

14th year of publication

# TELEVISION MAGAZINE

MAY • VOLUME XIV, NO. 5

TIME BUYING AND SELLING	43
<i>Excerpts from RTES Seminar—Special Report No. 9</i>	
THE TELEVISION COMMERCIAL	58
<i>A wide-ranging survey as it enters its second decade</i>	
THE KINETIC MR. KINTNER	62
<i>Profile of NBC's dynamic new sparkplug</i>	
THE STRUGGLE FOR THE TOP	64
<i>Can a schemer knife his way into the executive suite?</i>	
LIFE ON TV	66
<i>How the nation's No. 1 weekly uses a rival medium</i>	
MCCOMAS OF PHILIP MORRIS	68
<i>An ex-banker guides PM's new advertising strategy</i>	
BUILDING A NEW BRAND IMAGE	70
<i>How motivation research transformed Old Dutch Cleanser</i>	
THE CLOSED-CIRCUIT REVOLUTION	74
<i>It is radically changing U.S. business communication</i>	
DO YOU REMEMBER YOUR COMMERCIALS?	79
<i>Banks, breads, deodorants, gasolines, in Chicago</i>	
RADIO STUDY: THE STORZ BOMBHELL	83
<i>Todd Storz: Cynicism incarnate or a bright new force?</i>	

## DEPARTMENTS

FOCUS ON BUSINESS	9
RADIO WRAP-UP	13
FOCUS ON PEOPLE	23
SWEENEY	27
<i>A monthly column by Kevin B. Sweeney, president of RAB</i>	
COLOR LETTER	35
CASH	37
<i>A monthly column by Norman E. Cash, president of TvB</i>	
REPORT ON SPOT	41
RECEIVER CIRCULATION FOR MAY	95
EDITORIAL	126

## TV'S NEW DIMENSIONS

**SPECIAL NIELSEN REPORT**  
The growth of the television audience, its geographic, social and economic distribution, trends in usage and changes in viewing habits, as measured by Nielsen, will be the subject of a Special Report TELEVISION MAGAZINE for June. Other highlights: An evaluation of the network programming plan for Fall, pinpointing some of the potentially outstanding shows of the time periods that promise to be most competitive. . . . Why the world's largest manufacturer of men's toiletries finds TV its most efficient means of reaching a specialized audience. . . . A provocative discussion of personality testing for executive personnel, with comment by William H. Whyte, author of "The Organization Man."

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