well.

"The right to know can no longer be satisfied by the physical presence of a mere handful of those who can crowd into a relatively small courtroom or hearing room."

Mansfield continued: "The industry has demonstrated repeatedly in court tests its ability to cover such proceedings without in any way disrupting or obstructing them."

Citing the various technical advances which have made tv coverage less obtrusive, Mansfield urged repeal of the American Bar Association's Canon 35 which disapproves such coverage.

Mansfield continued, saying the ABA "seeks to justify" Canon 35 on grounds that broadcast coverage might "detract from the essential dignity of the proceedings, distract witnesses in giving testimony, degrade the court."

Nothing could be further from the truth, he said.

Crosley Rejects NAB's Political Spot Waiver

Crosley Broadcasting Corp. is the latest group to say thanks-but-no-thanks to the NAB's waiver of political announcements. John T. Murphy, president of Crosley, said that the company's four WLW-TV stations would treat political announcements as regular commercial announcements.

"Our stations believe we can satisfactorily accommodate the announcement schedules of political candidates in the election this year as we have been able to do in past years," Murphy pointed out. "We do not believe that the stretching of the code or our own Crosley policies would serve to the best interest of our viewers."

'Magic Secret' Seizure Blamed for HC Losses

Stockholders of Helene Curtis Industries, Inc., will not be receiving their customary quarterly dividend. One of the suggested villains in the piece is the Food and Drug Administration's seizure of the firm's heavily advertised Magic Secret wrinkle remover earlier in the year. The complaint against Helene Curtis is still pending in federal district court, Baltimore.

Willard Gidwitz, president of the company, admitted that Helene Curtis had suffered considerable losses because of the FDA action. A budget to promote the wrinkle remover is estimated at \$5 million.

Gidwitz also pointed to the need for upped ad budgets to meet competition as another reason for the fall-off in profits, and large cash needs for Studio Girl, a sales subsidiary. But, despite the current picture, he predicted a substantial year-end profit.

Helene Curtis, along with Co and Hazel Bishop, all found themselves on the receiving ends of FDA seizures. The charge was that their wrinkle removers were "new drugs" did not have proper FDA clearance and were marketed under allegedly false claims.

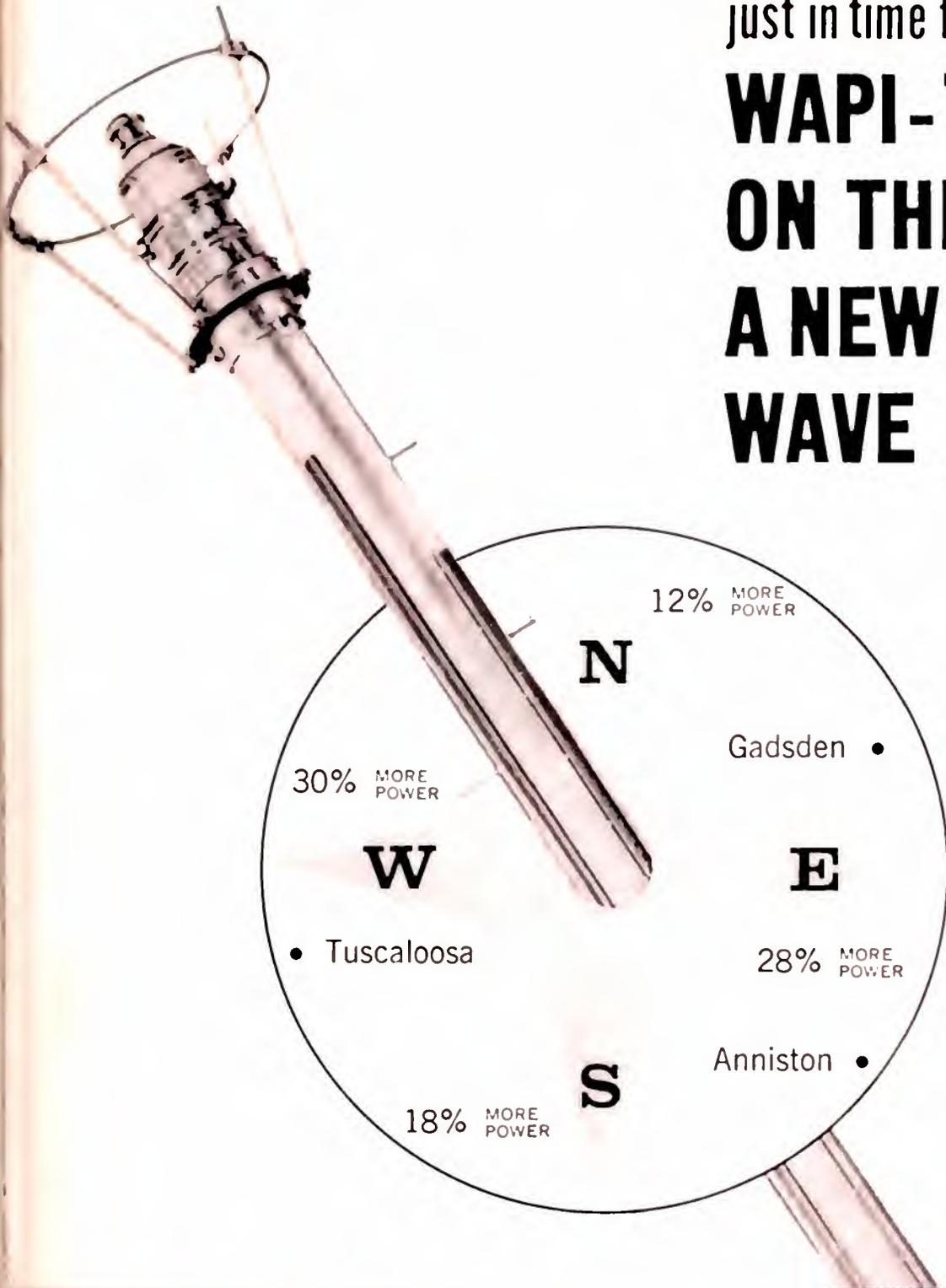
Announcement of the by-pass dividend by Helene Curtis caused its stock to drop to 15 on the New York Stock Exchange, a new low for 1964. High for the year: 42½. High for 1964. High for the year was 42½.

MEDIA PEOPLE PREVIEW FALL SHOW



A series of luncheons and cocktail parties introduced top agency media people to the fall schedule of KCOP-TV Los Angeles. Among those attending (l to r) Bob Colgan, Young & Rubicam; Lynn Diamond, Y&R; Bill Andrews, KCOP; Len Silverfine, Benton & Bowles.

just in time for the new Fall Season
**WAPI-TV IS NOW
 ON THE AIR WITH
 A NEW TRAVELING
 WAVE ANTENNA!!**



INCREASING PICTURE POWER IN EVERY DIRECTION

Especially designed WAPI-TV's new Traveling Wave Antenna assures excellent circularity of signal pattern increasing picture power in every direction. This means much *greater signal strength* in the major metro areas of Anniston, Gadsden, and Tuscaloosa with a total of 71,800 TV homes.

SUPERIOR METRO COVERAGE

A special feature of the Traveling Wave Antenna is null free vertical radiation patterns for *superior close-in reception*.

WAPI-TV
13
BIRMINGHAM



WAPI-TV BIRMINGHAM
 Represented nationally by Harrington, Richter, and Parsons, Inc.



Japanese Act To Curb Radio, Tv Interference

Nippon Hoso Kyokai, the Japanese Broadcasting Corp., is waging all-out war against noise and interference on radio and television. As a result of the efforts of NHK's Receiving Set Division, an estimated 793 thousand families now enjoy better reception.

NHK's premise is that since radio and tv "now play a vital role in our daily lives, noise is also a social problem." It was also pointed out that some cities have launched massive "noiseless" city campaigns in an attempt to improve reception.

