

Blair-Tv Booklet Focuses On Teenager Buying Power

Blair-Tv, national station representative, is spotlighting the teenage market in its newest direct mail piece to more than 5,000 advertisers and agencies.

The booklet describes the teenage market as having purchasing power of more than \$9 million, numbering 17.2 million and representing "a powerful but unexploited advertising target." The youngsters, according to the Blair-Tv material, play a vital part in family decisions on everything including products; pour 2.5 billion gallons of gasoline into automobiles; are responsible for 70% of phonograph record sales; take one out of every four snapshots, and "in just two years [will] control the bulk of all mass buying."

Of all first brides, 49% are in their teens, Blair-Tv continues, reminding that the spot tv disc jockey "is your tie-line to the teens for they are television's most loyal audience—sprawled in front of the tv set for a good two hours a day (only 19 minutes with nose in newspapers)."

WBC Buys 'Sunrise Semester'

Westinghouse Broadcasting Co., New York, has bought the filmed recordings for the entire first semester of WBCS-TV's *Sunrise Semester* (Mon.-Fri. 6:30-7 a.m. EST) from CBS Television Film Sales Inc., for its five television stations. The show is a course for academic credit and is taught by Dr. Floyd Zulli Jr., assistant professor, New York U. It will be presented on Westinghouse stations at a similar early hour, exact time still to be determined. It will not be offered for credit, but as a public service to viewers.

NBC-TV Sets 'Chevy Show' Plans

Summer plans for NBC-TV's *Chevy Show* were announced last week by the network. Starting June 22 comedians Stan Freberg and the team of Rowan & Martin will rotate for five programs each with Edie Adams, Janet Blair, Dorothy Kirsten and John Raitt starring. The program will continue to be produced by Henry Jaffe Enterprises in association with NBC-TV. Chevrolet sponsorship through Campbell-Ewald will continue.

WGN-TV Gives Films Double Run

A new policy of running the same motion picture two consecutive evenings has been launched by WGN-TV Chicago. The plan went into effect March 30-31 with the showing of "Stranger in the Night" on the new *20 Century-Fox Hour*. The two-night policy is scheduled to run for 13 weeks and includes one-hour films produced expressly for tv—not full-length feature films. (It's noted that other stations, including WITI-TV Milwaukee, have run full-length motion pictures on consecutive evenings in recent seasons.) WGN-TV is carrying the *20th Century-Fox Hour* on Sunday and Monday nights.

NAEB Stations Air New Series

The actual voices of Soviet Russia's Nikolay Lenin and other world leaders are contained in a 13-week taped series of drama-documentary programs broadcast by 45 National Assn. of Educational Broadcasters network stations, starting this month. The series, titled *One Nation Indivisible*, was produced by the U. of Michigan's broadcasting service, WUOM Ann Arbor, and financed through a grant-in-aid from the Educational Television & Radio Center and NAEB. Programs deal with "nationalism in the modern world" and include on-the-spot recordings supplied by the PBC, Radio Moscow, Radio Eireann, Radio Cairo, the Arab Information Center and other foreign sources.

WJR 'On Top of News' Booklet

A booklet devoted to WJR Detroit's news programming is being issued. Titled "On Top of the News With WJR," it describes the different news gathering-disseminating departments and introduces WJR's news staff. The news-conscious station features interviews with personalities who give background to current news stories in *Sunday Supplement*, *Topic for Today* and *Points and Trends*. Experts who have appeared on these shows include Henry Ford II, president, Ford Motor Co., and Walter P. Reuther, president, United Auto Workers.

Success Story on KBTV (TV)

The story of "financial wizard" Allen Lefferdink's rise to fame is to be told on KBTV (TV) Denver. A 12-month contract—one of Denver's longest-term tv contracts—was signed April 4 by Mr. Lefferdink and KBTV President John C. Mullins. Cost of production, film and remotes to tell the story of the man who "parlayed a \$500 loan into a gigantic financial empire," reportedly will be more than \$100,000.

Designing Fan Wins From KTBS-TV

More than 22,000 sketches reportedly were received by KTBS-TV Shreveport, La., after announcing that it would award an air conditioner or an automobile to the person who submitted the best idea for the station's trademark. The design judged most original and applicable—a caricature of an oilman signifying oil-rich Shreveport—was submitted by a local housewife.

Correspondent in Spain for WKMI

Nancy Mason, public service director of WKMI Kalamazoo, Mich., has been chosen by the area's Junior Chambers of Commerce in cooperation with the Community Ambassador program to spend three months in Spain. The station is arranging for Miss Mason to take a portable tape recorder and a supply of tapes with her so that she can send taped reports of her travels back to WKMI.

POWER to penetrate!

* This powerful **RADIO** voice sends your message to a greater number of listeners... you get more for your promotion dollar.

* This powerful **TV** signal is sent to a greater number of viewers... costs you less by exposing your product to a bigger audience.

CKLW 50,000 WATTS

CKLW-TV 325,000 WATTS

J. E. Campeau
President

ADAM
YOUNG, INC.
National
Representative

GENERAL OFFICES GUARDIAN BLDG., DETROIT