

Television Age

Recent computerized timebuying proposals a snare for sellers?

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Ed Bates: meshing media gears at the 'largest' spot tv agency

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Demographics—the 'in' research may be an aid in media planning

PAGE 26

the first
increase in early-
evening information
programming in
the Twin Cities...

KSTP NEWS

5 O'CLOCK REPORT

This flexible half-hour is a new communications concept, live and in color, Monday through Friday on Channel 5.

Anchored by veteran newsman Bob Ryan, the KSTP NEWS 5 O'CLOCK REPORT presents brief summaries of late news developments but concentrates on coverage in depth of "special interest" areas: agriculture, arts, law, medicine, religion, science, education and more—the Twin Cities' first regular television coverage of these areas.

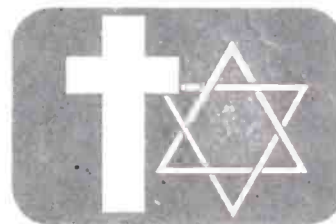
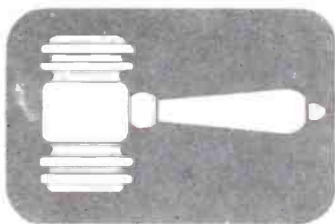
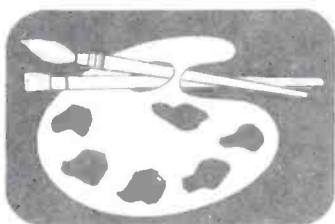
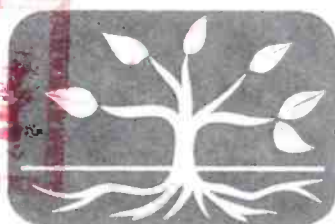
The entire, award-winning KSTP NEWS staff participates with the specialist in each field reporting in his area.

The KSTP NEWS 6, 10 and Midnight REPORTS remain as scheduled.

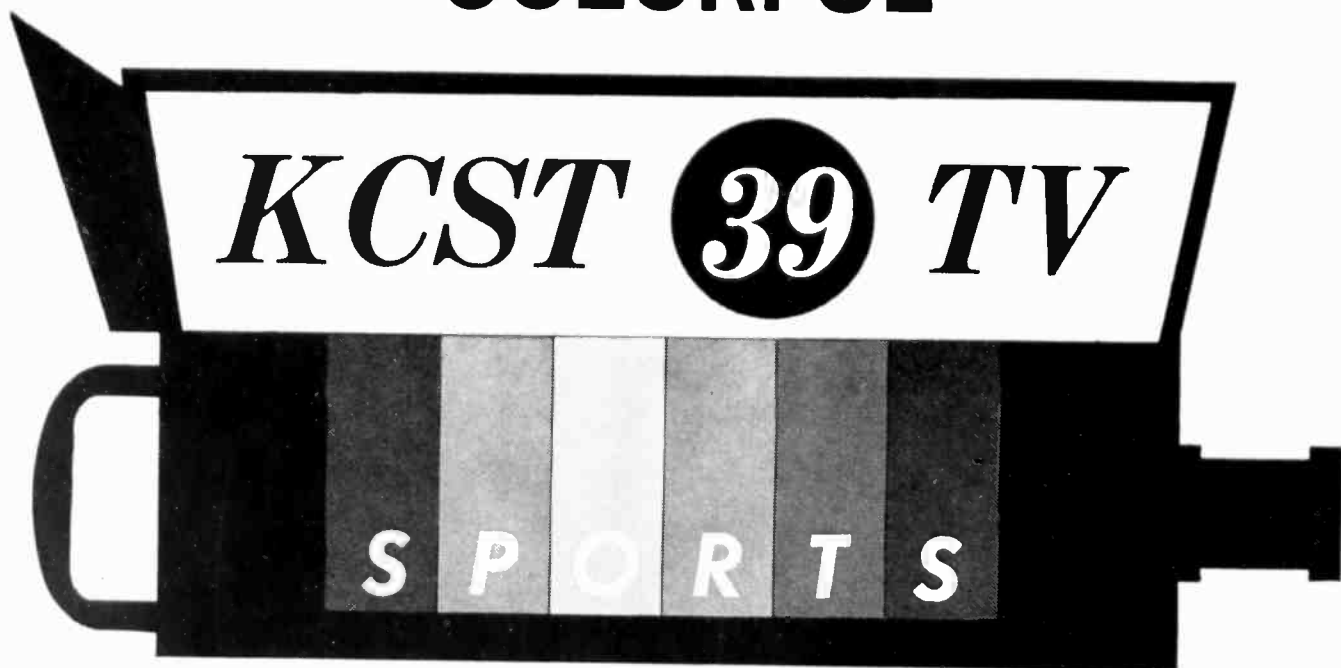
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Indiana University
JAN 31 1969
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COLORFUL



San Diego's Sports Station

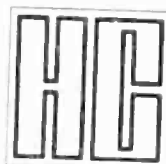
- ★ San Diego Chargers Professional Football
- ★ Notre Dame Football ★ AFL Highlights
- ★ San Diego State College Aztecs Football
- ★ Auto Racing ★ Golf ★ Boxing ★ Skiing
- ★ San Diego's Most Comprehensive Sports Coverage

COMPLETE COLOR PRODUCTION FACILITIES

KCST 39 TV

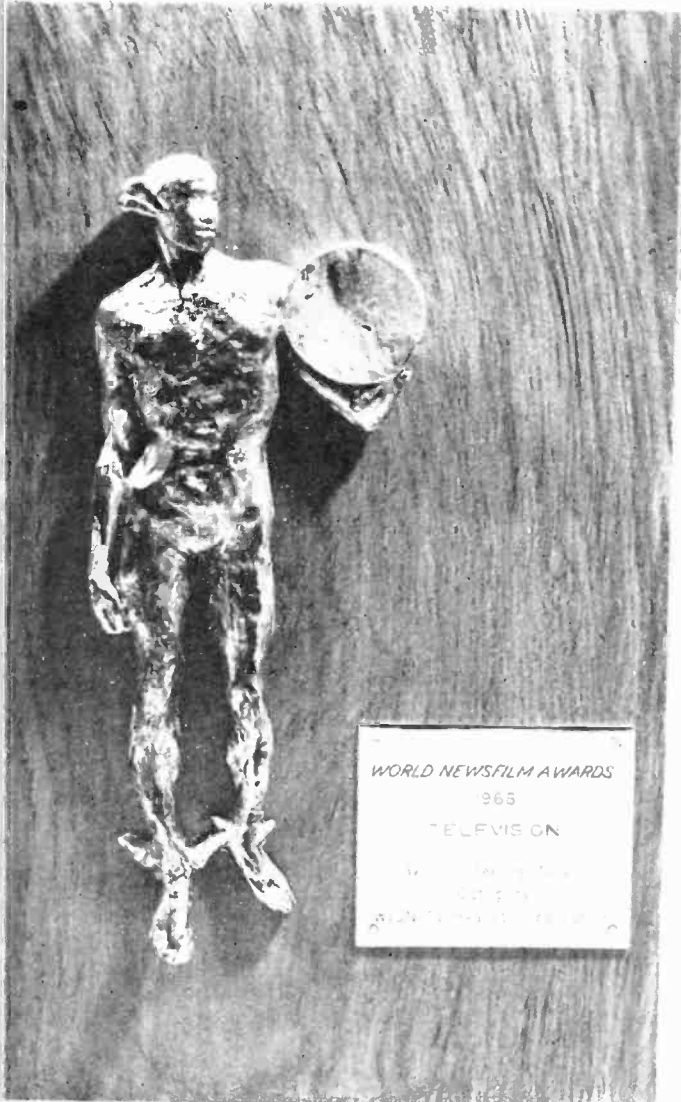
San Diego California
BASS BROADCASTING DIVISION
Mel Wheeler - President

Represented by



The
Hollingbery
Company

BEST ⁱⁿ the WORLD!

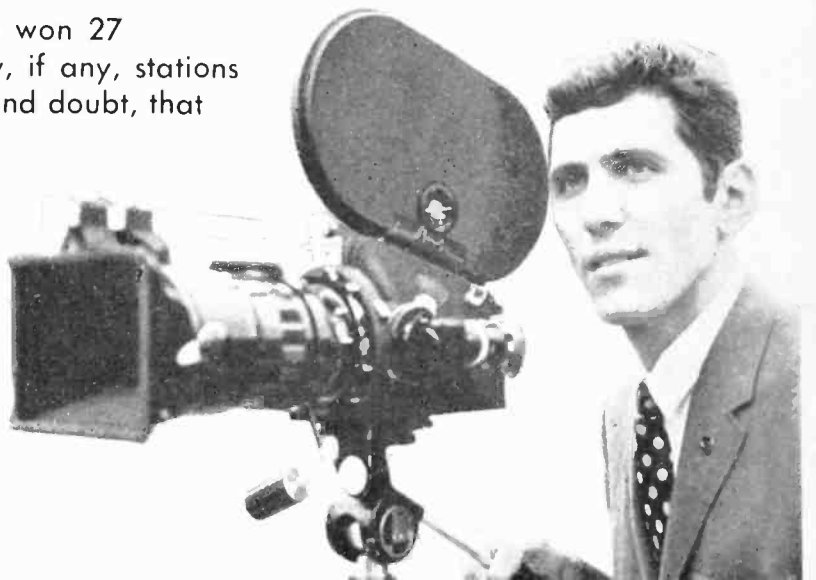


WISN-TV's newsfilm,

"Just Another Day"

A poignant Christmas story, filmed by our Chief Photographer, Mike Crivello, has won 1st place at the best TV general newsfilm in the world at the World Newsfilm Festival in London. It's the best in a long string of awards for this feature and for our news department.

In 1968 alone, WISN-TV newsfilm photographers won 27 major awards. That is a record, we daresay, few, if any, stations in the country can challenge. And it's proof, beyond doubt, that when it comes to the Milwaukee market, excellence in TV news means WISN-TV.



WISN-TV  **MILWAUKEE**

A CBS AFFILIATE

DIVISION OF THE HEARST CORPORATION

The Class of '68

As the new year gets under way, we'd like to pass out a few summa cum laudes to programs that have received high marks from the television audience this season. These really were the *class* of 1968.

Because of their popularity (and the popularity of dozens of others), NBC is:

- The top-rated television network during prime-time (7:30-11:00 ET).
- Prime-time leader among viewers ages 18-49 (by a 14% margin over the second most popular network).
- The only network with larger prime-time audiences than in the previous season (an increase of 7%).
- The network presenting three of the five most popular weekly programs.
- The network that has presented 14 of the 20 most popular Specials.



Source: Nielsen Television Index. Season-to-date computed from respective starting dates of each network, through week of Dec. 16-22 (last full-week national Nielsen estimate of 1968). Audience estimates subject to qualifications available on request.



Most Popular Program

Rowan & Martin's
Laugh-In



Most Popular New Star

Diahann Carroll
as Julia



Most Popular Special

Bob Hope
(Dec. 19)



Most Popular Adventure Program

Bonanza



Most Popular Variety Program

The Dean Martin Show



Most Popular Comedy Program

Rowan & Martin's
Laugh-In



Most Popular Movie Night

NBC Monday Night
at the Movies



Most Popular Family Special

Heidi
(Nov. 17)



Most Popular Musical Special

Elvis
(Dec. 3)

JANUARY 27, 1969

Television Age



Does the Market Puzzle You?

Then join the experts . . . the informed professionals on Wall Street and in the financial community who read and rely on The Magazine Of Wall Street.

Every two weeks, this 60-year-old publication offers the latest news and statistics influencing stock prices and investment policy . . . analyses of issues with special attraction for growth potential — generous income yields.

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- Charts and tables
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New York, N. Y. 10005

I enclose \$25 for one-year subscription.

Name

Address

City State Zip

21 **COMPUTERIZED TIMEBUYING—SNARE FOR SELLERS?**

Not one but two proposals have been made recently, but there are no hosannas apparent.

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While automation has its place in media, it's people who make the difference at the nation's "largest" spot agency.

26 **A CONSUMER IN EVERY PIGEON-HOLE**

Psychographics—pinpointing consumer behavior and attitudes—is attracting great interest but its application to media planning is in dispute.

28 **BUREAUCRAT AT THE FCC**

H. Rex Lee, newest Commissioner, has never worked outside the U.S. government, looks like a middle-of-the-roader.

30 **THIRD QUARTER SPOT NEWCOMERS**

Spot scores heavily, with 236 new products and services, up a fat 75 per cent over 1967's third quarter.

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KBOI-TV Boise

Leads from 9 am to Midnight (Sunday thru Saturday) with 56% share of audience.*

KBOI-TV Boise

Leads in the Afternoon with 71% share of audience 12 to 4 pm (Monday thru Friday)*

KBOI-TV Boise

Leads in Prime Time 6:30 to 10 pm (Sunday thru Saturday) with a share of audience of 54%.