Last year alone, NHK installed noise preventing devices on 22,060 radio receivers and 39,620 tv sets. In addition, the firm dispatched repair and advisory teams to remote districts on 14,000 different occasions. It also sponsored 2351 lecture meetings for about 143,450 radio and tv set dealers.

In order to test public awareness of the causes of noise and interference, NHK conducted a survey of 285 communities, with 8850 households participating. The results showed that only 54 percent of those polled knew that electric ap-

pliances caused noise and interference.

As far back as 1954, to check increasing noise and interference, the Japanese government joined forces with NHK, power supply companies, electrical appliance makers and radio-tv dealer associations to form the Noise Prevention Council, which now has 358 branches throughout the country. Aim of the council is to instruct the public on how to prevent interference. Also, the council and other interested organizations are trying to have a law enacted that will call for production of electric appliances and motors with pre-installed noise eliminators.

Networks Report Sales, Changes in Programing

NBC-TV reports daytime sales totaling \$13,500,000 from 37 advertisers in July. The week ending July 24 accounted for \$6 million of this total alone. Orders were placed in every Monday through Friday daytime program in which sponsorship was available, as well as in four Saturday morning shows.

ABC Radio announces business in the third quarter of 1964, with approximately five selling weeks remaining, has already established a new quarterly gross billings rec-

ord. A 32-week order placed by Mars Candy Co. on various *Flair Reports* and news programs has pushed third quarter billings nearly \$100,000 ahead of the completed second quarter. ABC's *News Around the World* and *Breakfast Club* have also attracted substantial business increases, network reports.

CBS-TV, effective Sept. 26, extends its Saturday morning schedule for younger viewers by half an hour, until 1 p.m. (EDT). *Mister Mayor*, starring Bob Keeshan of *Captain Kangaroo* fame, will be broadcast 8 to 9 a.m. *Linus the Lionhearted* replaces *Adventures of Rin Tin Tin* in the 11 to 11:30 time period, while *The Jetsons* follow for half an hour. *My Friend Flicka* (re-broadcasts) returns in the 12:30 to 1 p.m. period.

ABC-TV will schedule a series of special hour-long documentaries latter part of this season and in 1965-66. The series, to be sponsored by 3M Co. through BBDO, is being produced by David L. Wolper Productions, Inc. Topics will range from the career of the late Gen. Douglas MacArthur to a report on men who live on thrills and on to an analysis of "tyrannical teenagers."

NBC-TV presents its fourth showing of the *Project 20* production of "The Real West," Sept. 9 at 9 p.m. (EDT). The program had its premiere March 29, 1961, and has subsequently been the recipient of various awards. As the program's on-camera storyteller, the late Gary Cooper, turned in his last professional performance. Donald B Hyatt was producer-director, Philip Reisman, Jr., wrote the script and Robert Russell Bennett composed and conducted the orchestral score. Sponsor of the Sept. 9 telecast will be Humble Oil & Refining Co through McCann-Erickson, Houston.

ITC Sells 100 Markets

Fourteen new sales of Independent Television Corp.'s *Jungle 10* features brings the market total past 100, company reports. Markets sold include Baltimore, Raleigh, Memphis, Charlotte, Hartford, Shreveport, Topeka, Greensboro, Evansville, Reno, South Bend, Little Rock, Lancaster, Columbus, Ga.

WHITE HOUSE SPONSOR COUP



Participating sponsors in WNBC New York's afternoon "Big Wilson Show" will reap a special benefit Aug. 26 when nearly an hour will be given over to a taped digest of a folk music concert introduced by none other than Lynda Bird Johnson, the President's oldest daughter. She's seen here with show host Wilson (center) and Congressman John M. Murphy (D-N.Y.). NBC Radio flagship bagged Lynda Bird as byproduct of goodwill gesture; WNBC "produced" folk music show in Washington largely at request of White House, helped round up show stars Theodore Bikel, Nancy Ames, et al. WNBC thoughtfully taped the show, later got green light to use it as special event in frame of afternoon schedule. Sponsors of Wilson show include many spot radio blue chips.

Too late to beg for the business

after the schedules start running.

Oh, you may get on the list someday. But the time you really wanted to be well represented was at the hush hush media session that firmed the list for a new, surprise campaign strategy.

You can't usually get invited to agency/client media meetings. But SRDS is there—as a matter of course.

So, with your Service-Ads in SRDS, **YOU ARE THERE** selling by helping people buy.



SRDS

STANDARD RATE & DATA SERVICE, INC.

The National Authority Serving the Media Buying Function
C. Laury Botthoff, President and Publisher

5201 Old Orchard Road, Suite 1600, Yorktown 6-8500
Sales Office: Spokane • New York • Atlanta • Los Angeles

THE CHANGING SCENE

Jesse Zousmer Elected New ABC Vice President

Jesse Zousmer, director of television news for the American Broadcasting Co., has been elected an ABC vice president. Zousmer joined ABC news in November 1963 as director of tv news. Prior to that, he was with CBS for 19 years, becoming co-creator and co-producer of Edward R. Murrow's *Person to Person*. He also co-produced specials for NBC's *Show of the Week* and was active in independent film production.



Jesse Zousmer

Macfadden-Bartell Earns More in 1964 First Half

Record sales and improved earnings for the first half of 1964 were reported for Macfadden - Bartell Corp. Net sales and revenues were up 25 percent over the first six months of 1963. Profits were up 36 percent; earnings were 50 cents per share.

Lec B. Bartell, president, attributed much of the company's gains to broad acceptance of magazine, paperback and broadcast operations. Latter includes radio stations WADO New York, WOKY Milwaukee, KCBO San Diego, plus Telecuracao and Telcaruba, Netherlands Antilles.

Network Tv Program Plans Continue to Unfold

ABC-TV resumes broadcasting for the second season its *Science All-Stars* Jan. 10. The program spotlights America's science-minded teenagers demonstrating their own inventions and experiments, and will be sponsored by Honeywell, Inc., through BBDO.

The Jack Benny Show returns to NBC-TV Sept. 25 under sponsorship of State Farm Insurance Companies, through Needham, Louis & Brorby, and by Miles La-

boratories through Jack Tinker & Partners.

NBC also announced complete sponsorship of the colorcast of Macy's Thanksgiving Day Parade on the tv net by Mars, Inc., the Vick Chemical Div. of Richardson-Merrell, Inc., and the Procter & Gamble Co.

Meet the Press, also on NBC-TV, will be sponsored on alternate Sundays by Consolidated Cigar Corp., through Compton Advertising. The program is telecast Sundays.

Media Gear for Convention Coverage and Elections

Further plans have been announced concerning the Democratic Convention, a report is in covering tv viewership of the Republican Convention and a network's efforts to forecast the presidential election are revealed.

Radio Press International, global voice news agency, will provide its subscribers with coverage of the Democratic Convention which starts today (Aug. 24) at Atlantic City, N. J. About 20 RPI staffers will be involved in reporting convention happenings in as many as 20 live transmissions of 3½ minute news interpretations and interviews per day. Bill Scott, director of news for RPI, will coordinate the news operation. With him will be Wash-

ington Bureau chief Herb Brubaker and New York Bureau chief Victor Jay. RPI members are located in the United States, Canada, Australia, Africa and Asia.

From the other side of the continent, audience estimates for the four days of telecasts from the 1964 Republican Convention in San Francisco (July 13-16) were released by the A. C. Nielsen Co. These report a total national tv audience of 43 million homes tuned to the convention proceedings. Daily convention audiences ranged from a high of 34.8 million on Wednesday, July 15, to a low of 29.8 million on Thursday, the final day. Although the convention was telecast for a total of 36 hours, nearly ten million tv homes were tuned in during the average minute of the proceedings, Nielsen estimates.

