

An FMer finds a niche with classified advertising

On July 1, 1966, the FCC granted the assignment of the license of KGLA(FM) Los Angeles from E. Edward Jacobson to the McLendon Corp. That changing of hands, one of several hundred station transfers that take place each year, made FM history.

For the McLendon Corp. indicated that it wished to develop a new radio operation. It proposed an all-classified advertising program format and was granted the assignment for an experimental period of one year. That experimental period is up in August. But KADS (Kay-Ads), as the novel FM station's call letters now are, is still improvising, writing the book on the classified advertising format as a possible answer to FM's programming needs.

The station started its formal classified-ad operations last November. It began by dividing each hour of the day into individual editions of its classified advertising service. Within every hour, seven major categories of classified advertising—merchandise, employment, amusement, notices, real estate, automotive and recreation and instant want ads—were made available. Advertisers, private parties as well as dealers, manufacturers and organizations were allowed to purchase radio classified ads of about 135 words or one minute in length. Sample rate for that early period: \$3 per insertion, from one to six insertions.

Revamps Method ■ When Keith

Trantow took over as general manager last April, he decided that breaking the programming into different categories of advertising during each hour was not feasible. People, he felt, would not listen to real estate ads if they're looking for an automobile.

The entire format was given the shake-well treatment. The programming still consists entirely of classified advertising but now it's virtually all done via the two-way telephone technique. Actually KADS integrates some recorded want-ads that it produces with live phone-in ads. But even the production ads are given a two-way telephone sound.

Public service announcements, too, are handled through the telephone format. A beeper report, for example, is made daily by the City of Los Angeles personnel department. The public relations representative of the department gives a rundown of current job openings over the phone.

A free service is offered for private parties wanting to place or reply to classified ads on the station. Thus where previously an ordinary listener was charged for placing his house on the block, now it can be offered on the station free of charge. KADS, in promotional copy, calls this its "instant two-way want ads."

Dealers and other commercial operations are charged a regular radio time rate for their ads. The station's telephone operators—the telephone

hook-up is operated on the conventional seven-second delay basis—are cautioned to separate dealer calls from those of private parties.

Many of the paid ads are handled through the two-way telephone method. During a typical period before the new format was installed, the station averaged about 20 calls over a two-week period. It's now averaging about 3,000 calls in a similar period (running from between 200 to 300 calls a day). An average of one call is handled every four minutes, with most lasting about two or three minutes each.

Sales Staffing ■ KADS employs a total of five inside and outside sales people. The inside sales people all are women, most of whom were with newspapers before joining the station. They solicit advertising strictly by phone, getting their leads almost exclusively from local newspapers. A maximum total of 13 paid announcements are carried per hour.

The station also employs six full-time and four parttime announcers. They work two hours on-air and two off-air doing production work on advertisements until they fill an eight-hour day.

As an added sales tool, KADS has an arrangement with the Bank of America's charge plan (Bankamericard). Any advertiser with such a card can charge advertising. The station pays the bank a 3% commission, submits its drafts daily and is credited the next day.

Media Comp computers to end TV-sales snarls

Media Comp Inc., New York, has revealed it intends to introduce in 1968 a new computer system designed to automate TV-station inventory and to eliminate traffic snarls.

Called TARGETS (Television and Radio Group Electronics Time Sharing System), it promises clients (primarily stations on-line) automatic confirmation of sales and make-goods; an automatic daily availability report; 13-week commercial schedules; demographic research on demand; daily work logs; detailed reports on spots sold, and control over spots.

"We expect to be in operation within a year with a base of 40 stations and eventually build it to 80," stated

Albert B. Shepard, executive vice president of Media Comp. "Each station will be tied in the system by telephone lines and also will be hooked into its rep offices all over the country."

He said TARGETS will effect savings for both the station and its representatives in Teletype and telephone costs and through elimination of make-goods, credits and conflicts.

Business briefly . . .

In their first network radio buys, Ace Molded Products division of **Amerace Corp.** (Ace Combs), Butler, N. J., through Ringold/Kalish & Co., Philadelphia, will sponsor NBC Radio's coverage of "The World Series of Golf" (on *Monitor* the weekend of Sept. 9-10), and **Cooper's Inc.** (Jockey menswear division), Kenosha, Wis., through

Tatham-Laird & Kudner, Chicago, has also purchased time on *Monitor*.

The Monsanto Co., St. Louis, through Doyle Dane Bernbach, New York, will sponsor ABC-TV's *The Fantastic World of Sophia Loren*, a special to be presented Wednesday, Oct. 25 (10-11 p.m. EDT). The musical tour of the movie star's habitats will also feature Peter Sellers, Jonathan Winters and Tony Bennett.

F&M Schaefer Brewing Co., Brooklyn, N. Y., through BBDO New York, will sponsor a one-hour color TV special, *Sail To Glory*, which re-creates the victory of the racing schooner America over the best vessels of the British Royal Yacht Squadron in 1851. The program, which will be narrated by Robert Stack, will be carried on 24 TV sta-