KBOI-TV Boise

Has one of the finest news staffs in the Mountain States. For example, the news period at 5:30 pm has 67% share of audience (Monday thru Friday).

* Average quarter-hour share of audience.
Source ARB March 1968

 **KBOI**
TELEVISION

KBOI-TV Boise, Idaho

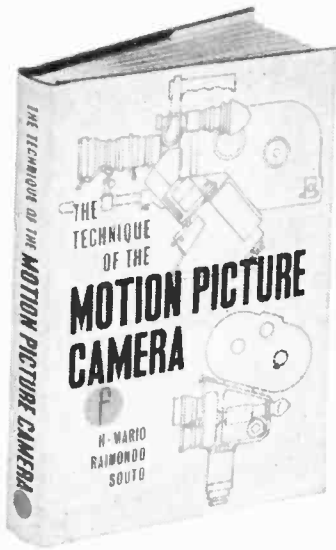


REPRESENTED BY
KATZ TELEVISION



A CBS AFFILIATE

JUST PUBLISHED!



**The
Technique
Of the MOTION
PICTURE CAMERA**

by
H. Mario Raimondo Souto

Mr. Souto, one of the world's foremost authorities on the motion picture camera, has put together the perfect textbook for both the professional and amateur cameraman.

This book is the first comprehensive study of the modern film camera in all its forms, from 70mm giants to the new Super 8s. Comparative material is included on virtually all film cameras available from the U.S.A., Britain, France, Russia, Japan and other countries.

Techniques of filming, from hand held cameras to cameras mounted in airplanes and helicopters are thoroughly covered.

Profusely illustrated with easy-to-read line drawings.

Hard covered, 263 pages with index and glossary as well as comparative charts.

\$14.50 each

TELEVISION AGE BOOKS
1270 Avenue of the Americas
New York, N.Y. 10020

Gentlemen:

Enclosed find \$ for copies of "The
Technique of the Motion Picture Camera."

Name

Address

City

State Zip

Add 50¢ per copy for postage and handling.

Letter from the Publisher

Outlook for spot

There are good reasons to be optimistic about national and regional spot these days—and that applies to the long-term as well as the short-term picture. There is practically universal agreement that spot billings will be up in 1969. The consensus of major, independent reps, as detailed in TELEVISION AGE's Review and Forecast issue (January 13, 1969), is that spot billings will rise about 8 per cent.

While it is true that this represents a series of guesstimates, the prediction is based on more than internal rep calculations. Agencies were consulted about upcoming budgets, many of which were firmed when the reps queried their customers.

Furthermore, there are certain patterns that act as indicators. The first quarter of this year, for example, is already described as a strong one, one reason being healthy network business. This often means overflow business for spot.

Spot has already gathered momentum from a good year in 1968. Based on "Business barometer" figures for 10 months, spot gained about 12 per cent over 1967. The second and third quarters were considerably higher than the first and October ran higher than the 12 per cent monthly average, 17.6 per cent up, to be exact.

The switch to 30s

One negative factor in spot's future is the move to the 30-second announcement and the parallel decline in the use of minute announcements. This reflects a drop in the average amount of time purchased per brand.

However, for 1969, at least, the outlook for new products is a healthy one. That, together with expected rate increases, will more than offset whatever is lost by the switching of 60s to 30s.

From the station point of view, another offsetting factor is the genuine breakthrough in retail advertising. Led by bellwether Sears, department stores in particular have been increasing their tv expenditures at a remarkable rate. As the new generation of department store promotion executives moves into power, this expenditure expansion will continue.

Most important to spot's future is a key marketing development that is emphasizing local strategy. Part of this is due to growing sophistication in marketing and part is due to the increasing amount of information available on local brand sales and shares. Whatever the reasons, spot will benefit.

Cordially,

**Letters
to the
Editor**

TV keeps coming

was most interested in your article on the status of educational television and the problems it faces (*TV, you've come a long way*, TELEVISION AGE, November 18, 1968, page 28).

The latest breakthrough in the field, of course, is the rate interconnection agreement and the expansion of service that began January 1.

RICHARD MAGAT
*Director
The Ford Foundation
New York*

Westward ho, commercials?

I read with interest the Commercials Issue of Television Age (October 7, 1968), which was subtitled

"What's happening where the action is." It is apparent to me that you are really forgetting "where the action is" these days, particularly since most of the New York advertising agencies have discovered the more exciting commercial film producers in Los Angeles, and also the new musical sounds emanating from the West Coast.

Los Angeles happens to be the home of such great award winners as N. Lee Lacy/Associates, John Urie & Associates and Murakami-Wolf. These are just a few of the exciting commercial film production houses which have been contributing significantly to an upgrading of the commercial product. They are joined by other enterprising young companies such as Wakeford/Orloff, Kaleidoscope Productions, Spung Buggy Works, and of course the well established firms such as The Petersen Co., Film Fair, EUE-Screen Gems, and Cascade Pictures.

Fred Wolf recently won an Academy Award for the animated film *Box* and he has carried his creative instincts over to the commercial field very successfully. Chris Petersen of

The Petersen Co. has incorporated the snorkel camera into a great many new and exciting commercials for such sponsors as Plymouth and Hunts.

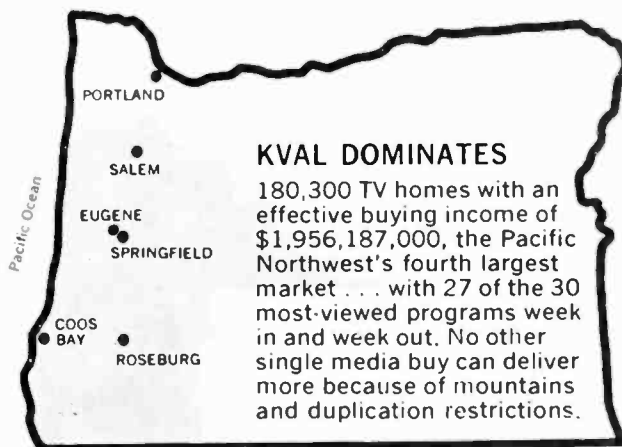
It is our own personal opinion that commercial production has been moving out to Los Angeles at a steady increase due to the extremely creative production houses available to the advertising agencies and their creative staffs, and also because of the new sounds coming from arranger-composers who have been making hits in the recording field.

Names such as Artie Butler, Perry Botkin, Jr., and of course Jimmy Webb have become extremely active in the musical field, and they are replacing the work of many of the established jingle houses which are fading into the sunset.

The activities of the film laboratories in research and development have contributed to the great technical achievements at West Coast production houses.

CHARLES H. STERN
*President
Charles H. Stern Agency, Inc.
Los Angeles*

There's more to KVAL than meets the eye



KVAL DELIVERS

a 5 to 1 viewership lead in local news, prepared by the market's largest full time local news team . . . proven feature programming with Mike Douglas, Merv Griffin, live children's shows and the area's most respected public service department. Check your current ARB or NSI Eugene.

THE ONLY SMALL NUMBERS ARE THE CPM...

 Ask your HOLLINGBERY man, or ART MOORE & ASSOC. in Seattle and Portland.

KVAL | TV EUGENE, ORE.

SATELLITES | KCBY-TV, COOS BAY
KPIC-TV, ROSEBURG

Audience and related data based on estimates provided by ARB/NSI and subject to qualifications issued by these services

..100% transmitter redundancy... 100% transmitter standby...

Off-air time—even just when switching from main transmitter to standby—is one budget-spoiler that parallel operation can take care of once and for all. Our parallel VHF-TV's have been logged at 150,000 hours of combined operation—with less than 60 minutes off-air!

But that's only one of the budget advantages of parallel operation.

Consider initial cost. If you bought a 25KW main and a 25KW standby, you would invest about \$279,000. Reduce the standby power to 12.5KW and you would still spend about \$245,000. But a pair of RCA transmitters—parallel mains for 25KW—cost only about \$237,000.

Consider day-to-day costs. In many areas, operating costs, maintenance costs, power costs, tube costs all drop markedly. (See new brochure for substantiating data)

Consider performance. Parallel operation assures 100% redundancy for full-time dependability. By diplexing two transmitters you gain a standby "hot" exciter that is ready to go when needed. And, of course, with RCA transmitters you deliver superior monochrome and color pictures all the time.

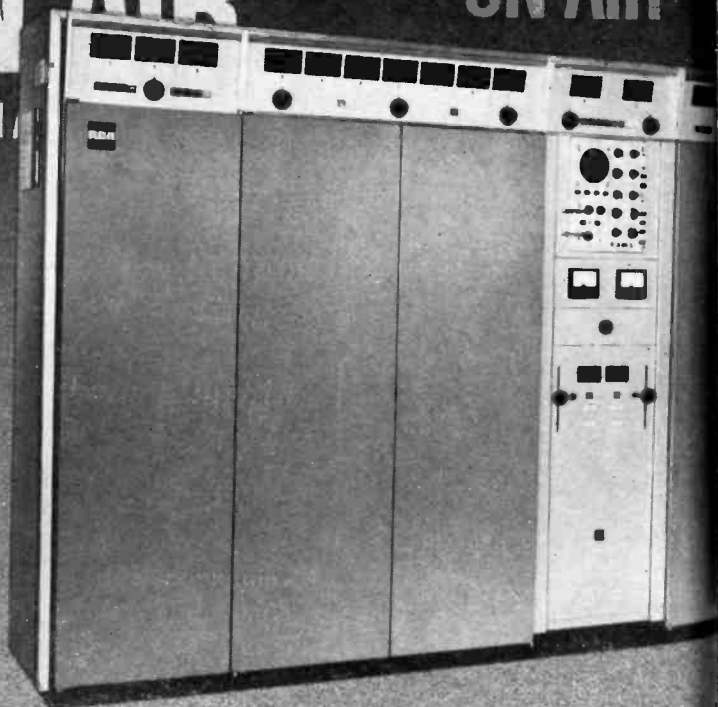
We've worked out a number of standard packages that meet most of the standard requirements. For low-band systems, we offer parallel 6KW, 12.5KW, or 15KW's. For high band, channels 7-13, we offer parallel 5KW, 12.5KW or 25KW systems.

As soon as you're ready for "paralleling" call your RCA Broadcast Representative. Or write for our new brochure to RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

RCA

Broadcast
Equipment

ON AIR
ON AIR
ON AIR
ON AIR
ON AIR
ON AIR
ON AIR





ON AIR

ON AIR

ON AIR

ON AIR

ON AIR

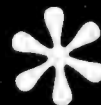
ON AIR

The results are in: *

for the Rockford, Illinois market WCEE-TV'S THE ONE!

- 34 Share - Sign On to Sign Off
Sun. thru Sat.
- 43 Share - 9 AM-Noon
Mon. thru Fri.
- 41 Share - Noon-1PM
Mon. thru Fri.
- 37 Share - 4 PM-6 PM
Mon. thru Fri.
- 32 Share - 6:30 PM-10 PM
Sun. thru Sat.

WCEE-TV
IS NOW
3 YEARS OLD!



NOV. 1968 - ARB TELEVISION
AUDIENCE ESTIMATES - AVERAGE
QUARTER HOUR



CBS AFFILIATE / ROCKFORD - FREEPORT, ILLINOIS
Competitively Priced - See Meeker Representative

A LEADER . . . FULL COLOR FACILITIES . . . 43% COLOR PENETRATION IN METRO AREA

Media buying services? He loves them

Outside media buying services are not in the least controversial to Doug Burch. He's media director of the Wilson Harrell Agency, Westport, Conn., house agency for Wilson Harrell International, military marketing specialists and manufacturers of Formula 409 spray cleaner. "I love them," says Burch, who has been placing all of Harrell's multi-market spot tv through U.S. Media for about a year (the company is believed to have sunk about \$5 million into spot last year.) Why is Burch big on the services? "They buy as well or better than I've ever been able to buy," he says candidly, "and I've been in the agency business for 20 years. Not only that," adds Burch, "I'm a one-man media department, but if I'm buying 85 markets all by myself, come and see me in the hospital." Burch draws up his plan, gives U.S. Media his market list, together with grp requirements in each market, and what he has to have in terms of day parts, reach and frequency and demographics. The service goes in with his budget and, according to Burch, proceeds to buy at an average of six to eight per cent below what he could get the same avails for. U.S. Media bills him for gross time and he pays them net, skimming his 15 per cent off the top. "They do one thing for me," he stresses, "they buy, the rest is up to me."

Woolworth to spend big in television

The 40 major markets scheduled for F. W. Woolworth's big push into television this year embrace about 300 of the variety chain's 2,000 stores. Woolworth (estimated 1968 sales: \$2 billion) has made about 10 60-second color commercials to date, will gradually escalate to a current rate of two a month.

