

stantial amount of research based on in-home listenership as well as audience-control listenership to evaluate the effectiveness of our efforts. Yet it was recently roughly estimated that over 80% of the commercials on the air have had little or no research associated with them before their usage. How can we as advertisers criticize the broadcasting industry for inefficiencies if we do not undertake adequate research to make sure we are using the medium effectively?

Fortunately, we are all living in an era of change. The challenge for improvement is constantly before us. The hue and cry for consumer attention, the claims and counter-claims being made, the increasing number of messages besieging the consumer every day, place greater responsibility than ever on the advertiser to assess his properties and to seek efficiency.

All of us must become increasingly critical of how and where we spend our money. We sincerely hope that the advertising industry will prove its worth by showing progress in every important area. Television represents one of the great arenas of such progress. END

TV Market *
* TV Mag.

Official  Outlet for

CHAMPAIGN-URBANA BLOOMINGTON
SPRINGFIELD DANVILLE DECATUR

WCIA Channel 3
CHAMPAIGN, ILLINOIS

George P. Hollingbery • Representative

cost, has actually resulted in the opening of new avenues for nighttime radio programming. I believe radio will be actively moving in those avenues in 1959.

I think we may expect that the portion of the American public which can be described as "light" or "very light" TV viewers, will be attracted to nighttime radio in ever-increasing numbers. This will constitute, in effect, the *New Yorker* circulation of the broadcasting business.

The coming year will, it seems to me, witness the withering away of the independent-network controversy once and for all. Some network affiliates may well elect to go independent because they believe it is the best thing for them in view of the situation in their markets. And highly successful operators of independent radio will follow the Storz lead and become network affiliates because in their markets it makes the best business sense.

More cooperation with networks

Station representatives, too, will recognize that no policy can be applied to the nation as a whole, but that each market must be approached individually. As a result, they will be more cooperative with the networks.

The statistically-minded buyer will look to radio for audience extension and frequency. Dispersion of commercials over as wide a programming area as possible will be the rule. Marketing-minded buyers will find much to interest them in the marketing-merchandising side of radio.

Radio will be bought for the following reasons in 1959:

To bridge the gaps between weekly, twice-monthly, or less frequent TV shows, and so reinforce the images created by video advertising.

To bridge the gaps between weekly and monthly magazine advertising and make up for the "curve of forgetting."

To enable the advertiser of modest means to dominate in *one national advertising medium*, where such domination is ruled out in television, newspapers or magazines.

To plant new ideas and copy themes in the public consciousness in advance of the huge investment in television. The elimination of the "strangeness" of the new themes will reduce the lead time between exposure of new TV commercials and deep impression on the consumer.

To accelerate the rate of consumption of products after they have been purchased so as to bring on re-orders more quickly. The engineered Circulation Concept will receive very quickly acceptance in the advertising business, and additional millions of advertisers dollars will be spent in network radio as a result.

To match the ebb and flow of merchandise at retail.

Products of interest to motorists, people outdoors and, in general, the nation on the move, will turn to radio. This will stimulate greater seasonal use of the medium for special marketing drives keyed to these periods.

Creative advertising people will find radio an oasis for new approaches in persuasion. Findings in the sciences which deal with human perception and behavior will be applied to radio and will add new interest and excitement to the medium.

A new audience measurement service will be developed, based upon an existing research foundation which has very high acceptance among leading agencies and clients. The real dimensions of the radio audience, as well as its qualitative nature, will become known, putting radio on a level all its own as the national advertising medium that is outstanding in reach, frequency and selectivity.

A combination of network and spot

Advertisers will come to see that under some circumstances the best way to buy will be through a combination of network and spot radio.

Advertisers will be able to communicate directly, and simultaneously, with all the people in the country whose understanding and cooperation are needed to make marketing plans effective. This will be accomplished through radio closed circuits. In this way, the lead time between the adoption of plans and their realization in the market place will be reduced by at least half. Advertisers will learn that the increased profit accruing from this speed-up will, in many cases, defray the entire cost of their radio advertising.

Specialized communications' developments will explode during 1959 and the science of communications will blossom as never before in history.

It seems to me, as we look optimistically ahead, that we in the radio industry have been guilty of far too much bitterness and loose criticism as a re-