ABC, in an effort to scoop its rivals in the race to predict the winner of this year's presidential race, has commissioned Dr. Jack Moshman, mathematician and a vice president of CEIR, Inc., to produce an accurate forecast on the basis of early returns, using an electronic model properly programmed. Working with Moshman will be a team of mathematicians, statisticians, research analysts and computer programmers. Mathematical and statistical methods, as well as computer programs, are all closely guarded secrets.

AUGUST SNOWBALLS MENACE PHOENIX



A real snowball fight erupted in 102-degree August heat as Sealtest introduced its products to the Phoenix area. Some 13,000 young citizens received free ice cream, threw snowballs and saw KPHO-TV personalities. Entry into the market marks Sealtest's first distribution west of the Rockies. Company's new Checkerboard ice cream is slated for local tv promotion in 94 markets, featuring 20-second spots in prime time. N. W. Ayer & Son is the agency.

the area -

ktal★tv

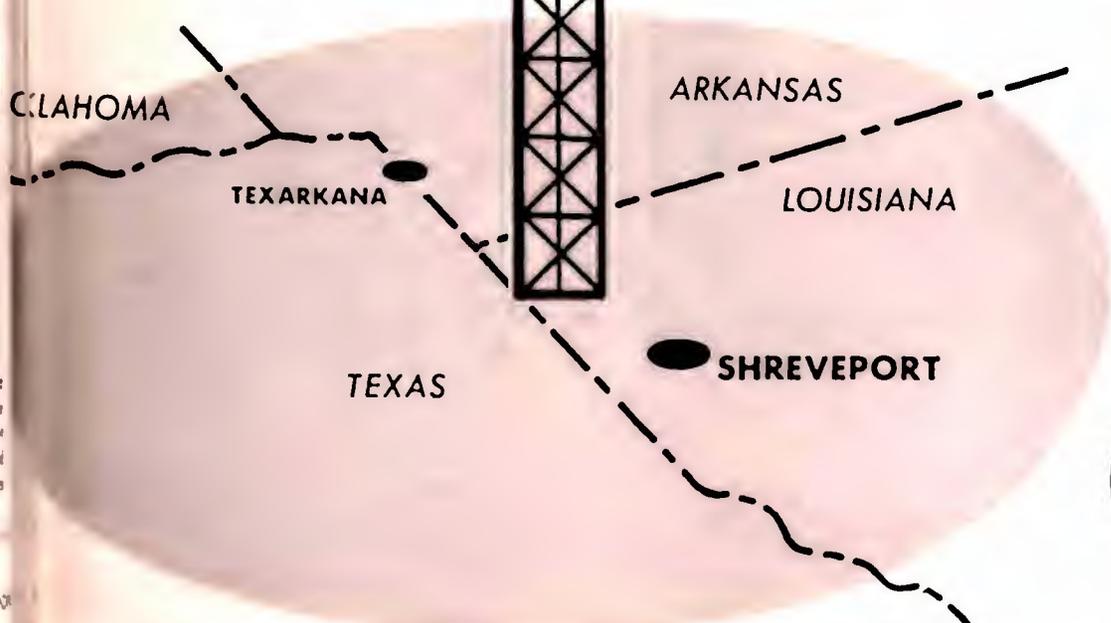
WIDE STATION

Channel 6 is the coverage station. It covers not only the oil-rich Shreveport-Texarkana region, but reaches way out beyond the metropolitan areas, deep into east Texas, Southern Arkansas and Southeastern Oklahoma.

KTAL is the dominant station covering a population of 1,188,491 with retail sales of well over a thousand million dollars.

Ask Blair about new fall NBC and local KTAL programming, which will make Channel 6 even more dominant!

SHREVEPORT and TEXARKANA



ktal★tv

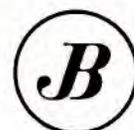
Channel 6 For SHREVEPORT-TEXARKANA

Walter E. Hussman
President



James S. Dugan
General Manager

Fred Watkins
Sales Director



BLAIR TELEVISION

BTA

**Media Sales Include Tv;
Two UHF Stations Reopen**

Among recent broadcast developments are the sales of an AM radio station, a UHF tv operation, a Muzak franchise and the reactivation of another UHF station.

WALL Middletown, N. Y., has been purchased by the Strauss Broadcasting Group, owner of WMCA New York and Radio Press International, from the Community Broadcasting Corp., subject to FCC approval. Sale price for the Orange County fulltimer was in excess of \$500,000. Blackburn & Co. was the broker.

The Cedar Rapids (Iowa) Muzak system was bought by the WMT Stations from the Kelly Brothers of Sioux City for an undisclosed amount through Blackburn & Co.

D. H. Overmyer Communications Co. filed an application with the FCC for transfer of the construction permit for UHF channel 36, WATL-TV Atlanta, Ga., from Robert W. Rounsaville. The station went on the air October, 1954, as WQXI-TV, later becoming WATL-TV. It ceased operation in May, 1955. There is one other UHF in the market, educational channel 30. Previously, OCC filed



Robert Adams

an application for UHF channel 79, Toledo, Ohio. Recently, two of the three original applicants for the channel — Producers, Inc. and WWLP Springfield, Mass. — withdrew their applications. Robert F. Adams, executive vice president of OCC, announced that the company will explore other ownership possibilities in radio and tv, particularly in CATV, UHF and pay tv.

Channel 14 WJZB Worcester plans a "reopening" this fall. Station, which originally operated as WWOR-TV, operated from 1953 to 1955 before going dark. Springfield Television purchased it in 1958 from Salisbury Broadcasting, and returned it to the air with five-hour-per-day programming. WJZB will this year get a new lease on life. Schedule will be extended to seven hours daily.

**Advertising Developments
Portend Radio-Tv Usage**

Lux Liquid with dermasil is being introduced with "powerful" advertising support by Lever Brothers Co. on seven network tv programs and spot schedules in leading mar-

kets, as well as in magazines. The network programs are *Bing Crosby Show*, *Ed Sullivan*, *Candid Camera* and *The Lucy Show*, all at night. Daytime programs are *House Party*, *Love of Life* and *Concentration*.

Brooklyn Cheese Co. is promoting its products — 4C grated parmesan cheese, Redi Flavored bread crumbs and spare rib sauce — through a saturation schedule of spots on New York area radio stations WPAT - AM - FM, WHN, WMCA, WINS and WVNJ.

Anheuser - Busch announced completion of the marketing plan for Michelob bottled beer, under which national distribution has been achieved. Michelob will soon have its own sales, advertising and merchandising managers as well as advertising agency.

Campbell Soup Co. will have a unique in-store display promotion to boost sales of V-8 cocktail vegetable juice during the holiday season. Supporting this promotion will be an intensive four-week radio campaign featuring an original "madrigal" commercial designed for the holiday season. A heavy schedule of V-8 radio commercials will be aired throughout the year on the ABC, NBC and CBS networks. Additional local radio schedules are expected to appear in selected major markets.

On the bean front, Campbell's will offer a "pro league football" kit (football, kicking tee, inflating pump and needle) at a discount with labels from two of firm's four beans products. Radio commercials featuring the products are regularly heard on the four major networks. Local spots will also be scheduled during the November promotional period in selected major markets.

Dutch Masters Cigars plans a nationwide promotion along with its sponsorship of *NFL Scoreboard*, which premieres on CBS-TV Sept. 13. Company will offer a free 64-page NFL Flip-up/Line-up Football book with a purchase.

As expected during a presidential election year, the Republican and Democratic National Committees have each purchased time on nationwide television. CBS reports that ten five-minute daytime and like number of five-minute nighttime political broadcasts were purchased during the period of Sept. 14 to Nov. 2, inclusive.

NOTED CARTOONIST TURNS TO TV



John Chase has joined the WDSU-TV New Orleans staff in what is claimed to be the first time the work of an editorial cartoonist will appear daily on a television station. Chase is shown applying the finishing touches to one of his "Little Man" drawings, which for years have been mainstays of New Orleans newspapers, most recently in the "States-Item."