Advertising director E. H. Hunt heads up the tv operation, with broadcast coordinator Vic Incorvia handling liaison between the company's buying divisions and its agency, Frank B. Sawdon, Inc., New York. Time is bought locally by Sawdon and pro-rated against the ad budgets of the stores in each market (no small task, that, when you consider the 250 Woolworth outlets in the New York market alone). Store managers are alerted four months ahead to the merchandise slated for tv so they can face their commitments.

It's estimated that between 20 and 25 per cent of Woolworth's ad money will go into tv this year. Part of it will pay for 100 per cent of a 60-minute Andy Williams special scheduled for May 4 on NBC.

Timeliness works for Shearson, Hammill

While many brokerage firms have steered away from television, trying to avoid the small new investor like the plague, Shearson, Hammill is continuing to invest more money in spot tv. Their theme is, "If you want to know what's going on, ask Shearson, Hammill."

The Wall Street firm last year spent \$300,000 in a 26-week buy in five markets; this year has upped the budget by \$150,000 and added two markets.

Shearson is trying to attract the "young executive on the go." They are attempting to lure the first-time investor,

who they hope will stay with the company. Another aspect of their advertising is to create an identity which the public will equate with research and know-how.

The Shearson, Hammill approach is in contrast to at least one other major brokerage firm, Hayden-Stone, which recently closed 10 of their 65 branches and announced they are going after the "larger investor."

Group W: 'considering further action' on code

Westinghouse Broadcasting's president Don McGannon got to talk to the NAB Television Board to protest the relaxing of standards on intimate personal products but only after the board had already voted on the question. It's understood that the board tried to reach McGannon in San Juan, where it was meeting, but couldn't contact him in time. The latest word from the station group is that it is "considering further action."

In a telegram to Charles Towers of Corinthian, Tv Board president, on January 13, McGannon warned that if the code revision were passed, "there would be little purpose" in Group W's continuing code membership.

Experimental cumes from Nielson

The A. C. Nielson Co. says it has developed a new estimating procedure which may serve as a planning tool to deliver four-week cumulative audiences on a persons basis for any four-week period. Sample copies of the survey, based on programs aired in October, 1968, have been sent to National Audience Composition subscribers for their reactions and assessment.

The new cumes contain program-by-program "person-cumes" for all regularly scheduled evening and multi-weekly programs. Developed because Nielson feels agencies want additional insight into demographics, the new cumes will be subject to evaluation and revision, depending on how much use clients can make of it.

The report is divided into three sections: program type comparisons: once-a-week evening programs: and Monday-Friday daily programs. Each listing contains percentages of households, total men, men 18-49, total women, and women 18-49.

Network revenue up, P&G spending down

While an analysis of the recently released BAR network figures for 1968 show advertisers spent only \$55 million more on network television than the previous year, they also reveal some other interesting facts.

Topping the list is network tv's largest advertiser, Procter & Gamble, which spent \$10 million less in '68 than its \$112 million 1967 budget. General Foods showed a \$6 million drop.

Cigarette advertising on television networks was down by 13.9 per cent in 1968. In 1967 11.3 per cent of the networks' revenue came from cigarette advertising, but the figure dropped to 9.4 per cent in '68.

Drug manufacturers sank an increasing amount of money into network tv last year. While the industry averaged increases of \$2 million, Warner-Lambert led the way with an increase of about \$5.5 million.



CITY OF INDIANAPOLIS

RICHARD G. LUGAR, MAYOR

December 6, 1968

Mr. James Hetherington
WFBM Stations
1330 North Meridian Street
Indianapolis, Indiana 46202

Dear Jim:

Thank you for your editorial entitled "Flanner House and Watkins Park #2" dated November 27, 1968.

I deeply appreciate your original editorial, your giving me an opportunity to reply, and your subsequent editorial. I believe that this type of exchange offers one of the prime ways in which complex issues may be brought to decisions with full public knowledge. I am certain that the final Park Board agreement is superior to anything which would have been drafted prior to your editorial and my reply.

Sometimes, I realize that you are unaware of the good effects of your editorials. I felt it only fair to point out that the constructive points raised in your initial editorial led to a superior agreement and many hours of discussion under the guidance and careful draftsmanship of Mark Murphy.

Sincerely,

Richard G. Lugar
Mayor

RGL:mep

The station that serves best sells best.



Business barometer

The related release by the Federal Communications Commission of 1967 revenue figures for television allows an adjustment of 1968 monthly figures through October instead of for the first half of the year, as has usually been the case. Also adjusted in this report are monthly figures for 1967, of course.

Preliminary "Business barometer" estimates were less than 1 per cent away from actual FCC figures for both local revenue and network compensation. However, they were 3.8 per cent lower than the FCC figures for national and regional spot.

Local time sales totals reported to the FCC in '67 came to \$364.8 million. The "barometer" estimate came to \$362.8 million, a difference of \$2 million. The FCC network compensation figures totaled \$245.9 million, as compared with the "barometer" figure of \$244.0 million.

A difference of 3.8 per cent separated the FCC total—\$871.7 million—from the "barometer" estimate of \$838.5 million.

The adjusted figures now show that for the first 10 months of '68, spot revenue totaled \$809.3 million, as compared with \$723.4 million for the first 10 months of '67. The '68 figures are 11.9 per cent ahead of the year before. If that rate held through the remainder of last year, then spot ended the year at a level of \$905.6 million.

Local revenue in '68 ran 19.6 per cent ahead of '67, with \$342.1 million in billings for the former

year as compared with \$286.4 million for the respective 10 months. If the rate of increase held up, the local total for '68 is \$408.5 million. As for network compensation, 10-month totals are \$205.3 million for '68 and \$202.7 million for '67, an increase of 1.3 per cent.

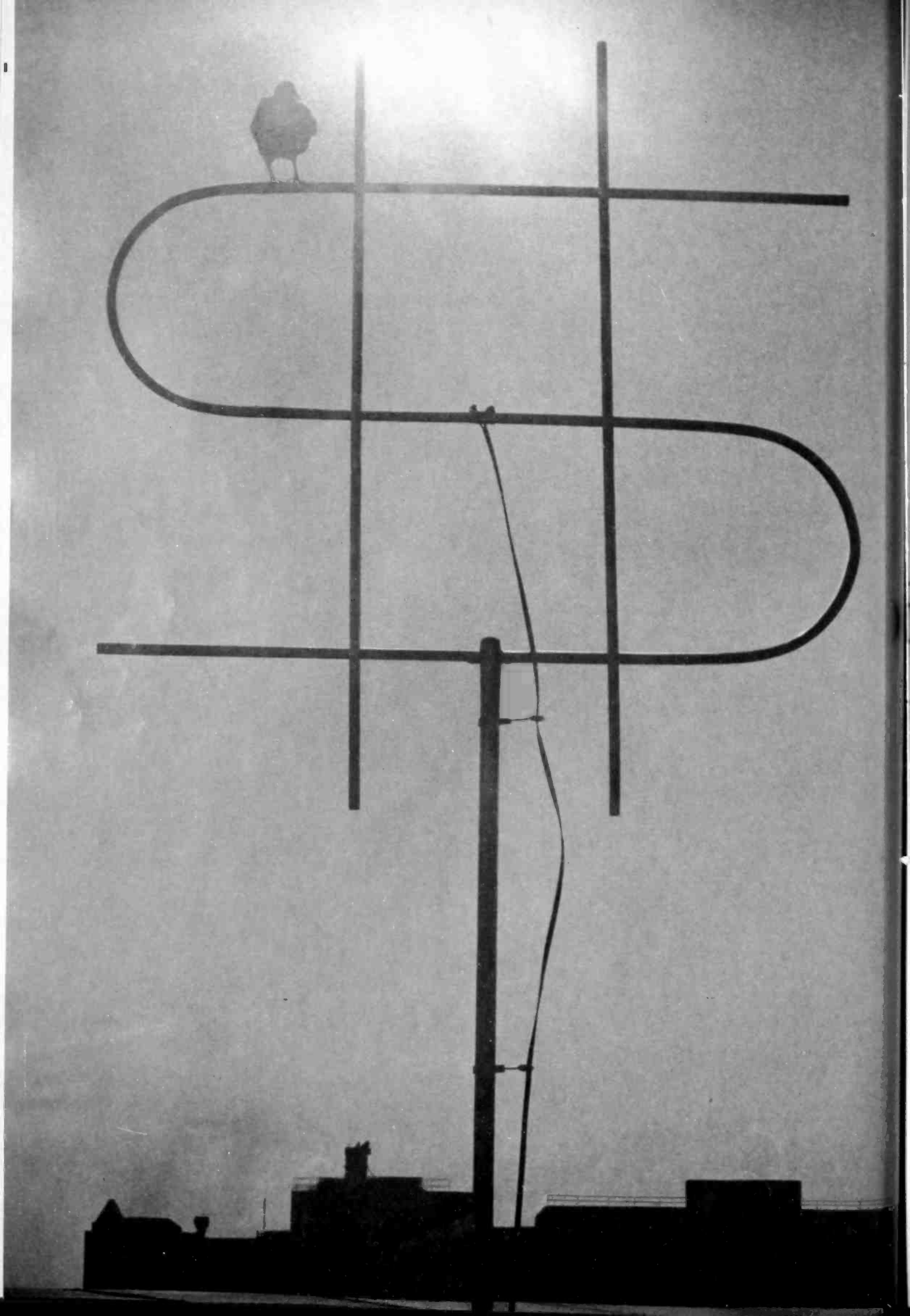
However, the spot and local increases for '68 may well turn out to be greater.

October increases were well above the average for the year and the second and third quarter increases for both spot and local were considerably over those for the first quarter.

Next issue—a report on spot revenue in November.

Revised Data—Spot, Local, Compensation Revenue

	Spot		Local		Compensation	
	1967	1968	1967	1968	1967	1968
January	\$62.8	\$61.7	\$24.4	\$24.8	\$19.7	\$19.6
February	74.1	78.8	24.8	27.9	19.2	20.6
March	81.1	83.5	31.0	24.1	21.4	21.4
April	74.1	84.3	29.6	36.0	20.9	21.0
May	81.9	95.0	30.7	37.5	20.9	21.3
June	69.7	82.5	27.4	30.7	18.9	19.6
July	60.1	70.1	24.4	30.1	20.2	20.2
August	60.1	63.7	25.9	30.8	20.4	18.5
September	68.9	83.2	29.9	37.4	19.7	20.2
October	90.6	106.5	38.3	52.8	21.4	22.9
November	86.3		40.5		22.1	
December	62.0		37.9		21.1	
Total	\$871.7 million		\$364.8 million		\$245.9 million	





do you see what we see?

Most of our readers get the message every issue: television time is money. We recognized this vital fact of television life from the day we began publishing ten years ago. The result? Ten thousand executives who regularly reach for Television Age to get the buy and sell information they need to make the buy and sell decisions. You'll find it everywhere in television . . . from trend-measuring Business Barometer to trend-setting Telescope . . . from our Wall Street Report to our Spot Report. It's the kind of editorial climate that makes your advertising all the more meaningful, because Television Age always means business. Television Age meets the needs of the people who spend over \$1,000,000,000 in television annually





Which WMC-TV news personality is the mayor of Memphis?

The Honorable Henry Loeb, mayor of Memphis, appears on Evening Report every weeknight to answer questions from viewers.

PICK THE MAYOR and WIN A KEY TO THE CITY

EVERY CORRECT ANSWER WINS AN OFFICIAL KEY TO THE CITY OF MEMPHIS. CONTEST CLOSES MARCH 1, 1969.

NAME _____ MY GUESS IS # _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CLIP AND MAIL
COUPON
TO:



SCRIPPS-HOWARD BROADCASTING CO.
1960 UNION AVENUE
MEMPHIS, TENNESSEE 38104

's marketing program

Sometime next month Westinghouse Broadcasting Co. will begin piecing bits and pieces of the fourth wave in a series of studies which now make up their Marketing Information Bank.

MIB is already a sizable storehouse of information. A. W. "Bink" Dannenbaum, senior vice president for marketing, planning and development for Group W, figures there's about 2 million raw facts in the pile. It's not making a big thing about the bicar number; however, he points out, the vast amount of data available permits all kinds of analyses and cross-tabulations which often provide unexpected insights into marketing specific products.

For example: It's been found that it isn't the upscale, status-seeker who's the best customer for the small, foreign car. It's the economy-minded, practical type. The sophisticate buys it yes. But he usually buys it used. So, why should Group W worry about Volkswagen or Renault? Simply for the obvious reason that if you know something an advertiser doesn't, you're going to have the advertiser's ear. And you might even sell him some time.

Elaborate program. MIB, for all its load dimensions, is only one part of an elaborate marketing program which Dannenbaum has worked up for the Group W stations during the past four years. Its impetus, he said, was a brief directive from WBC chief John McGannon to make the company "the most marketing-sophisticated and research-minded organization in broadcasting."

