

five markets in 1976, bringing its total to eight, and plans to add 12 new markets in 1977.

NAR provides its clients with a monthly monitored record of local newspaper advertising activity retailer-by-retailer and ad-by-ad. For a 12-month period, it can supply clients with the annual budgets of local retailers; identify many previously overlooked prospects, and pinpoint the specific advertiser budgets spent in newspapers on individual promotions, such as Mother's Day, back-to-school, Washington's Birthday and Columbus Day.

Arbitron said NAR can provide clients with a list of vendors who have made co-op funds available to retailers.

NAR markets are Boston, Dallas, Philadelphia, San Diego, San Francisco, Toledo, Ohio, Sacramento, Calif., and Buffalo, N.Y.

Gains in '75-'76 are but prologue to radio's goals for '77—RAB

Board meeting hears plans for expanded personnel, successor to 'Adflation,' a rundown on expected buying by the armed forces

Plans for new and enlarged activities to "keep radio's momentum growing" in 1977 were announced by the Radio Advertising Bureau last week following a meeting of its board of directors.

Among the plans:

- Addition of sales executives to ex-

pand RAB's geographic sales coverage of national, regional and chain-retail accounts and large-area retailers.

■ "The largest on-air effort yet" in the first half of 1977, exceeding the "Radio: Adflation Fighter" campaign carried by several thousand stations in 1975 and 1976. The new campaign will use voiced testimonials by advertisers and agencies stressing radio's sales results. RAB will furnish national and regional success stories and urge stations to augment them with local testimonials.

Closer liaison between RAB and agency media departments and formal orientation programs for agencies interested in expanding—or helping their clients to expand—their use of radio. Station-rep members in particular will be urged to work with RAB in fashioning special orientation programs to help agency personnel newly assigned to radio become acquainted with the medium and with the tools available for planning and buying.

"A great deal of enthusiasm for radio has been generated among advertisers," RAB President Miles David said. "Translating it into sustained buying action requires more work with agencies now."

■ A continued push to stimulate greater use of radio in co-op advertising. RAB's compilation of 850 co-op plans that approve the use of radio, called "Co-Op Profiles—The Money Book," has gone to press, RAB officials said, and is currently expected to be available by the end of this month.

"Radio grew most among all major media in 1975 with a 10.2% growth rate and in 1976 estimates put total growth of radio in the 20% area." President David said, "A two-year back-to-back growth rate at this level hasn't occurred since World War II, even though radio's average growth in other years has exceeded the

average for advertising totally.

"But the important thing for us to do is not count growth dollars but look to helping and accelerating momentum. Future growth will not come automatically and as 'fallout' from other media. We have to sell and promote hard to equal the growth record of the past several years and to establish a pattern of consistent growth on a high level."

One anticipated contributor to further growth—paid advertising by the U.S. armed forces—was represented at the RAB board meeting, held at Palm Springs, Calif., and concluded Oct. 29.

On hand and formally welcomed by Harold L. Neal Jr., president of ABC Radio and chairman of RAB, were Major John Burke, U.S. Army; Colonel Donald Burgrabbe, U.S. Air Force; Major Arthur Schmidt, U.S. Marine Corps, and Thomas Glynn, vice president and media director of N.W. Ayer ABH International, which has the army recruitment account.

"The military will be a significant multimillion radio advertiser in 1977," RAB reported after the board heard brief presentations of their plans.

The board adopted a resolution urging broadcasters to work with the military through established channels—such as their advertising agencies—when making suggestions about buying strategy. Board members were said to feel that attempts to "switch-pitch" through members of Congress or other out-of-channel routes would be self-defeating now that the principle of paid broadcast advertising by the military has finally been established.

"The industry and RAB want to do everything possible," Mr. Neal said, "to work with the military to make their use of radio effective and contribute to radio momentum by making their use of the medium long-range."



Greetings to Uncle Sam. Representatives of the Armed Forces Recruitment Command were on hand for the Radio Advertising Bureau's meeting in Palm Springs, Calif., Oct. 26-29.

Front row (l-r): David Morris, KNUZ(AM) Houston; Lee Allen Smith, WKY(AM) Oklahoma City; Richard W. Chapin, Stuart Enterprises; Thomas Glynn, N.W. Ayer (agency for U.S. Army); Major John Burke, U.S. Army; Colonel Donald Burgrabbe, U.S. Air Force; Major Arthur Schmidt, U.S. Marines; Edward Little, Mutual Broadcasting; Harold L. Neal Jr., ABC Radio, and Miles David, RAB.

Standing: George R. Comte, WTMJ(AM) Milwaukee; Victor C. Diehm, WAZL(AM) Hazelton, Pa.; Richard Carr, Meredith Broadcasting; Carl J.

Wagner, Taft Broadcasting; Elmo Ellis, Cox Broadcasting; Robert H. Alter, RAB; Don N. Nelson, Mid America Radio; Arthur Carlson, Susquehanna Broadcasting; James P. Arcara, Capital Cities; Sam Cook Digges, CBS Radio; John T. Murphy, Avco Broadcasting; George W. Armstrong, Storz Broadcasting; Marvin L. Shapiro, Group W; Roger G. Berk, Group One Broadcasting; George Duncan, Metromedia Radio; Stephen P. Bellinger, WDZ(AM) Decatur, Ill.; Richard Monahan, Kops-Monahan; Marvin Astrin, WGN(AM) Chicago; Cary H. Simpson, WTRN(AM) Tyrone, Pa.; Roger W. Clipp, WAKY(AM) Lehigh Acres, Fla., and Richard Buckley, Buckley.

All are members of the RAB board, except Mr. Glynn, Major Burke, Colonel Burgrabbe, and Major Schmidt.