RCA Consumer Products Appoints to New Posts

Major appointments in consumer products, RCA, have been announced. Delbert L. Mills assumes the new position of vice president, consumer products and positions of board chairman of RCA Sales Corp. and RCA Victor Distributing Corp., posts previously held by W. Walter



Delbert Mills

Watts, group executive vice president. Watts will be responsible for the home instruments division and parts and accessories operation.

Raymond W. Saxon, formerly president of the RCA sales corporation, assumes Mills' previous post



Raymond Saxon



Bryce Durant

as division vice president and general manager, RCA Victor home instruments division, and vice chairman, RCA Sales Corp.

Bryce S. Durant, vice president, product planning and development, now becomes president of RCA Sales Corp.

General Artists Corp. Earnings on the Rise

The profit picture is brighter for General Artists Corp. with announcement that the firm earned \$60,828 during the first 28 weeks of 1964 as contrasted with a loss of \$283,583 during the same period of 1963.

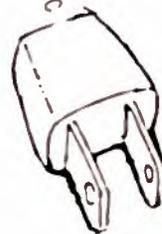
GAC board chairman Lawrence Barnett said that un-audited gross revenues for the period were \$2,118,594, compared with \$1,814,020 the previous year. The boost is also reflected in GAC's stock. Earnings per share are now 11 cents against a loss per share of 63 cents for 1963.



Think **BIG**, if you sell appliances. Think of the big 34 county market surrounding Portland, Oregon, where folks buy \$106 million worth of furniture and appliances a year. **KOIN-TV** is the only station that gives you coverage in all 34 counties. If you want to be a BIG Oregon operator, buy the big influence station — **KOIN-TV**.



REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.



REFERENCES: Sales Management Survey of Buying Power, June 1964; NCS 1961

Florida's McClellan Agency Joins Int'l Ad Network

McClellan & Associates, Inc., Winter Park, Fla., has been voted membership in the Affiliated Advertising Agencies International. AAI has agencies in 45 major U.S. and Canadian markets, as well as in 14 foreign countries.



M. McClellan

According to agency president Malcolm W. McClellan, AAI network affiliation will make available to clients extended services, such as "grass roots" market data in any major domestic or foreign area, market research projects, media data and recommendations. It also places and checks local advertising, he adds, assists clients in securing local distribution of products, and executes public relations functions in various countries.

NBC Movies Stress Color; Three Buy in Prime Time

NBC's offerings on *Wednesday Night at the Movies*, which debuts Sept. 16, will include 28 films — most in color — and two "Project 120" feature-length color movies produced especially for television by Universal-Tv. First film, "To Catch a Thief," is included in *Variety's* list as an "all time grosser."

Mead Johnson and Co. and Glen-



Karl LaBorie of Young and Rubicam enjoys a Roman feast in Los Angeles with his wife, Gloria. He was winner of KHJ-TV's "Gladiator" contest, and was chauffeured from his home to the restaurant by limousine. New York winner was Jim LaMarca of Ted Bates.

brook Laboratories, a division of Sterling Drug, have each bought sponsorship in six NBC-TV prime-time programs for the coming season. Buying time in nine such shows is General Cigar Co. through Young & Rubicam. Ogilvy, Benson & Mather is Mead Johnson's agency; Cunningham & Walsh, Glenbrook's.

CBS Premieres 'Reporter' September 25, 10 to 11

Conceived by author-playwright Jerome Weidman, *The Reporter*, full-hour dramatic series about a young newspaperman, debuts on CBS-TV Sept. 25 (10-11 p.m. EDT). Star of the series is Harry Guardino; producer is Keefe Braselle. Sponsorship will be shared by American Tobacco Co., through BBDO, and Alberto Culver, through Compton.

Eleven Buy Four Star Tv Features; Total Now 20

Since announcement of its release for television of *Spectacular Showcase*, 11 additional stations have bought the feature tv films from Four Star Distribution Corp.

Two documentary features, although not part of *Showcase*, are being offered with the series. They are *The Titan*, the story of Michelangelo narrated by Frederic March,

and *Over There ('14-'18)*, feature World War I picture with original films taken from the French Archives.

Newest buyers of *Showcase* are in New Orleans, Dallas-Fort Worth, Detroit, Pittsburgh, Daytona Beach, Honolulu, Grand Rapids, Tulsa, Buffalo, Albany and Providence. Fourteen of the 15 feature films are in color.

BELIEVE IT OR NOT



John Arthur, president of Ripley's Believe It or Not, and John P. Fields, president of Creative Marketing & Communications Corp. make deal for production and syndication of one-minute radio vignettes. This is the first time Believe It or Not featurettes have been adapted for radio use, and CMCC's first venture into program production and syndication.

WRCB-TV
 CHATTANOOGA
 dominant in the dynamo of dixie
A Rust Craft Station

Gobel to Spark ABC-TV's Dem Convention Coverage

Comedian George Gobel will provide his own humor in daily on-air appearances in connection with ABC-TV's coverage of the Democratic convention in Atlantic City.

Gobel will: host and narrate ABC's pre-convention special, *George Gobel, a Man Who...* Thursday preceding the convention (Aug. 20); participate in an hour-long "Politics '64" special report the eve of the convention (Aug. 23); appear several times each convention day to give observations on the political scene.

These appearances will not be related to Gobel's role as "commercial commentator" for Xerox Corp., partial sponsor of ABC's television coverage.

Myrnalene' Comedy On NBC-TV Sept. 20

Myrnalene, a comedy telecast created by Peter Tewksbury and James Leighton and starring Aldo Ray and Ann B. Davis, will be telecast over NBC Sept. 20, 7-7:30 p.m. (EDT). It will be seen in the time-spot previously filled by *The Bill Dana Show*, which starts its season on the same date from 8:30-9 p.m.

ABC-Paramount Boosts Quarterly Dividend Rate

American Broadcasting - Paramount Theatres, Inc., is boosting its quarterly dividend rate by 40 percent. Leonard H. Goldenson, president of the company, has announced that the Board of Directors increased the regular quarterly cash dividend to 35 cents a share payable September 15, 1964, to holders of record on August 21, 1964. The previous regular quarterly dividend was 25 cents a share.

The ABC-Paramount board also decided not to declare a stock dividend in 1964. In the previous year, a two percent stock dividend was declared.

20 Take East/West Side

East Side West Side, one hour dramatic series syndicated by United Artists Television, has been sold in 20 markets to date. New sales are WHYN-TV Springfield,

Mass., WFMJ-TV Youngstown, Ohio, WIAE-TV Pittsburgh and KTVU San Francisco.

Petry Adds Dallas Space

The Dallas office of Edward Petry & Co. has been expanded by 50 percent as a result of new space rental in the representative firm's present building at 211 North Frvay Street, according to Martin L. Nieman, Petry's executive vice president.

15th TelePrompTer CATV Serves Horseheads, N.Y.

TelePrompTer Corp. announced the acquisition of its fifteenth community antenna television system, serving 2000 subscribers in Horseheads, N.Y.

Company's geographical dispersion of systems extends "from Horseheads to Honolulu," Irving B. Kahir, president, points out. TelePrompTer systems now have a reported 48,000 subscribers, for an estimated 175,000 viewers.

HOW TO SUCCEED IN THE QUAD-CITIES BUY WHBF-TV CHANNEL 4

NOW IN ITS 15th SMASH SEASON!

In the Quad-Cities (Rock Island, Moline East Moline and Davenport, Iowa) WHBF continues to attract top ratings with CBS success and plenty of local savings. What will be a smash success in the Quad-Cities? Call Al H... or Valerie Corken, WHBF Television Board. Rock Island, Iowa. You are bound to get great reviews.

3M's Madden: Video Tape No Longer Experimental

"Up to 90 percent of daytime network tv program transmissions — up to 65 percent of prime time network program transmissions — utilize video tape in some way," William H. Madden, video tape sales manager of the 3M Co., told the Houston Advertising Club as part of the firm's new, all-out campaign to get advertisers and agencies on the tape bandwagon. (See SPONSOR, Aug. 10, p. 19).