In a systematic way, Dannenbaum has structured a series of recommendations and objectives for station management and personnel under four headings: (1) education, (2) research, (3) contacts and (4) publicity, advertising and promotion. A manual on these programs shows the latter only roughly sketched in but the other three have detailed and specific objectives.

MIB is one of 10 sub-programs delineated under research. Another

sub-program in that area, and one which Dannenbaum has particular pride in, is the consumer attitude or concept panel.

This refers to a small group of men or women who are gathered together to talk in an ad-lib manner about a specific subject, say, what they think of bank credit cards. A moderator leads the in-depth discussion, seeking to direct it into fertile areas.

Tailored idea. The idea, of course, is not new. But Group W has tailored it to its own needs by (1) recording the session at one of its stations so it can be played back for others, and (2) bringing to the session agencies and/or advertisers, who watch the proceedings on closed circuit tv. As a matter of fact, a session would not be put on unless some important business contacts were on hand; indeed, the idea of the panel is to give advertisers and agencies insight into marketing specific products.

In one case, a panel talking about coffee, beer and soft drinks was watched by representatives of nine different companies. Since some of them were naturally competitors, three rooms were set up for CCTV, with one beer, one soft drink and one coffee company represented in each room.

Since the client/agency viewers can communicate with the moderator via an earpiece-receiver, they are able to steer questions into areas they are particularly interested in.

Caustic comments. In one case, a supermarket president heard some caustic comments about his meats, a product he had thought represented the key quality image for his stores. As a result, he brought back 80 people, including store managers and personnel from his meat supplier, to view a replay of the session. He also undertook a major campaign to upgrade his operation.

Group W has about 40 of these video tapes on hand. Most of them cover banking and retail shopping habits but they also get into gasoline and automotive, radio management and restaurants. Dannenbaum said

Group W has so much information about bank credit cards (from MIB and other sources as well as concept panels) that a bank official once told a Group W executive that the broadcasting firm knew more about the subject than the bank.

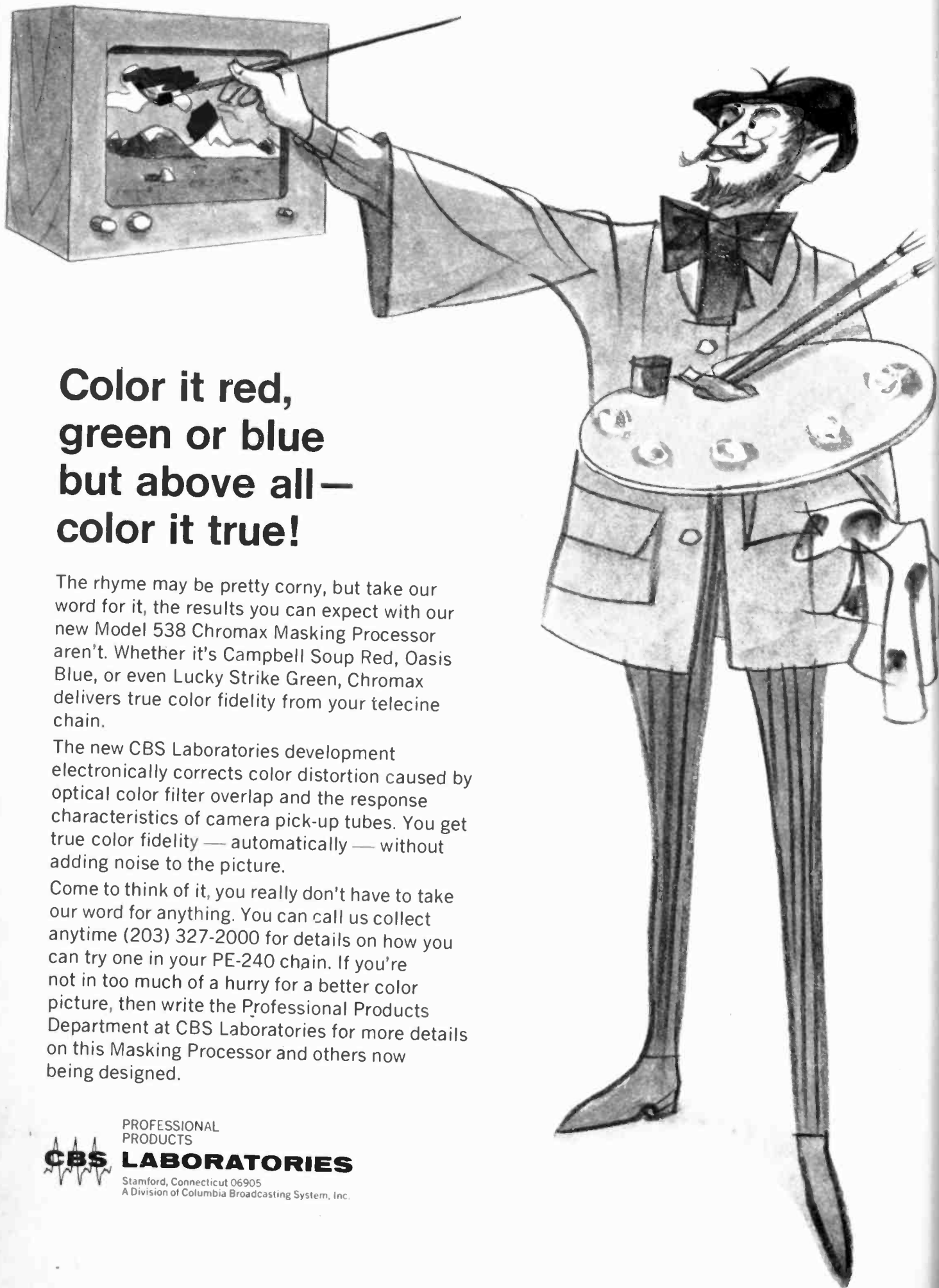
Also on file for the use of Group W people and their prospects is a series of 25 half-hour video tapes in which one or more business or professional men talk about a subject they know.

Among the people and subjects recorded are Hugh Redhead, now chief executive of Campbell-Ewald but at the time of the recording vice president in charge of marketing at the Mellon National Bank and Trust Co., talking on "Selling Banking Services;" Dr. Charles Hinkle, professor at the Graduate School of Business, University of Colorado, on "Marketing Research;" Dr. Seymour Banks, Leo Burnett Co. vice president, speaking on "Setting Marketing Goals and Objectives;" and Bay E. Estes, vice president of marketing at U.S. Steel, also talking on marketing research, along with two other executives from the company.

The "education" aspect of Dannenbaum's marketing program combines self-improvement and training. It includes seminars, formal education on the individual's own time as well as on company time at company expense, making each salesman a specialist in two major advertising categories within a specified time, and a marketing library.

In his marketing program manual, Dannenbaum anticipates the objection that research and marketing sophistication might sound egg-headish. But he stresses he has gone to great pains to make the program practical.

Advertiser contact. He also points to the importance of advertiser contact. "True," he writes, "despite broadcast's lack of direct rapport with the advertisers, the growth of broadcast billings has been spectacular. But who can project how much better the picture might have been with that direct rapport!" ■



Color it red, green or blue but above all— color it true!

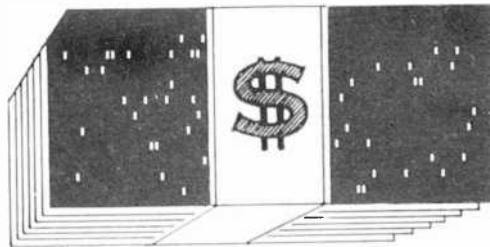
The rhyme may be pretty corny, but take our word for it, the results you can expect with our new Model 538 Chromax Masking Processor aren't. Whether it's Campbell Soup Red, Oasis Blue, or even Lucky Strike Green, Chromax delivers true color fidelity from your telecine chain.

The new CBS Laboratories development electronically corrects color distortion caused by optical color filter overlap and the response characteristics of camera pick-up tubes. You get true color fidelity — automatically — without adding noise to the picture.

Come to think of it, you really don't have to take our word for anything. You can call us collect anytime (203) 327-2000 for details on how you can try one in your PE-240 chain. If you're not in too much of a hurry for a better color picture, then write the Professional Products Department at CBS Laboratories for more details on this Masking Processor and others now being designed.

PROFESSIONAL
PRODUCTS
CBS LABORATORIES
Stamford, Connecticut 06905
A Division of Columbia Broadcasting System, Inc.

*Not one but two proposals
have been made recently, but
there are no hosannas apparent*



Computerized timebuying- snare for sellers?

They've been talking about computerizing tv spot timebuying for years and, pow, suddenly there's not one but two proposals. That gives the business plenty to digest, so that by the time the votes are in some of the foggier notions should be blown away by the sharp, cold winds of reality. What may, hopefully, be left will be a hard core of practical ideas and, possibly, a start on a viable system to reduce spot buying to a lean, efficient process.

The tv advertising business has not only been presented with two proposals but two different kinds of proposals. The American Research Bureau, speaking for its parent,

Control Data Corp., has "gone for broke" with an ambitious plan that envisages the *bete noire* of many broadcasters and reps—a central bank of all station spot time available for sale (though subject to station control).

Called TVX (for "Television Spot Exchange"), it would tie both agencies and reps into an automated communications network and make them—or, at least those who invest development funds—financial partners.

A. C. Nielsen Co. offers a much more modest proposal that makes a play for rep support by carefully and deliberately seeking to retain traditional contact between buyer and seller.

Going under the initials TNT (for "Teleprocessing in Timebuying"), the Nielsen plan, unlike its competitor's, does not require outside money. It, of course, does not need as much. However, Nielsen considers TNT the foundation for later expansion.

As currently presented the Nielsen system could be described as an automated tool to help agency buyers evaluate and choose spot purchases in a speedier and more effective manner. Essentially the same service will shortly be offered to reps.

Both plans came to light in December. Both promise savings in time and money over present methods of timebuying. Both say the system will free timebuyers for more important planning and negotiation functions.

The fact that nobody has hailed either system as the modern answer to the complexities of buying spot is, in itself, no final indication of hostility or indifference, though they do exist. The proposals are complex, require considerable study and, anyway, are offered as a means of eliciting counter-proposals and suggestions for improvement and change.

Probably the most controversial aspect is the TVX plan for input of station time inventory. Talk of a central availabilities bank, aired on and off in the past, usually gives reps the shudders for, they say, if the buyer has access to such data, you can kiss the rep salesman good-bye. To most broadcasters, the idea of storing their inventory information outside is anathema.

Whether giving the station and rep final control over what avails are submitted will ease these fears remains to be seen.

Another controversial aspect of TVX is the proposal that agencies and reps ante up equal amounts to develop the system, which could cost an estimated \$12 to \$15 million to set up.

The money alone is not the only issue here; there's the question of shares. Agencies traditionally hold that media should bear the bulk of the cost of providing information and services to sell their wares.

As for TNT, it is geared, unlike TVX, to handle its own audience data exclusively. This leaves subscribers to ARB out in the cold—unless, of course, they would rather switch than fight.

The nitty gritty

Then there are the questions of the systems' workings. Agreements would have to be hammered out on the kinds of information to be included and how the information would be handled. This is particularly true with TVX, which, in its present form, would be a joint ownership affair between two sectors of an industry whose interests clash at many points.

While it must be kept in mind that changes could be made in the systems, here, briefly, is how they are initially described: First, TVX:

The data bank is initially loaded with vast amounts of material—the schedule of announcements and programs, station rates and ratings.

When the buyer wants avails, he transmits to the central computer, either by telephone or teletype, specifications of the campaign and markets that are desired. The specifications would include such "constraints" as budget per market, gross rating points, demographics desired, and types of programming desired.

The computer then searches the stored inventory in the applicable markets for the campaign for those availabilities which meet specifications. The avails chosen are sorted out and transmitted to the proper rep; avails would appear at the rep office on a cathode ray tube. (They could also be sent to the stations concerned.) The avails can be ranked

by key factors—cpm, size of audience, etc.

At this point the rep does an "editorial" job. He checks rates. He chooses what he thinks would be attractive to the agency as well as takes into account what would be in the best interests of the station to sell. He can put together a package, for as he has always performed.

But it is not necessary for the rep to visit the agency personally or even mail or phone the edited avails.

There is nothing to stop the rep from visiting the buyer, of course, and, in any important buy, he would probably do so. But the system allows the rep to put the edited avails back into the system to be transmitted to the computer via phone or teletype and thence to the agency, which receives the avails market by market, also on a computer terminal screen.

The buyer looks over the avails and associated information, talks to the rep if he has not already done so and then makes his choices. These are returned to the computer, which prints out an order for the rep and a copy for the agency.

Now, the Nielsen system:

The proposed system would tie in stations as well as reps, although smaller stations would get overnight service, instead of instantaneous communication. TVX also encompasses a billing sub-system for calculating and printing invoices.