Emphasizing local commercial production via tape, Madden told the ad men, "Video tape doesn't pretend to be the scientific hypnosis of live television, but it does have the look of live broadcasting . . . [and] is the sophisticated method of television advertising."

Madden pointed out that video tape is just seven years old, arguing that its image as "an experimental, slightly imperfect tool of television is almost over." Most of the bugs are out, he said, and "the glow of video tape's 'promise of springtime' is returning to the medium.

SAN FRANCISCO CHEER



A post-GOP convention cocktail party hosted by KRON-TV attracted more than 300 NBC employees, San Francisco admen and station personnel. Among those present were (l to r) NBC's Nancy Dickerson, Sen. John Tower (R-Tex.) and Dr. John Edwards, San Francisco State College professor and member of KRON-TV's "Colloquy" panel.

"Even the trained eye finds it hard to find a difference between the live and taped telecast," he argued.

Still hammering the tape theme on the local level, Madden said that production of local advertising has grown to be an increasingly important part of the over-all television

picture. He cited figures which show that local advertising, which represents 18 percent of total tv time sales, has grown by almost 300 percent in ten years to reach a level of \$331 million.

Canadian Tv Spending Up Fifteen Percent in May

Tv advertising expenditures in Canada continue on the upswing. Latest figures released by the Television Bureau of Canada show that spending jumped 15 percent in May, 1964, over the previous year. May tv expenditures totaled \$6,594,508 as compared with \$5,752,399 in 1963.

Most impressive percentage gain was recorded by the apparel and financial-insurance categories with 74 percent over May of last year. Automotive was up 22 percent, food and food products up 32 percent.

Declines include laundry soap, detergents and household supplies (down 11 percent).

P&G Has Record Earnings

Record sales and earnings for the fiscal year ended June 30 were announced by the Procter & Gamble Co. Net sales increased 16 percent over the previous year's total, while earnings were up 13 percent. In their annual letter to stockholders, chairman Neil McElroy and president Howard Morgens said that 1963-64 was the 12th consecutive year in which P&G's sales and profits showed an increase.

Trans-Lux Reports Gain In First-Half Net Income

A slight increase in profits has been posted by Trans-Lux for the first six months of 1964. Unaudited net income, after taxes, totaled \$269,678 (38 cents per share) for the period ending June 30 as compared with \$250,969 (35 cents per share) the previous year.

Percival E. Furber, chairman, said that although profits continue to be affected by non-recurring introductory expenses in connection with its new "900" Series tick projection equipment, gross revenues of the company's communications services were slightly above those of the prior years.

In addition to theaters and other

TEN YEARS IN UHF MAKE ALL HAPPY



Executives of Merck & Co., Rahway, N. J., WBOC-TV Salisbury, Md. and the Delmarva poultry industry examine a contract signed by Merck and the tv station ten years ago advertising poultry health and nutritional products on the daily 10-minute Carrol Long poultry market show. From left, Fred Bartenstein, Jr., administrative vice president of Merck; Long; James Twine, Merck salesman; Charles J. Truitt (seated), WBOC-TV general manager; Edward Covell, president of Delmarva Poultry Industry, Inc., and H. George Wolfe, advertising manager of Merck chemical division. Merck was the Ch. 16 station's first sponsor, and has participated in over 2000 shows since 1954.

CHERRY FESTIVAL BOOSTS TOURISM



John F. Bonsib, president of Fort Wayne ad agency bearing his name, and Carrol Somers, executive secretary of the National Cherry Festival, flank festival guest De De Wilkerson, Sungoddess of the Festival of States, St. Petersburg, Fla. Bonsib's client, Peter Eckrich & Sons, Ft. Wayne, Ind., meat specialty house, sponsored hour-long telecast of festival, an annual event in Traverse City, Mich.

interests, Trans-Lux is also a syndicator and producer of tv films.

Roland J. Kalb Forms New Management Firm

Roland J. Kalb announced the formation of his own management consultant firm to specialize in serving consumer electronic companies in product planning, design, manufacture, marketing and private label operations.

He has resigned as group vice president of the Jerrold Corp. and vice president and general manager of Pilot Radio Corp. Milton J. Shapp, Jerrold president and board chairman, disclosed that Pilot will be among Kalb's clients. Kalb joined Pilot as vice president and general manager in August, 1962.

'Letters from Vietnam' on ABC-TV September 10

'Letters from Vietnam', a one-hour special about the U. S. commitment in Vietnam, as seen through the experience of a young American helicopter pilot there, will be presented over ABC-TV Sept. 10 (9:30-10:30 p.m. EDT).

The program is the first in a series of specials, called *The Daring American*, sponsored by Purex Corp. The second is *Mission to Malaya*, a film about two U.S. Peace Corps nurses.

Executive producer of *Letters from Vietnam* is Robert Drew. Program was produced by Gregory Shuker. Agency for Purex is Edward H. Weiss.

NAB Survey Says Crime Shows Are on Increase

Scoring what it called the "greatest amount of crime and brutality ever covered in a single week's study of any mass medium of communication in any city in the world," the National Assn. for Better Radio and Television has released a survey of crime programs televised by the seven Los Angeles VHF stations during the week of June 21.

The survey was released in the wake of the Dodd Committee hearings on tv violence (see SPONSOR, Aug. 3, p. 4).

According to the survey, the seven Los Angeles stations ran a total of 192 hours of crime programs—an increase of 20 percent over the total presented by the same stations during a survey made in June, 1958. The association also points out that it is up 90 percent over a similar survey taken 12 years ago.

The survey also indicated that

more than two-thirds of the crime shows were broadcast before 10 p.m. during hours "when tv audiences are largely composed of children."

The term "crime program" as defined by the association, refers to "program in which the commission of crime is a major theme."

Forker Dies in Cleveland

Robert B. Forker, 58, sales manager of WGAR-AM-FM Cleveland for the past 11 years, died recently in Cleveland. Before joining WGAR in 1942, Mr. Forker was classified advertising manager for newspapers in Steubenville and Mansfield, Ohio.

Education Groups Protest Copyright Legislation

Representatives of 25 educational organizations are up in arms at proposed copyright legislation now under study by the Congress — among other reasons, because they say the bill equates educational broadcasting with commercial in use of copyrighted material.

Bone of contention is the absence in the present act of a provision which in the past has allowed non-profit educational groups to make use of non-dramatic materials, even though copyrighted. This, they argue, would hamper teachers since they would not be able to use many historical, poetic, literary and musical works in their classrooms.

The organizations represented at the New York meeting include private, public and parochial schools and educational radio and tv broadcasters.

THE CHANGING SCENE

CBS Washington TV News Bureau Moves

The CBS television stations' Washington news bureau has moved to 2020 M Street N.W., Washington, D.C. 20036. Headquartered in the office will be John Hart, bureau manager-correspondent, Ivan Scott, news correspondent, Mary Worth Warren, administrative assistant, plus camera and sound crews and a film expeditor.

The bureau serves CBS owned tv stations WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Big Syn Sales for Desilu

Major market sales on *The Untouchables*, *Greatest Show on Earth*, *Three for the Money*, *Fractured Flickers* and other syndicated programs have been announced by Desilu Sales, Inc.

Untouchables was sold to All-Ore Construction Co., through AOA Advertising Agency, Portland, for airing in Portland, Eugene and Medford, Ore., and to six additional stations.

Greatest Show on Earth was sold

in five markets, two of the stations—WREX Rockford, Ill., and WJXT Jacksonville, Fla.—buying it for colorcasting. Three sales were made of *Fractured Flickers*, while eight stations bought *Three for the Money*.