TNT starts off in a familiar way, with the agency phoning the rep for avails. At about the same time, he loads the specifications or "parameters" of the buy into the computer, using a cathode ray tube (CRT). The variety of these is about the same as TVX. The specifications are related to what is available in or can be computed from a rating book plus associated station rate information. However, a specification could, say,



American Research Bureau: TVX
Agency buyer transmits specifications of campaign directly to central computer. Specifications could include budget per market, gross rating points, demographics desired, type of programming desired, etc.

Computer searches stations' inventories for availabilities to meet specifications.

Computer also searches data bank for applicable rep for each station in markets specified, sorts out avails and transmits to proper rep.

Rep checks avails, prices, etc., "edits" them, can put together package if he desires.

Rep returns edited list of avails, and/or package to computer, which transmits them to agency.

Agency looks over avails, talks to rep directly about buy, then picks avails and transmits choices to computer.

Computer prints out order to rep with copy for agency.



A. C. NIELSEN CO.: TNT
Agency buyer transmits specifications of campaign directly to central computer. Specifications could include budget per market, gross rating points, demographics desired, type of programming desired, etc.

Buyer phones the rep for avails in conventional way.

Rep chooses avails in conventional way, has them typed on typewriter with paper tape attachment, sends tape to agency.

Agency transmits paper tape data to computer can check status of avails submitted as they come in.

Buyer can request various rankings of avails, makes his selection, adjusts prices and audiences if he desires, informs computer of choices.

Buyer phones rep, informs him of his choices in conventional way and receives confirmation of buy.

any announcement above a certain cost-per-1,000 or below a certain audience level.

The rep looks up avails in the conventional way. There is no station inventory stored in the computer, a deliberate decision to maintain normal business practices, and, perhaps, to leave the rep free to develop his own computerized inventory system. When the rep has decided on his offering, he has it typed on a typewriter with a paper tape attachment (the attachment would cost less than \$100).

The rep then sends the tape to the buyer. He could, of course, bring it over personally along with a written brief for a special pitch or explanation. It would also be possible, under the CRT system, for the rep to transmit the paper tape data directly to the computer.

Agency talks to computer

Under the present proposal the agency would transmit the paper tape data to the computer. A program built into the system permits the agency to query the computer along the way to see what's been submitted, by market. This allows the agency to use the computer as a record-keeping device, thus cutting the agency's own paperwork. The information comes to the agency via CRT.

Next, the buyer would request from the computer whatever rankings of the proposed spots he wants. At any one time he could view two rankings on the CRT. These would show avails which meet specifications, as well as those that don't. The buyer can also get a "hard copy" (printout) of the rankings.

After making his selections, the buyer would inform the computer which ones they are. The selected list is then flashed back to him on the CRT. A device called a "cursor" permits the buyer to make changes, if

(Continued on page 49)

Ted Bates: computers should be seen and not heard

While some agencies may be looking forward to the day when the clatter of a modern computer will replace the noise, chatter and mountains of paper of a busy media department, Ted Bates media executives look forward to the day highly paid, highly experienced buyers will work with a computer in the back room only to alleviate some of the tedious paperwork.

Planning for tomorrow at Bates, which claims to be the largest agency in spot tv billings, includes developing the media people who will work with tomorrow's techniques.

Because such a futuristic view requires superior personnel down the line, youth and training are stressed in Bates media-program department.

*While automation
has its place
in media, it's people
who make the difference
at the nation's 'largest'
spot agency*

The agency starts training some potential staffers while they are still in school. While attending local colleges and universities, college students are given an opportunity to work in various areas of the Ted Bates media complex.

Other students are recruited after graduation by a Bates media vice president who annually visits major college campuses.

These recruits then undergo a period of indoctrination that includes working in all major departments of the agency.

The department believes in paying a good buyer well, working him (or her) hard, and leaving plenty of room for advancement.

The department also prides itself

John Kucera heads the radio/tv division.



Harry Saz oversees the radio/tv services division



Justin Gerstle heads the media information and analysis group of which Jackie DaCosta is associate director.



welcoming change and new ideas. It claims to be the first to merge media and programming departments into one unit. It pioneered a system of coordinating broadcast purchases when it was made the white broadcast buying agency.

Bates is so aggressive, it says, that ideas and people move quickly through the highly streamlined media-program department.

At its helm is Richard A. R. Pinkham, senior vice president in charge of media and programs, with well-rounded experience. He is the former producer of the *Today* and *Tonight* shows, and was vice president in charge of network programs at NBC. He also had extensive magazine experience at Time, Inc., and was a

director of circulation, and a member of the board of directors of the now defunct *New York Herald Tribune*.

At Pinkham's right hand is Sam B. Vitt, senior vice president and executive director of the media and program departments.

Sam Vitt's background

Vitt came to Bates in 1964 from Doherty, Clifford, Steers and Shenfield, where he was vice president in charge of media-programming. Prior to that he had been at Biow Company, Benton & Bowles and CBS-TV.

Under these two men are the six units that make up the media-program department. Three units—media, radio/tv and media relations

—are directly concerned with client servicing. Three others, called the technical services, provide that advice, expertise and data needed by the client services divisions.

The media unit, which does the planning and most buying, is the hub of the media-program department. Since it is they who work directly with the clients, the job of the other units is to support the media groups.

Information from the account group is funneled through one of seven media groups within the media unit. Each group is headed by a vice president and media director (Messrs. Camerick, Gerstle, Greenberg, Heller, Reichel, Sawyer, Staab)

(Continued on page 56)

Sam Vitt, executive director media-program department; Richard Pinkham, media department head; Jack Carmack, media budget administrator; Gene Camerick, media director and head of media relations.



H. Rex Lee, newest FCC Commissioner is a bureaucrat who doesn't mind being called one. At 53, he has never worked outside the Federal Government. And, since 1936, when he graduated from the University of Idaho and became an economist with the Department of Agriculture, his government career has been a steady upward curve.

Lee is not a bureaucrat in the usual derogatory sense. In fact, he got where he is today, at least partially, by bucking government officials bogged down in red tape and fearful of innovating. He brings to the FCC a reputation for a strong sense of public dedication and a capacity for making tough decisions. Regarding the latter, he said:

"In government, you are forced to come up with decisions which help some people and hurt others. This is one of the big policy-making problems of the public servant. The important thing is to make a decision based upon what you believe will be in the public interest in the long run."

When Lee was named by President Johnson last September to the FCC vacancy left by Lee Loevinger, few industry people had heard of him. At the time of his appointment he was assistant administrator of the Agency for International Development. Before that, from 1961-67, he was Governor of American Samoa, where he made his mark in establishing what some observers believe to be the most advanced educational television system in the world. For this and other works in the string of six islands which make up the U.S. territory, Lee received the President's Award for Distinguished Federal Civilian Service. President Johnson, in bestowing the honor, said Lee had transformed what had been called a "Pacific slum" into a "showplace" of the South Seas.

Born on a farm near Rigby, Ida., Lee worked in various capacities for the Department of Agriculture until 1942 when he went with the War Relocation Authority. From 1946 to 1950, Lee was assistant director of the Office of Territories with an interruption in 1949 when he went on

loan to the State Department and United Nations for a study of the Arab refugee problem in the Middle East. In 1950 he went to the Interior Department, first as Associate and later as Deputy Commissioner of the Bureau of Indian Affairs, before going to Samoa in 1961. He is the recipient of the Interior Department's highest award.

Seated behind a desk arrayed with neat stacks of documents, Lee is busy these days grounding himself in the fundamentals of FCC regulation and key issues currently before the Commission. Although his first love is ETV, Lee stresses he will not neglect any area under FCC's regulatory aegis.

Lee has already formed some opinions about broadcasting and the FCC's role in regulating it. He is watching television more now than he did before being cut off from it in Samoa and believes that on the whole tv is doing a better job, particularly in the area of public affairs documentaries. But he adds that there is a lot of "poor" programming and much room for improvement.

More public affairs

Lee would like to see more public affairs programming on both the network and local level. "You have to have a well-informed public." But he also feels that the entertainment side of tv could stand improvement.

The big question in industry circles, of course, is whether Lee will side with the hard-nosed regulatory positions of Commissioners Kenneth Cox and Nicholas Johnson. Although he refrained from commenting on the controversial Cox-Johnson report of last Summer which flayed the Commission majority for making a "sham" of FCC's license renewal policies, Lee, in his first off the cuff opinions, appeared to be a middle-of-the-roader.

Television, he said, has a "great future." It will improve "because the public will insist on it," Lee said, not because of tougher mandates from the Commission. Stations must fulfill their community service obligations, but the FCC's role in bettering programming must be that of the en-

courager rather than the dictator.

On the gnawing issue of CATV, Lee said he preferred not to get into particulars but spoke of it in glowing terms. "I think CATV will help conserve spectrum space, bring about diversity in programming and provide a lot more to the home of the future in the way of services," he said. But he stressed that it must be "properly managed" so that local over-the-air telecasting and CATV can be compatible and complementary to each other.

Narrowing CATV down to essentials, he saw it playing two major roles: (1) improving the quality of tv station signals and (2) providing the opportunity for more programming channels and, particularly, for more local programming.

Asked about the controversy over concentration of control in the mass media, Lee said carefully: "The Commission has a real challenge in working out an equitable solution which provides an excellence in service but avoids monopoly control."

Lee's experience in Samoa demonstrates that he is an activist as an administrator. Within three weeks of his arrival there in 1961, he made the decision to set up the educational

Bureaucra

system which won him acclaim. Instead of using tv as a supplement, Lee made it the core of Samoa's school system. He said he came up with the idea "out of desperation" because of what he termed the "unimprovable" conditions he found in Samoa upon his arrival.

Problems in Samoa

It was the cultural and educational deprivation Lee discovered in Samoa that the majority of the teachers had what was the equivalent of second grade education on the U.S. mainland.

Lee said that in making his decision to set up an ETV system in the islands, he had only one supporter, that was his wife. His subordi-

nates and advisors were extremely skeptical about the idea of teaching via tv and, instead, had advanced such proposals as doing away with all the native instructors and hiring teachers en masse from the States.

Lee kept the Samoan teachers but relegated them to the role of proctors. All teaching was done by tv. For this task, Lee hired some 20 top-flight instructors with ETV experience from the mainland. They were backed by a bevy of prop men and technicians to help Lee's effort to revolutionize Samoa's school system from grades one through 12 and encompassing from 3-9,000 pupils scattered over the six islands.

Before his departure from Samoa, Lee had laid the groundwork for

bringing pre-school age children (three-to-five-year-olds) under the ETV system. In addition to the educational programs, Lee inserted two daily newscasts for the edification of adult Samoans.

Lee believes that the U.S. has only scratched the surface of ETV's potential and, as an FCC Commissioner, he can be expected to push for more government aid as well as persuade educators to make greater use of tv in the classrooms. He thinks that, with modifications, a system similar to the one he inaugurated in Samoa would be particularly effective in ghetto areas, where teaching is hampered not only by the poor quality of the teachers but by the cultural gaps of the students.

Although he effected a revolution of sorts in Samoa, Lee is not a fiery-eyed crusader. Rather, he is a seasoned veteran of the art of the possible, who will call for innovations of policy when they appear practical and in the public interest. The broadcasting industry has no grounds on which to either fear or favor him at this stage. He undoubtedly will leave a mark during his tenure as a Commissioner, but it may not be that of a branding iron. ■

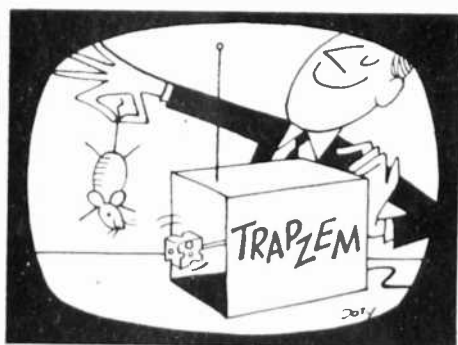


*H. Rex Lee,
newest Commissioner,
has never worked outside
the U.S. government,
looks like a
middle-of-the-roader*

at the FCC

By JOY LEWIS

Third quarter spot newcomers



*Spot scores heavily
with 236 new products
and services, up a
fat 75 per cent from the
third quarter of 1967*

Spot television attracted a rousing total of 236 new products and services during the third quarter of 1968—an increase of 75 per cent over the same three months of 1967, when only 136 new subjects made it to the tube. Compared with 1968's second quarter, the July-September figures represent increases of 45 in percentage and 74 in numbers.

Categories showing strongest gains from the second to third quarter of 1968 included apparel items, which almost tripled, and financial (banks and brokers), which more than doubled.

Four new cigarettes (three of them filters) made their tv debuts in the third quarter of '68, as against one in the second quarter. Philip Morris has two of the new entries, American Tobacco one and Bravo Smokes one.

Here's the complete list of third-quarter newcomers:

APPAREL

Footwear

- Bass, G. H. & Co.
Bass shoes—men
- Beck Industries, Inc.
A. S. Beck shoes—men and women
- Brown Shoe Co.
Air Step shoes—women
- Genesco, Inc.
Valentine shoes—women
- Hanover Shoe Inc.
Hanover shoes—men
- Johansen Bros. Shoe Co.
Valley shoes—women
- Kayser-Roth Corp.
Lady Bostonian shoes
- U. S. Shoe Corp.
Joyce shoes—women

Notions

- Dennison Mfg. Co.
Buttoneer button attacher

Ready-to-Wear

- Carter, William Co.
Carter's cotton knit separates—children
- Grecco Brothers, Inc.
Southwick clothes—men
- Hanes Corp.
Hanes sportswear—children
- Jack & Jill Togs, Inc.
Jack & Jill children's outerwear
- Jantzen, Inc.
Jantzen sportswear—family
- Oshkosh B Gosh, Inc.
Oshkosh B Gosh work-clothes—men
- Salant and Salant Inc.
Mr. Thompson sportswear—women

Underwear Foundations & Bras

- Carter, William Co.
Carter's sleepwear and underwear—children
- Hanes Corp.
Underwear—children
- Kimberly-Clark Corp.
Kimbies disposable diapers
- Lovable Co.
Lovable bras and girdles distr.

BUSINESS, FINANCIAL

Books & Music

- Hillcrest Announcements
Hillcrest invitations

Communications & Public Utilities

- Houston Lighting & Power Co.
Houston Lighting & Power Co.
- International Telephone & Telegraph Corp.

- South Central Bell Telephone System*
- Salt River Project
Salt River Project

Engineering & Professional Services

- Aladdin Upholstering Co.
Aladdin upholstery
- American Express Co.
American Express credit card service
- Big Bonus Stamp Co.
Big Bonus stamps
- Branigar Organization Inc.
Branigar management organization
- Redd Pest Control Co.
Redd pest control

Financial

- Channing Financial Corp.
Channing Mutual Funds
- Citizens & Southern National Bank of South Carolina
Citizens & Southern National Bank
- Dominick & Dominick, Inc.
Dominick & Dominick—brokers
- Edwards, A. G. & Sons, Inc.
A. G. Edwards & Sons—brokers
- Empire Savings & Loan Assn.
Empire Savings & Loan Assn.
- First Wisconsin Bankshares Corp.
First Wisconsin National Bank
- Government Employees Insurance Cos.
Government Employees Financial Corp.
- Hornblower & Weeks, Hemphill Noyes
Hornblower & Weeks—Hemphill Noyes brokers
- Kentucky Finance Co., Inc.
Capital Finance loans
- Marine Midland Corp.
Marine Midland Banks
- National Commercial Bank & Trust Co.
National Commercial Bank & Trust Co.
- National Securities & Research Corp.
Investment funds
- Southeast Bancorporation Inc.
First National Bank of Miami
- Fire Insurance
Financial General Corp.
Hawkey Security Insurance
- St. Paul Insurance Cos.
St. Paul multi-cover plan insurance

(Continued on page 51)

The day after tomorrow

Just over the horizon there's a revolution brewing in the communication center of the American home—the television set. Despite the usual bumbling FCC approach to this complex medium, there are going to be big changes in the next few years, and advertisers better get well oriented to them before they haul off and nap.

The changes, in order of their probable occurrence: (1) CATV will be operating in all major markets, not only bringing diversified programming from long distances but originating both programs and advertising; (2) Pay television; (3) Home movies purchased or rented and played on the television set. What will all this mean to the advertiser?

As if the advertiser didn't have enough trouble with increasing prices and decreasing audiences, which translate into higher cost-per-1,000 and decreased efficiency in demographics, television faces even further dilution. The true threat comes from the probability that a goodly slice of those 50 million homes out there will substitute new and different television viewing for their traditional tv habits. CATV figures to be the vehicle to accomplish this schism, by taking audiences away from the network stations.

Take a second look, FCC

Already, CATV has offered many homes good signals as independent as well as network stations. In big cities it offers equal values even to UHF stations in places where the natural obstacles lead to erratic signals. Why the FCC cannot get it through their thick collective heads that CATV is a boon to the public is puzzling even to the President's blue chip committee, which had no trouble reaching that conclusion. This is another brilliant FCC decision that goes along with the approval of the CBS 60-minute wheel and the freeze on television applications as legal deterrents to progress in the communications industry.

CATV is simply a substitute for an individual putting up a high antenna in order to bring in more television signals. If the local stations offer proper fare, they won't be materially affected. If they don't, they certainly won't deserve to have monopolies just because of the geographical limitations of the medium. CATV makes the programs stand alone. The more variety the better, as far as the public is concerned. And why not? This is the philosophy of free enterprise and, despite the evil servant minds of the FCC, that's what viewers are entitled to have.

When a signal is sent through the air it belongs to anyone who can pick it up by any means—including creatures from other planets (providing they are of sufficient intelligence). Further, if a CATV station wishes to give or sell entertainment to its subscribers via wire

it should be no business of the FCC's and is certainly an added pleasure to the subscribing homes.

One can't help but conclude that an investigation of the FCC should take place to see why they are suddenly protecting stations—many of which are owned by congressmen—against normal competition. And how about Telstar sending signals that can be received by millions of U.S. homes in each time zone without the need of those greedy stations? Who will make *that* decision?

Regardless of the outcome of this battle, time will see most of the sets in the U.S. connected by wire to the point of origination, resulting in perfect reception to multiple programming. The FCC may slow progress up, but they can't stop it.

After this schism, which will hopefully steer audiences to educational programs as well as to local ones, it is a natural step to pay television by these same wires. Here there will be mostly sports events and first run movies, uninterrupted by the many breaks that are spoiling the continuity of this entertainment.

Who wouldn't pay a dollar or two for the same movies that cost three dollars a head, plus dinner and transportation and standing in line and looking through a beard when eventually seated? These same movies will be free in a year or so on regular television for those who have to go to the bathroom frequently. The now money is for the immediacy and the unbroken continuity.

The last little killer will be the built-in recorder or playback unit in the tv console. Every major company is working on this little beauty and in a few years, watch out! The main use will probably be to play back 8mm programs rented or sold. Operation will be similar to the cassette-phonograph thing. The programming will range from highly selective fare, like how to raise tropical fish, to W. C. Fields' classic movies.



Is CATV getting ready to scoop up the marbles?

Because of the ability of this device to change a mass medium into a selective one, the viewer will be able to join a film-of-the-month-club and get any kind of tape or film he wants. He will build a library, educate the kids, teach himself a language, or do anything that interests him.

Yes, the times are a changin'. The mass advertising medium is going to be whittled into segments as sure as you're rocking and reading here. Prices will be adjusted, and time buying will be more complicated. Crank up the computers. We're sure going to need 'em.
—J.B.

H. Rex Lee, newest FCC Commissioner is a bureaucrat who doesn't mind being called one. At 58, he has never worked outside the Federal Government. And, since 1936, when he graduated from the University of Idaho and became an economist with the Department of Agriculture, his government career has been a steady upward curve.

Lee is not a bureaucrat in the usual derogatory sense. In fact, he got where he is today, at least partially, by bucking government officials bogged down in red tape and fearful of innovating. He brings to the FCC a reputation for a strong sense of public dedication and a capacity for making tough decisions. Regarding the latter, he said:

"In government, you are forced to come up with decisions which help some people and hurt others. This is one of the big policy-making problems of the public servant. The important thing is to make a decision based upon what you believe will be in the public interest in the long run."

When Lee was named by President Johnson last September to the FCC vacancy left by Lee Loevinger, few industry people had heard of him. At the time of his appointment he was assistant administrator of the Agency for International Development. Before that, from 1961-67, he was Governor of American Samoa, where he made his mark in establishing what some observers believe to be the most advanced educational television system in the world. For this and other works in the string of six islands which make up the U.S. territory, Lee received the President's Award for Distinguished Federal Civilian Service. President Johnson, in bestowing the honor, said Lee had transformed what had been called a "Pacific slum" into a "showplace" of the South Seas.

Born on a farm near Rigby, Ida., Lee worked in various capacities for the Department of Agriculture until 1942 when he went with the War Relocation Authority. From 1946 to 1950, Lee was assistant director of the Office of Territories with an interruption in 1949 when he went on

loan to the State Department and United Nations for a study of the Arab refugee problem in the Middle East. In 1950 he went to the Interior Department, first as Associate and later as Deputy Commissioner of the Bureau of Indian Affairs, before going to Samoa in 1961. He is the recipient of the Interior Department's highest award.

Seated behind a desk arrayed with neat stacks of documents, Lee is busy these days grounding himself in the fundamentals of FCC regulation and key issues currently before the Commission. Although his first love is ETV, Lee stresses he will not neglect any area under FCC's regulatory aegis.

Lee has already formed some opinions about broadcasting and the FCC's role in regulating it. He is watching television more now than he did before being cut off from it in Samoa and believes that on the whole tv is doing a better job, particularly in the area of public affairs documentaries. But he adds that there is a lot of "poor" programming and much room for improvement.

More public affairs

Lee would like to see more public affairs programming on both the network and local level. "You have to have a well-informed public." But he also feels that the entertainment side of tv could stand improvement.

The big question in industry circles, of course, is whether Lee will side with the hard-nosed regulatory positions of Commissioners Kenneth Cox and Nicholas Johnson. Although he refrained from commenting on the controversial Cox-Johnson report of last Summer which flayed the Commission majority for making a "sham" of FCC's license renewal policies, Lee, in his first off the cuff opinions, appeared to be a middle-of-the-roader.

Television, he said, has a "great future." It will improve "because the public will insist on it," Lee said, not because of tougher mandates from the Commission. Stations must fulfill their community service obligations, but the FCC's role in bettering programming must be that of the en-

courager rather than the dictator.

On the gnawing issue of CATV, Lee said he preferred not to get into particulars but spoke of it in glowing terms. "I think CATV will help conserve spectrum space, bring about diversity in programming and provide a lot more to the home of the future in the way of services," he said. But he stressed that it must be "properly managed" so that local over-the-air telecasting and CATV can be compatible and complementary to each other.

Narrowing CATV down to essentials, he saw it playing two major roles: (1) improving the quality of tv station signals and (2) providing the opportunity for more programming channels and, particularly, for more local programming.

Asked about the controversy over concentration of control in the mass media, Lee said carefully: "The Commission has a real challenge in working out an equitable solution which provides an excellence in service but avoids monopoly control."

Lee's experience in Samoa demonstrates that he is an activist as an administrator. Within three weeks of his arrival there in 1961, he made the decision to set up the educational

Bureaucra

tv system which won him acclaim. Instead of using tv as a supplement, Lee made it the core of Samoa's school system. He said he came up with the idea "out of desperation" because of what he termed the "ominable" conditions he found in the islands upon his arrival.

Problems in Samoa

Such was the cultural and educational deprivation Lee discovered in Samoa that the majority of the teachers had what was the equivalent of a second grade education on the U.S. mainland.

Lee said that in making his decision to set up an ETV system in the islands, he had only one supporter, and that was his wife. His subordi-

nates and advisors were extremely skeptical about the idea of teaching via tv and, instead, had advanced such proposals as doing away with all the native instructors and hiring teachers en masse from the States.