Marc Brown Expands Into Film, Tv, Stage Production

Marc Brown, president of Marc Brown Associates, has announced the formation of Marc Brown Enterprises with William Gibbs as president. Gibbs previously was vice president in charge of production for J. Walter Thompson, New York.



William Gibbs

Marc Brown Associates will continue to operate in the music business while the new company, located at 8 East 48 Street, New York, will concentrate on television programs, motion picture films and Broadway plays.

MGM Sells \$250,000 In Feature, Cartoon Films

More than a quarter-million dollars in new transactions — most of them involving feature films —

were reported by MGM-TV syndicated sales. Features involve pre-'48's to four stations and releases of the '60's to 12.

Series deals included *Zero One* to KOIN-TV Portland, Ore., and WFMJ-TV Youngstown, Ohio and *National Velvet* to CKVR-TV Barric, Ont. MGM cartoons were sold to three stations, Pete Smith Specialties to one.

Fremantle Tv in Australia

Three new tv stations in Australia have purchased 22 series and 10 specials distributed by Fremantle International, Inc., New York. Series sold include *Peter Gunn*, *DuPont Theatre*, *Dr. Hudson's Secret Journal*, *Mr. and Mrs. North*. Specials include *Victor Borge*, *Floyd Patterson Story*, *Naked Sea*.

50 Stations on WMAL's Redskin 19-Game Network

Fifty radio stations in a seven state Southeastern territory have joined the Washington Redskin radio network to be originated by WMAL Washington, D.C. All 19 games this season will be broadcast by Steve Gilmartin and Chuck Drzenovich. Additional radio markets are still being added which may bring the total to a 15-year record high, WMAL's management says.

Recent trades have added new football talent to the Redskins, and have reportedly helped to create new interest in the team.

Maine AM Sale Revealed

The sale of WSJR Madawask, Maine, by St. Croix Broadcasting Co. to Vaughn Currier, Fort Ken Maine, has been announced. Sale price was \$25,000. Hamilton-Land & Associates handled negotiations.

'Men in Crisis' to Utilities

New sales by Wolper Television Sales, Inc., include 11 additional markets for *Men in Crisis*, new first run series narrated by Edmor O'Brien and produced by David I. Wolper Productions. Half-hour documentaries were sold for first starting dates to two regional sponsors — Pacific Gas and Electric Co. of California and Montar Power Co.

CARE AND FEEDING OF ADMEN



WBAP-TV Fort Worth's traveling "Road Show" provided St. Louis admen with an education on the Dallas-Fort Worth market, including the station's facilities and its position on the candelabra tower. Show here (from left) are A. K. Knippenberg, Peters, Griffin & Woodward; Oscar Norling, Gardner Advertising; Jack Rogers, WBAP-TV; Donna Parks, PGW.

Hugh Ben Larue Heads Media Brokerage Firm

Larue & Associates, Inc., has been formed to specialize in the sale of radio, television stations and



Hugh Ben Larue

CATV systems, announced Hugh Ben Larue, who will head the firm.

Larue has been general sales manager of WINS New York, vice president in charge of sales at

WALA Honolulu, general manager of KTVR-TV Denver and part owner of KTIK Pendleton, Ore.

Headquarters of the firm will be 440 E. 62nd St., New York.

Diet Pepsi on N. Y. Radio; AF Toy Contest Uses Tv

An extensive radio spot campaign using prominent local personalities has reportedly kicked off Diet Pepsi's campaign of introducing the sugar-free soft drink in 12-ounce cans to the New York area. Stations used for the commercial

are WABC, WJIN, WNFV-AM-FM, WNBC-AM-FM, WMCA and WINS.

Six grand prizes of fully equipped 1965 Ford station wagons, each filled with toys manufactured by the Kenner Products Co., plus 12,500 other prizes, will be given away in General Foods Post Div. sweepstakes. Beginning latter part of this month, Post will promote the sweepstakes with a television campaign of more than 9000 announcements. Network shows carrying the commercial will include *Bugs Bunny*, *Ruff n' Reddy*, *Rin Tin Tin* and *Allakazam*.

Film Sales Include ETV As Well as Sponsored Tv

KWSC-TV, Washington State University, Pullman, has signed for two Christmas tv specials in addition to *En France*, Seven Arts' series of 26 half-hour French language programs starring Dawn Addams. Firm reports this series is now telecast in 75 United States markets.

Four Star Distribution Corp. reports its comedy series, *Ensign O'Toole*, has been purchased in 21 markets since it was offered into syndication for a fall 1964 start. Three of the buyers are ABC stations — KABC-TV Los Ange-

NBC AIDS D.C. ETV



The National Broadcasting Co has contributed \$100,000 to WETA-TV Washington, D.C., UHF educational station, to be applied toward station facilities improvement. Joseph Goodfellow (l), vice president and general manager of NBC's Washington stations, WRC-AM-FM-TV, presented the check to Max M. Kampelman, chairman of the WETA board

les, WBKB-TV Chicago and WXYZ-TV Detroit. The series consists of 32 half-hour episodes.

Official Films' *Biography* series (I and II) have been combined into *Biography 65* (so named because there are 65 half-hour shows dealing with famous personages in the package). Combined series has sold in 20 markets, including New York, Houston, Omaha, Milwaukee, San Diego, Denver and Sacramento.

UA-TV International has recorded sales in 20 countries for *Hollywood and the Stars*, the Wolper half-hour documentary series based upon the movie capitol and stars. Series has been sold in Asia, Europe, South America and Australia.

Golf Show Sets Record On 185 Tv Stations

A total of 185 stations covering all major markets and an estimated 97 percent of the nation carried the weekend telecasts of the Western Open golf tournament from Chicago. Sports Network, Inc., announced. It was the largest number of stations lined up by SNI for a live show in the web's history. The previous golf record was coverage of the recent Cleveland Open by 157 stations. R. J. Reynolds and Goodyear were the sponsors.

N. Y. AGENCY MOVES TO NEW BUILDING



Jack Cairns, chairman, Chirurg & Cairns, Inc. (seated, 2nd from right), shakes hands with Sam Rudin, president, Rudin Management Co., after signing a lease that will enable the ad agency to move into the new Saturday Evening Post Building. Looking on are (seated l) Gilbert E. French, treasurer C&C, and (seated r) Lewis Rudin, vice president Rudin. Standing: L. Rivkin, attorney, and Joseph Grotto, real estate broker. C&C has leased space on the 11th and 12th floors of the 32-story building at 54th Street and Lexington Avenue, New York, and expects to move in by Dec. 1.

SPONSOR SPOTLIGHT

ADVERTISERS

William Schlabach, appointed advertising and merchandising manager of Seabrook Farms Co., Carlstadt, N.J. He had been supervisor of advertising and sales promotion for the Nestle Co.

Curtiss C. Grove appointed to the new post of director, corporate market research at Bell & Howell. He previously headed his own marketing research and counseling firm in Dallas.

Ormand M. Hessler and John B. Hunter, Jr., named general manager of sales and marketing and director of marketing services at B. F. Goodrich Footwear Co. Hessler has been with the company since 1946, most recently as manager of marketing services.

Walter L. Susong, manager of the contractual department of Coca-Cola Co., elected vice president.

Wesley P. Gardner appointed advertising manager of Thermador, Los Angeles.

Donald L. Bryant named president of Miles Products Div., succeeding O. G. Kennedy. Bryant has been executive vice president of the division since joining the firm in May 1963.

Martin J. Mann appointed product manager in the household products division of Lever Bros. Co. Previously, he worked at Max Factor & Co. and the Purex Corp.



Donald Bryant



Martin Mann

Sidney Brandt appointed general manager of Pilot Radio Corp. He had been vice president of sales and operations for MGM Records and regional manager for Magnavox.

Eric C. Lee appointed eastern regional manager of audio-visual sales, Bell & Howell Photo Sales Co.

Franklin J. St. Germain appointed sales promotion manager for the Prestolite Co., Toledo. He previously handled private and associated brand advertising and sales promotion at Cooper Tire and Rubber Co.

Wayne Rash, manager of market research, communications products department, General Electric Co., Lynchburg, Va., named chairman of the Electronic Industries Assn.'s industrial electronics marketing services committee.

Dante Bonardi and Andrew Brain named to posts of advertising managers at National Biscuit Co. Bonardi, previously an account executive with D'Arcy, will be responsible for cookie and cracker brand advertising. Brain was an assistant ad manager and will be responsible for food service advertising.

William M. McCardell named marketing manager of Humble Oil's central region. He has been with Humble since 1949.

AGENCIES

Frank Grady named media director of the Chicago office of Young & Rubicam; he has been with the agency 23 years.

Jose Agustin Acevedo appointed executive vice president and general manager of the San Juan office of Robert Otto & Co., Puerto Rico. He worked 10 years as chief copy writer and account executive with McCann Erickson in its San Juan office.



Sidney Brandt



Eric L.

Arthur Bellaire, a vice president and member of the board of Batterton, Durstine & Osborn, Inc will move to BBDO's San Francisco office as creative director.

Julian J. Linde, formerly contractor for CBS-TV, joined the business affairs unit in Young & Rubicam's radio-tv department in New York.

Ramsey G. Perry promoted account executive at Kal, Elich & Merrick, Washington, D.C.

James J. Stack was named an associate media director at the Los Angeles office of the McCann Erickson agency.

Paul B. Ricks appointed director of marketing for Kuttner, Kuttner, Chicago. He was director of advertising, Kiekhaefer Corp. Fond du Lac, Wis., a Brunswick Corp. manufacturing subsidiary.

William A. Crowther joined Lenon & Newell as a vice president of the copy department. He had been vice president and creative director of Wilson, Haight & Welch.

Michael Barnett joined Grey Advertising, New York, as vice president and creative supervisor. He had been a vice president and co-director at Doherty, Clifford Steers & Shenfield.



William Crowther



Michael Barnett



Don A. Reed



Richard L. Cullen

Don A. Reed and **Richard L. Cullen** named vice presidents of Leo Burnett Co. Reed is an account supervisor. Cullen now supervises the Republican National Committee account.

TIME/Buying and Selling

Jack Burke named salesman in the Chicago office of Metro Radio Sales. Since 1962, Burke was sales manager WBBM-AM-FM Chicago.

TV MEDIA

Paul Murray, **Rich Newman** and **Don Hillman** named sales manager, account executive and program director, respectively, at KAIL-TV Fresno.

Harry Zvi Shoubin named program manager of WNEW-TV New York. He was in various executive capacities with Triangle Broadcasting from 1962 to 1964.

Jim Spencer appointed national sales manager of KATU Portland, Ore. He was in a similar position at ONA-TV Honolulu 10 years.

Gary Heisinger appointed account executive for KERO-TV Bakersfield, Calif. During the past year he has been a salesman at KARM-AM-FM Fresno.



Jack Burke



Jim Spencer



Gary Heisinger



Richard R. Ferry, Jr.



Eugene H. Alnwick



James McElroy

Alexander M. Tanger, **Robert B. Cheyne**, **John M. Day** and **Joseph Levine** named senior vice president, vice president-station relations director, vice president-director of news and public affairs, and director of television programs at WHDH, Inc., Boston.

RADIO MEDIA

Eugene H. Alnwick and **James McElroy** named market development manager and midwest sales manager of the Mutual Broadcasting System. Alnwick had been midwest sales manager and McElroy an account executive.

Thomas E. Dillahunty named corporate vice president of KADY-KADI St. Louis. He had been an executive at KVIL-AM-FM and WRR-AM-FM Dallas as well as at KOSY Texarkana, Ark.

Robert E. Henabery appointed general executive for the program department of WCBS-AM-FM New York. He had been program and production manager for WWJ-AM-FM Detroit.

Walter S. Newhouse named assistant sales manager of WQXR-AM-FM New York.

Leslie R. Brooks, Jr., elected manager of WTJS-AM-FM Jackson, Tenn., succeeding Frank S. Proctor, recently named vice president and director of broadcasting. Brooks has been with stations 29 years.

Richard R. Ferry, Jr., appointed station manager of WAFS Amsterdam, N.Y. He had been an assistant professor in tv-radio at Ithaca College and previously with WKRT-AM-FM Cortland and WNBZ-AM-FM-TV Binghamton.

John F. Bassett named program operations supervisor at WHDH-AM-FM Boston.

SYNDICATION & SERVICES

Hugh E. Rogers, previously vice president and director of advertising agency services, promoted to new post of vice president and general manager of SRDS Data, Inc.

Ben Halpern named advertising and publicity manager of Filmways, Inc., after serving three years as head of the New York office of Jim Mahoney and Associates.

Roy O. Disney, president of Walt Disney Productions, elected treasurer of the Hollywood Museum. Disney has been associated with his brother, Walt, virtually since the beginning of the latter's animated motion picture company more than 40 years ago.

Richard E. Perin joined Joseph E. Levine's Embassy Pictures television department as an account executive. He had formerly been employed in ABC's station clearance department.

Raymond C. Fox, administrative vice president of ABC Films, promoted to director of domestic syndicated sales.



Richard E. Perin



Raymond C. Fox

CALENDAR

AUGUST

Wyoming CATV Assn. annual meeting, IXL Ranch, Dayton, Wyo., (23-25).

National Assn. of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising, sales management seminar, Harvard University, Cambridge, Mass. (23-29).

Institute of Electrical and Electronics Engineers summer general meeting, Biltmore Hotel, Los Angeles, Calif. (25-28).

Western Electronic Show and Convention, Statler-Hilton, Los Angeles, Calif. (25-28).

New York State CATV Assn. meeting, Sheraton Inn, Binghamton, N.Y. (26-27).

Western Assn. of Broadcasters and British Columbia Assn. of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alta. (27-29).

Arkansas Broadcasters Assn. annual meeting, Coachman's Inn, Little Rock (28-29).

West Virginia Broadcasters Assn., fall meeting, The Greenbrier, White Sulphur Springs, W. Va. (27-30).

1964 National Radio and Television Exhibition, under the management of the British Radio Equipment Manufacturers' Assn., Earl's Court, London, England (24-Sept. 5).

SEPTEMBER

Board of Broadcast Governors public hearings, Nova Scotian Hotel, Halifax, N.S. (1-4).

Michigan Assn. of Broadcasters annual fall meeting, Hidden Valley, Gaylord, Mich. (10-11).

Mid-Atlantic and West Virginia CATV Assns. meeting, Greenbrier Hotel, W. Va. (11-12).

Atlantic Assn. of Broadcasters annual sales and engineering meeting, Sydney, N.S., (13-15).

Louisiana Assn. of Broadcasters, Capitol House, Baton Rouge, La. (13-15).

Rollins Broadcasting Inc. annual shareholders' meeting, Bank of Delaware Building, Wilmington, Del. (15).

Radio Advertising Bureau fall management conference, Tarrytown House, Tarrytown, N.Y. (17-18).

National Assn. of Broadcasters' program study committee, radio programming clinic, Rickey's Hyatt House, Palo Alto, Calif. (18).

Maine Assn. of Broadcasters meeting, Poland Spring, Me. (18-19).

National Academy of Television Arts and Sciences board of trustees meeting, Beverly Hills, Calif. (18-20).

American Women in Radio & Television southwest area conference, Tropicana Hotel, San Antonio, Tex. (18-20).

Radio Advertising Bureau fall management conference, Homestead, Hot Springs, Va. (21-22).

Nebraska Broadcasters Assn. meeting, Holiday Inn, Grand Island, Neb. (20-22).

National Assn. of Broadcasters' program study committee, radio programming clinic, Chicago Plaza Motor Hotel, Memphis, Tenn. (21).