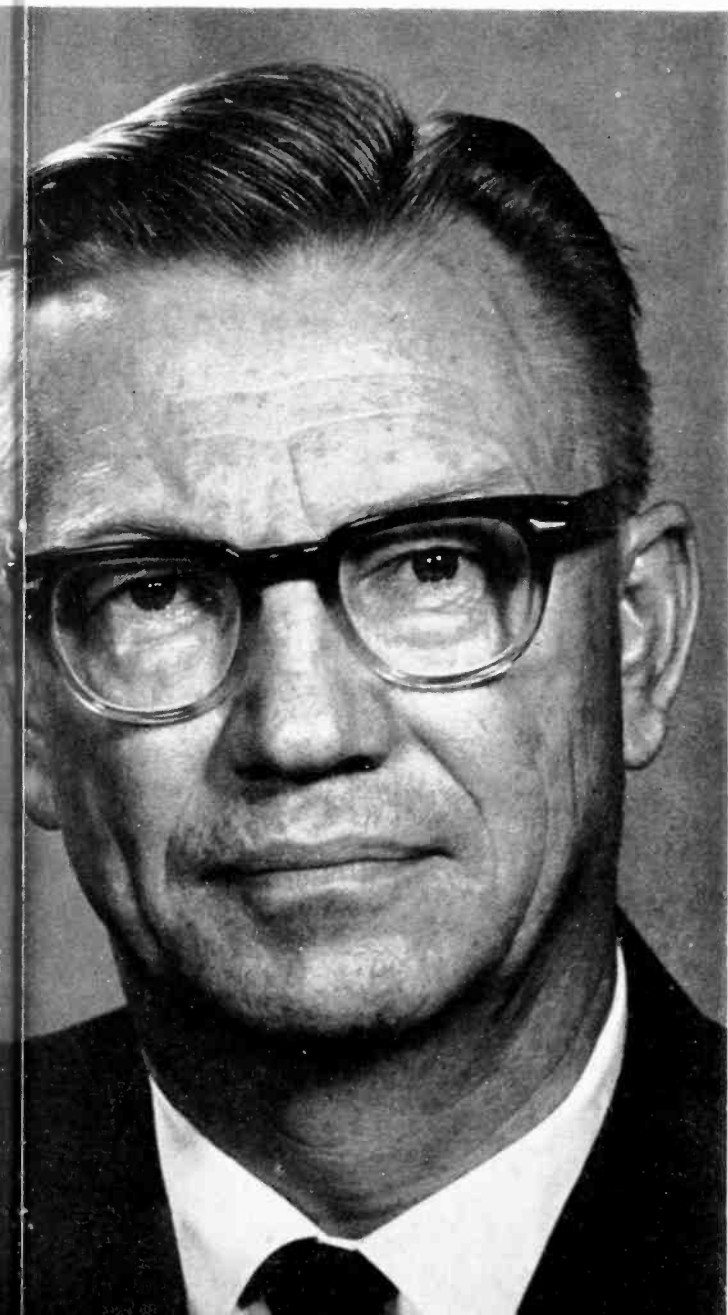
Lee kept the Samoan teachers but relegated them to the role of proctors. All teaching was done by tv. For this task, Lee hired some 20 top-flight instructors with ETV experience from the mainland. They were backed by a bevy of prop men and technicians to help Lee's effort to revolutionize Samoa's school system from grades one through 12 and encompassing from 8-9,000 pupils scattered over the six islands.

Before his departure from Samoa, Lee had laid the groundwork for

bringing pre-school age children (three-to-five-year-olds) under the ETV system. In addition to the educational programs, Lee inserted two daily newscasts for the edification of adult Samoans.

Lee believes that the U.S. has only scratched the surface of ETV's potential and, as an FCC Commissioner, he can be expected to push for more government aid as well as persuade educators to make greater use of tv in the classrooms. He thinks that, with modifications, a system similar to the one he inaugurated in Samoa would be particularly effective in ghetto areas, where teaching is hampered not only by the poor quality of the teachers but by the cultural gaps of the students.

Although he effected a revolution of sorts in Samoa, Lee is not a fiery-eyed crusader. Rather, he is a seasoned veteran of the art of the possible, who will call for innovations of policy when they appear practical and in the public interest. The broadcasting industry has no grounds on which to either fear or favor him at this stage. He undoubtedly will leave a mark during his tenure as a Commissioner, but it may not be that of a branding iron. ■

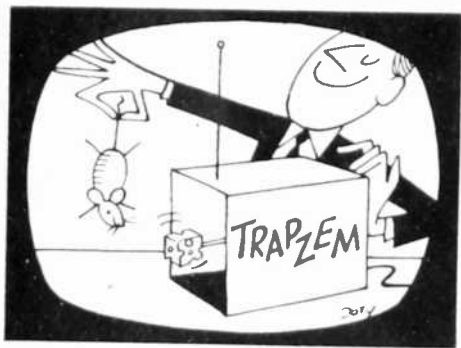


*H. Rex Lee,
newest Commissioner,
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looks like a
middle-of-the-roader*

at the FCC

By JAY LEWIS

Third quarter spot newcomers



*Spot scores heavily
with 236 new products
and services, up a
fat 75 per cent from the
third quarter of 1967*

Spot television attracted a rousing total of 236 new products and services during the third quarter of 1968—an increase of 75 per cent over the same three months of 1967, when only 136 new subjects made it to the tube. Compared with 1967's second quarter, the July-September figures represent increases of 45 in percentage and 74 in numbers.

Categories showing strongest gains from the second to third quarter of 1968 included apparel items, which almost tripled, and financial (banks and brokers), which more than doubled.

Four new cigarettes (three of them filters) made their tv debuts in the third quarter of '68, as against one in the second quarter. Philip Morris has two of the new entries, American Tobacco one and Bravo Smokes one.

Here's the complete list of third-quarter newcomers:

APPAREL

Footwear

Bass, G. H. & Co.
Bass shoes—men
Beck Industries, Inc.
A. S. Beck shoes—men and women
Brown Shoe Co.
Air Step shoes—women
Genesco, Inc.
Valentine shoes—women
Hanover Shoe Inc.
Hanover shoes—men
Johansen Bros. Shoe Co.
Valley shoes—women
Kayser-Roth Corp.
Lady Bostonian shoes
U. S. Shoe Corp.
Joyce shoes—women

Notions

Dennison Mfg. Co.
Buttoneer button attacher

Ready-to-Wear

Carter, William Co.
Carter's cotton knit separates—children
Greco Brothers, Inc.
Southwick clothes—men
Hanes Corp.
Hanes sportswear—children
Jack & Jill Togs, Inc.
Jack & Jill children's outerwear
Jantzen, Inc.
Jantzen sportswear—family
Oshkosh B Gosh, Inc.
Oshkosh B Gosh work clothes—men
Salant and Salant Inc.
Mr. Thompson sportswear—women

Underwear Foundations & Bras

Carter, William Co.
Carter's sleepwear and underwear—children
Hanes Corp.
Underwear—children
Kimberly-Clark Corp.
Kimbies disposable diapers
Lovable Co.
Lovable bras and girdles distr.

BUSINESS, FINANCIAL

Books & Music

Hillcrest Announcements
Hillcrest invitations

Communications & Public Utilities

Houston Lighting & Power Co.
Houston Lighting & Power Co.
International Telephone & Telegraph Corp.

South Central Bell Telephone System
Salt River Project
Salt River Project

Engineering & Professional Services

Aladdin Upholstering Co.
Aladdin upholstery
American Express Co.
American Express credit card service
Big Bonus Stamp Co.
Big Bonus stamps
Branigar Organization Inc.
Branigar management organization
Redd Pest Control Co.
Redd pest control

Financial

Channing Financial Corp.
Channing Mutual Funds
Citizens & Southern National Bank of South Carolina
Citizens & Southern National Bank
Dominick & Dominick, Inc.
Dominick & Dominick—brokers
Edwards, A. G. & Sons, Inc.
A. G. Edwards & Sons brokers
Empire Savings & Loan Assn.
Empire Savings & Loan Assn.
First Wisconsin Bankshares Corp.
First Wisconsin National Bank
Government Employees Insurance Cos.
Government Employees Financial Corp.
Hornblower & Weeks, Hemphill Noyes
Hornblower & Weeks—Hemphill Noyes brokers
Kentucky Finance Co., Inc.
Capital Finance loans
Marine Midland Corp.
Marine Midland Banks
National Commercial Bank & Trust Co.
National Commercial Bank & Trust Co.
National Securities & Research Corp.
Investment funds
Southeast Bancorporation Inc.
First National Bank of Miami

Fire Insurance
Financial General Corp.
Hawkey Security Insurance
St. Paul Insurance Cos.
St. Paul multi-cover plan insurance

(Continued on page 51)

The day after tomorrow

Just over the horizon there's a revolution brewing in the communication center of the American home—the television set. Despite the usual bumbling FCC approach to this complex medium, there are going to be big changes in the next few years, and advertisers better damn well get oriented to them before they haul off and nipen.

The changes, in order of their probable occurrence: (1) CATV will be operating in all major markets, not only bringing diversified programming from long distances but originating both programs and advertising; (2) Pay television; (3) Home movies purchased or rented and played on the television set. What will all this mean to the advertiser?

As if the advertiser didn't have enough trouble with increasing prices and decreasing audiences, which translate into higher cost-per-1,000 and decreased efficiency in demographics, television faces even further dilution. It's true that clustering, piggybacking, and increased spacing between shows must detract from the attention paid to commercials and, ergo, detract from their impact; but the real threat comes from the probability that a goodly slice of those 50 million homes out there will substitute new and different television viewing for their traditional tv habits. CATV figures to be the primary vehicle to accomplish this schism, by taking audiences away from the network stations.

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Film/Tape Report

CLAIROL'S MULTI-IMAGE

"One problem with tv commercials," says Jose Ferro of Pablo Ferro Films, whose company is a leader in multi-image production, "is that it is often difficult to get the viewer to watch what you want him to pay attention to. In a cigarette commercial with a beautiful girl and a handsome gentleman, the viewer will not even notice there's a cigarette on the screen."

In a new commercial the New York film house is producing for Clairol Condition, they intend to use a multi-image technique which will pull the viewer's eye to the section of the screen that the emphasis is in. Also, Jose Ferro claims that the 30-second commercial, which is in production, will have a strong emotional attraction.

Pablo Ferro has had considerable experience in the multi-image area. Among his recent credits are all the multi-image screen effects for *The Thomas Crown Affair*, and the new opening logo for the *Ed Sullivan Show*.

In the new Condition commercial, the screen will be divided into five sections. There will be one center square with four rectangles around it.

The opening shot will be a full screen view of a man and a woman. Following this, the camera pulls back and the surrounding rectangles are seen. In each is a different view of the original girl's hair.

As the announcer describes the effects of sun, wind, teasing, and shampoo on hair, the camera zooms out in a particular rectangle and shows a medium shot of the girl in the hair-destroying situation.

Next is a pouring sequence, followed by a washing shot in which the girl is using the product. All the time that action is progressing, each section of the screen not involved retains the original action throughout until the action in its section changes.

The production costs of a multi-image commercial are about 50 per cent higher than a conventional spot, due to increased editing time, opticals, and the studio's time spent in planning the idea.

Shooting also takes considerably longer for a multi-image commercial, and the time required to produce the opticals may run seven times longer than a regular spot.

But with all this, production time for a multi-image commercial may be only a week more than for a conventional ad.

While Ferro claims to have made the first multi-image spot in 1963 for Beechnut, he feels that only now is it becoming more important as a production tool.

He is quick to point out that multi-image is not just a series of pictures. In his mind a good commercial creates a visual mood and stream which carries the viewer along and actually needs no narrator's help to tell the story.

"It is easier to produce a bad multi-image commercial than a conventional one," Ferro points out. "But the visual excitement the technique can generate surpasses everything else."

PLAYBOY'S THE WAY

Rayette-Faberge in looking for new advertising methods at the local level, is experimenting with sponsorship of *Playboy After Dark*. The company has purchased full-sponsorship of the program, which is first run and being distributed by Screen Gems in New York, Chicago, and Dallas.

Rick Appleton, ad manager of Rayette-Faberge, reported the reasons for the experiment.

"We know what point-of-purchase, direct mail, spot tv and other types of advertising can do. Now we want to see how flexible a weekly local program can be."

Appleton believes the program can be used in many ways. In addition to running their own spots for Rayette and Faberge products, local stores may get into the act.

"Since we own the show, we may decide to run a commercial for a store which is giving us some type of special promotion."

There are several reasons for Faberge's move into local program sponsorship. First is the company's feeling that during the 1970's syndication will become an increasingly

important part of television programming. Faberge wants to have jump on the competition when comes to experience with using syndicated property.

It's also expected that continued sponsorship of the program will help slightly to flatten out the company sales curve.

Faberge picked *Playboy After Dark* as their vehicle for launching into local programming because, "We think the aura of *Playboy* and the kinds of people who will watch will add up to the viewer we want to attract."

The program's format is a party taking place in three rooms of the "Playboy Mansion." Hosted by *Playboy Magazine's* editor and publisher Hugh Hefner, the series features a large cast of attractive men and women joined each week by top name entertainers, new talents and controversial newsmakers.

David Sontag is the executive producer of the *Playboy Enterprises* series. The show is produced by Jerry Goldstein and directed by Dean Whitmore. Shooting of the initial 2 hours was completed before the show made its debut. Video taping was done at CBS in Hollywood.

SIMPLIFIED SHOOTING

For the agency creative man who'd like to try out an idea for a commercial on film, but who hasn't mastered the maze of dials and knobs on conventional 16mm cameras, there is hope yet.

The Bolex company has announced the development of an automatic focusing attachment called the A.I.R. system. Combine this with an automatic exposure system which has been perfected for some time, and you have a truly "automatic" movie camera.

For the film director/cameraman who'd rather direct than shoot, the auto-focus camera will provide an opportunity to spend more time watching the action and not the dials.

Because the new Bolex A.I.R. focusing is controlled by infrared light, the age old problem of trying to focus in low light level situations is alleviated.

When shooting free, the sys-

Advertising Directory of SELLING COMMERCIALS

could prevent wasted footage to trying to hand hold and focus the same time.

More technically the system uses an infrared beam to set the focus plane, and the unit has a range up to 60 ft. although a larger infrared light source would permit longer distances between the camera and subject.