Nevada Broadcasters Assn. meeting, Lake Tahoe, Nev. (21-22).

Pacific Northwest CATV Assn. meeting, Dorie Hotel, Portland, Oreg. (21-22).

National Assn. of Broadcasters' program study committee, radio programming clinic, Palm Town House Motor Inn, Omaha, Neb. (23).

CBS Radio Affiliates Assn. convention, New York Hilton Hotel, New York, N. Y. (23-24).

Electronic Industries Assn. fall meeting, Statler-Hilton Hotel, Boston, Mass. (23-25).

National Assn. of Broadcasters' radio programming clinic, Hilton Inn, Tarrytown, N.Y. (25).

Minnesota Broadcasters Assn., fall meeting, Sheraton-Ritz Hotel, Minneapolis, Minn. (24-26).

Advertising Federation of America, fifth district convention, Commodore Perry Hotel, Toledo, Ohio (17-18); sixth district convention, Indiana University, Bloomington, Ind. (24-26); tenth district convention, Robert Driscoll Hotel, Corpus Christi, Tex. (24-26).

National Assn. of Broadcasters' program study committee, radio programming clinic, Hilton Inn, Tarrytown, N.Y. (25).

North Central CATV Assn. meeting, Holiday Inn, Rochester, Minn. (25).

Utah Broadcasters Assn., convention, Royal Inn, Provo, Utah (25-26).

American Women in Radio & Television southern area conference, Ouringer Hotel, St. Petersburg, Fla.; western area conference, Muehlebach Hotel, Kansas City, Mo.; New England Chapter conference, Woodstock Vt. (25-27).

Radio Advertising Bureau fall management conference, Far Horizon, Sarasota, Fla. (28-29).

Society of Motion Picture & Television Engineers, 96th annual technical conference, Commodore Hotel, New York, N.Y. (27-Oct. 2).

National Assn. of Broadcasters radio code board meeting, Gramercy Inn, Washington, D. C. (29-30).

National Assn. of Educational Broadcasters third annual music personnel conference, University of Minnesota, Minneapolis, Minn. (30 Oct. 1).

OCTOBER

Radio Advertising Bureau's fall management conferences: Hyatt House, San Francisco, Calif. (1-2).

International Radio & Television Society luncheon, Waldorf Astoria Ballroom, New York, N.Y. (2).

Florida Assn. of Broadcasters fall conference and board meeting, Grand Bahama Hotel & Club, West End Grand Bahama Island. (3).

American Women in Radio and Television, New York State Conference, Top O' The World, La George, N. Y. (3-4).

Texas Assn. of Broadcasters fall meeting, Hotel Texas, Fort Worth, Tex. (4-5).

North Carolina Assn. of Broadcasters meeting, Grove Park Inn, Asheville, N. C. (4-6).

New Jersey Broadcasters Assn. fall convention, Nassau Inn, Princeton, N. J. (5-6).

Advertising Research Foundation annual conference, Commodore Hotel, New York (6).

International Radio & Television Society luncheon, Waldorf Astoria Ballroom, New York, N.Y. (7).

Radio Advertising Bureau fall management conference, Western Hill Lodge, Wagoner, Okla. (8-9).

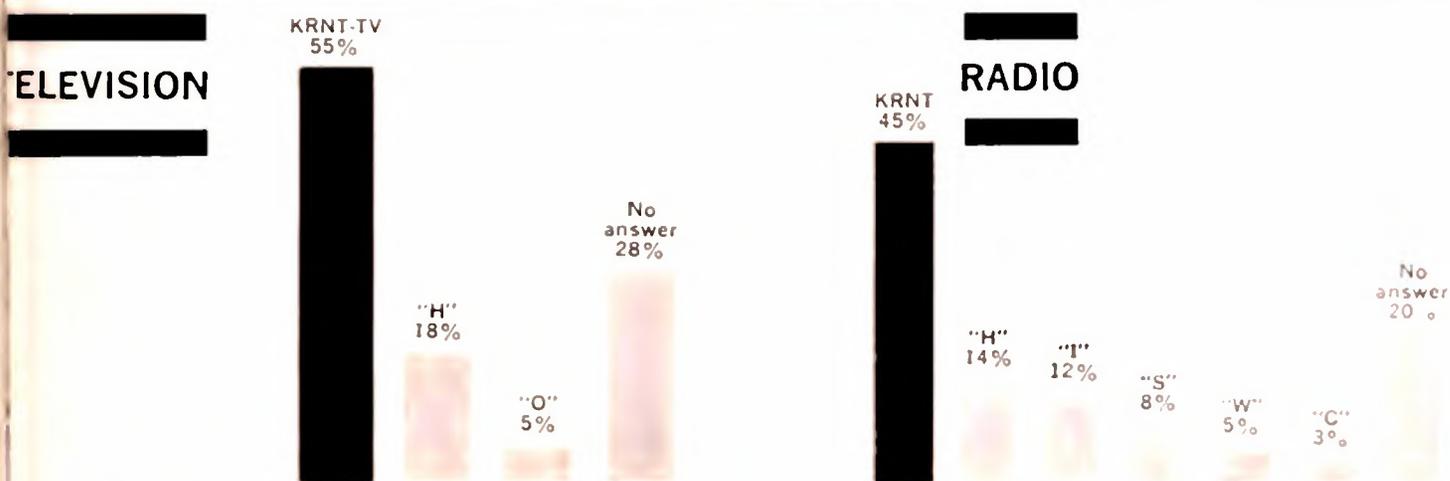
Tennessee Assn. of Broadcasters meeting, Mountain View Hotel, Gallatin, Tenn. (8-9).

Alabama Broadcasters Assn. meeting, Tuscaloosa, Ala. (8-10).

Local Food People Say KRNT and KRNT-TV Bring Home the Bacon in Central Iowa!

Question: "Special promotions on grocery store items are sometimes advertised on radio and television. From your experience, which station does the best job in selling grocery items?"

Answer: Based on replies from 65 Des Moines supermarket operators and food brokers in a questionnaire prepared by Central Surveys, Inc. in April-May, 1964—



And not only do KRNT Radio and KRNT-TV do a better job of selling grocery store items . . . but also, automatic washers, automobiles, living room suites, savings accounts, drive-in movie tickets, and you-name-it.

From their own watching and listening, local advertisers know that we keep our shelves stocked with a fabulously successful News and Sports operation . . . adult and highly-trained professional personalities . . . constant participation in community projects and affairs . . . abundant publicity and promotion . . . and a unique blend of radio and television that produces a sales effectiveness unequaled in this important growth market.

Local advertisers know we carry what most people want here. That's why these local advertisers give us most of their radio tv dollar year after year.

If you have a good product and a good campaign, you too can bring home the bacon in Central Iowa. The Katz Agency is minding our national store. Call them.

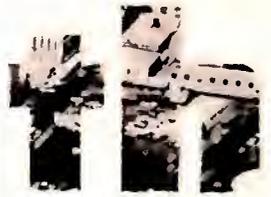
KRNT RADIO and TELEVISION

DES MOINES An Operation of Cowles Magazines and Broadcasting, Inc. Represented by the Katz Agency

SAN ANTONIO

AMERICA'S

CITY



SURPRISED? Many people are. San Antonio visitors usually remember the Alamo . . . the lovely old Spanish missions . . . the tree-lined river meandering through the heart of the city.

But first of all, San Antonio is a city on the go — with expanding freeways, ever-increasing housing, bustling shopping centers and great military bases. San Antonio is a metropolitan city — now 15th in the nation*.

This phenomenal growth presents new sales opportunity for your product . . . new customers for your service! Tell your story now . . . on the station on the go in the city on the go.

Ask Peters, Griffin, Woodward . . . or call Bill Lydle at the station, 512 CA 5-7411.

KENS-TV

CHANNEL 5 • EXPRESS-NEWS STATION

*Sales Management, June, 1964 (Within incorporated city limits)