The autofocus unit will be available sometime later in the year, and the company claims eventually the unit will be adaptable to most lenses on cameras.

THE ODD COUPLE

In the picture below, sports announcer Joe Garagiola, holding a pile of Vitalis, ponders whether his hair can make a comeback, following his presentation of the Most Valuable Hair Award to comedian Bill Fiore. New York Mets announcer John Kiner and Jerry Kramer of the Green Bay Packers look on.



Can Vitalis grow hair?

The scene tags the new Vitalis commercial which is slated for presentation immediately. It will be shown on network tv and in at least 10 markets.

The commercial which was shot in the ballroom of the Hotel Lexington in New York by Teletronics International, Inc., is a tongue-in-cheek presentation of a "typical" sports awards dinner.

Also appearing in the commercial are Gazzie Russell of the New York Yankers, Rod Gilbert of the New York Rangers, Jim Kateavage formerly of the New York Giants, Tom DeBuschere of the Knickerbockers and Brooks Robinson of the Baltimore Orioles.

Garagiola acts as m.c. and gives the "hair" award to Fiore, who in a typical sportsmanlike manner, gives the credit to his trainer, Vitalis.

American Oil Company • D'Arcy Adv.



FRED A. NILES—Chicago, Hollywood, N.Y.

Chevrolet • Campbell-Ewald



GERALD SCHNITZER PRODS., Hollywood

Associates Investment Co. • Campbell-Mithun



SARRA, INC.

1st National Bank of Atlanta • McC-E



JAMIESON FILM COMPANY, Dallas

Calif. Avocado Advisory Board • Erwin Wasey



SANDLER FILMS, INC., Hollywood

Miller-Morton Co. (Chap Stick) • C, W & A



LOGOS TELEPRODUCTION CENTER, Arlington

Cheetos • Young & Rubicam



PELICAN PRODUCTIONS, INC., New York

Minnesota Federal • Kerker & Associates



KING SCREEN PRODUCTIONS, Seattle

ON THE WAY

A half-hour comedy series *Aaron Slick From Punkin Crick*, is being developed by **Paramount Television** for CBS. The script is based on a 1919 stage play filmed by Paramount in 1952.

Four Star International, Inc. has signed Robert Fallon Productions to produce two more in the company's series of hour-long holiday specials.

First to be taped will be a St. Patrick's Day special, to be followed by an Easter special.

Fallon has just completed Four Star's Valentine's Day special.

Chamberlain-LeMaire, Ltd. and **Universal City Studios**, have entered into an extensive non-exclusive agreement to produce television projects and motion pictures. The pact includes the services of Richard Chamberlain as an actor and George LeMaire as producer.

Several projects are in development and the first film will go into production shortly.

The King Family will produce its March special *Holiday Cruise*, entirely aboard the SS Lurline, Matson liner, during its regular cruise from Hawaii to San Francisco. The program is distributed by **North American Television Associates**.

The one-hour special will be taped during the five day voyage and will feature all 40 members of the family.

Del Jack of Spectra Media will produce and direct the special, the seventh of 12 holiday programs being presented by the King Family during the 1968-69 season.

Project 7 Productions has finalized its plans for television projects in the coming year.

Now in development for 1969 are three half-hour series: *Arena*, a sports series; *Halfway House*, a daytime strip serial; and *Wheel of Fortune*, executive suite documentaries.

Also plotted are a group of specials including a series of four entitled *The Americans* and a single special *Comeback*, dealing with comebacks of famous personages such as Richard Nixon, Patricia Neal, and others.

Currently being completed is a half-hour special, *Helen Keller and Her Teacher*, a documentary dealing with the humanitarian as a young girl.

The videotape pilot of *Sports Celebrity Quiz* developed by **Wright Barlow Productions Inc.** is scheduled to go before the cameras shortly.

The 30 minute game show is played like football in which two opposing teams must answer questions on all sports. Each team will be composed of sports stars, active or retired, a celebrity sports buff from another field, a sports writer, and an ordinary sports fan.

The company has also signed an agreement with the National Hockey League and Warner Bros.-Seven Arts for the production of a one hour special on hockey goalies, called *Nobody Wants My Job*.

AD MAKERS

ALVIN HAMPEL, copy chief, and ROBERT C. WALL, JR., art director, have been named senior vice presidents of Young & Rubicam.

Hampel joined Y&R as a copywriter in the sales promotion department in 1957 after having been previously associated with Ralf Shockey & As-

sociates and Amos Parrish & Company. He was made a copy supervisor in 1962 and the following year was named vice president and associate creative director. He was appointed copy chief in 1967.

Wall has been with Y&R since 1948. He joined the agency after having studied at Pratt Institute. After a period at McCann-Erickson he returned in 1958. He was appointed a vice president and associate director of the art department in 1963 and art director in 1967.

At Kenyon & Eckhardt Advertising, JOSEPH J. SOLLISH has been named a vice president and associate creative director. ERNEST W. EVERS has joined the agency's Chicago office as creative director.

PHILLIP SCHULMAN, a creative director at N. W. Ayer has been elected a vice president of the agency.



SCHULMAN

He joined the agency in 1964 from the *Evening Bulletin* in Philadelphia where he was art director in the newspaper's promotion department. Earlier he had been a free lance designer in New York.

He was named a creative director in 1968.

ROBERT BRANDWEIN, an executive art director at BBDO, has been elected a vice president of the agency.

Brandwein joined the agency in 1960 as an assistant art director, becoming an art director in 1962 and an art group head in 1965.

Warren, Muller, Dolobowsky has enlarged its creative staff by adding copywriter HAROLD FRIEDMAN and a trio of art directors—BOB GRIMALDI, STEPHEN BRYAN, and DAVID PERL.

Friedman joins the agency from BBDO where he was a copywriter. Prior to that he was with Salvin & Jaffee in New Jersey.

Grimaldi has been an art director at Papert, Koenig, Lois.

NEW YORK
PL 7 - 7120

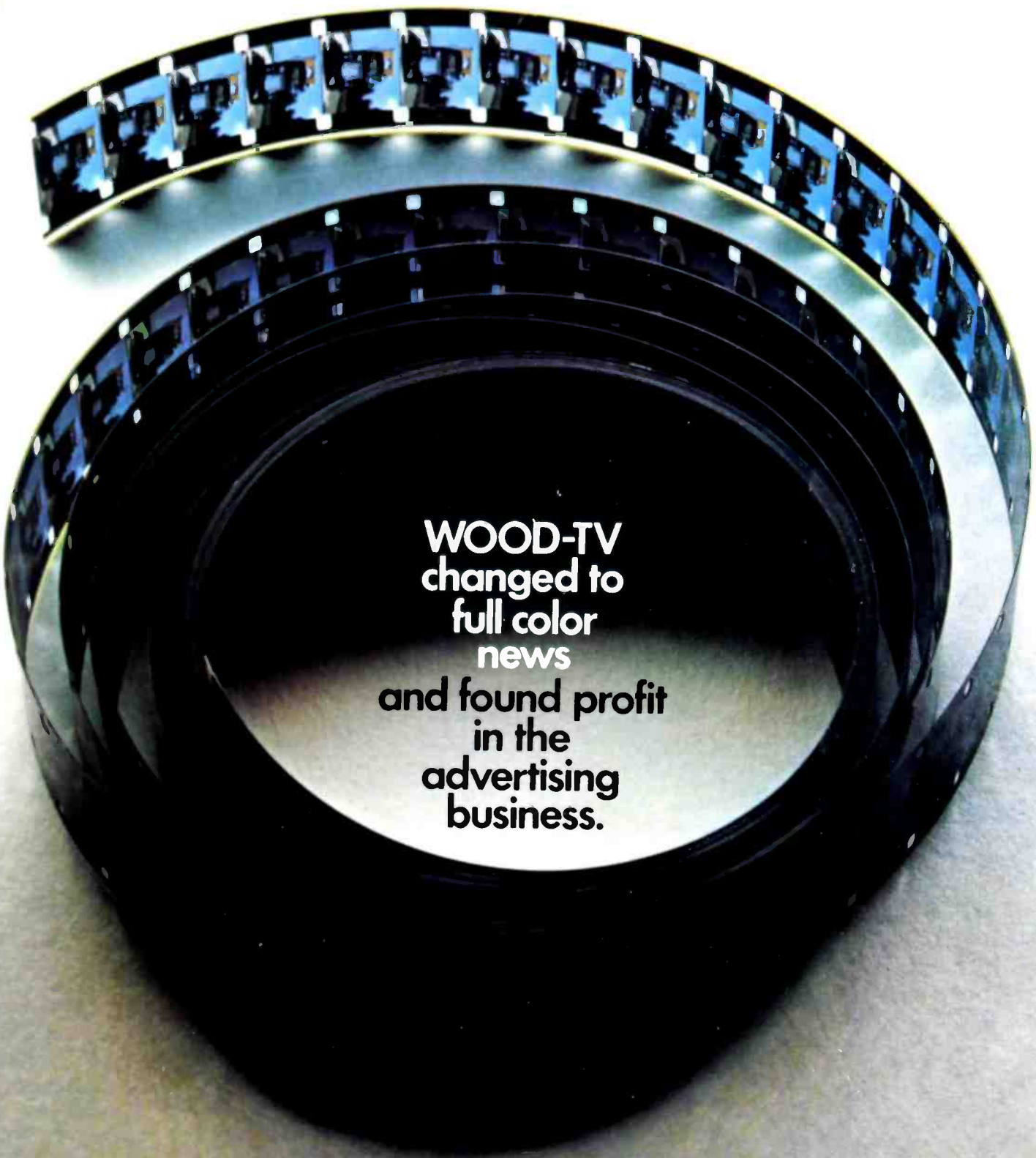
Key to Quality

FILM
OPTICALS
Inc.

optical photography
aerial image
anamorphic photography
liquid gate
animation

for ROSES PRODUCTIONS

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**WOOD-TV
changed to
full color
news
and found profit
in the
advertising
business.**

"We invested in the Kodak ME-4 Processor for two reasons," says Del Blumenstine, Film Laboratory Supervisor for Grand Rapids' WOOD-TV. "One, we wanted the dramatic impact of color for our news coverage. And, two, we wanted to keep pace with our industry where the move is to full color.

When we found we couldn't keep the processor busy with news, we started doing a bit of local commercial processing. Now we're working with local advertising agencies, local producers, and one independent syndicated television show which originates only.

The quality of our processing is what sold the commercial side of our business. The processor now works a

shift-and-a-half every day. The commercial work is paying our color processing bills and then some. It's made our switch to color film a lot more livable."

The Kodak ME-4 Process is a great investment. Processors are available

in many sizes, at many different prices. Chemicals come from Kodak packaged for easy use. And, Kodak experts help set the system up and are available to assist when needed. Call one of our Regional Chief Engineers for more detailed information. In Chicago, call Dick Potter. In New York, Ray Wulf is your man. John Waner is the one to call in Hollywood. Get with it.



EASTMAN KODAK COMPANY

ATLANTA: 404/GL 7-5211
CHICAGO: 312/654-0200
DALLAS: 214/FL 1-3221
HOLLYWOOD: 213/464-6131
NEW YORK: 212/MU 7-7080
SAN FRANCISCO: 415/776-6055

Kodak

Bryan was most recently art director for Robinson, Donino & West. Prior to that he was with Columbia Records in a similar position.

Perl moves to WMD from BBDO where he was an art director.

KENSINGER JONES, senior vice president and creative director of D. P. Brother & Co. has been elected a member of the agency's board of directors.

Jones joined the agency a year ago, after more than 15 years in executive creative positions with Campbell-Ewald and Leo Burnett Co.

F. D. TILLET, formerly vice president of broadcast production at Warwick and Legler, has joined VanSant Dugdale, Baltimore as associate creative director.

Tillett originally joined VanSant Dugdale in 1955, and at the time he resigned to join Warwick & Legler a year ago, was director of the broadcast department.

TALENT STABLE

Lloyd Oppenheim and Arnold Christie have formed a new talent agency. The new company will be

called Oppenheim-Christie Associates, Ltd. and will represent a "stable" of announcers, actors and actresses for radio and television commercials and industrial films.

Oppenheim is the former head of radio and music services at BBDO. Christie was previously radio and music producer at the same agency.

The company will maintain offices at 565 Fifth Ave., New York.

FOSTER & LEMOINE

Jacques Lemoine and Fred B. Foster, Jr. have formed a partnership for the production of television commercials, industrial films, and documentaries.



LEMOINE

FOSTER

The firm will be known as Foster & Lemoine's TVA Group, Inc. It is an outgrowth of the TVA Group which Lemoine has operated since 1962.

The new group is located at 4 East 46th St., New York, where it has its own shooting stage and a staff which includes three directors, three cameramen, an editor, assistant director, and supporting personnel.

CHICAGO PRODUCTION

A new commercial producer will soon be set up on Chicago's Near North Side at 13 East Oak St.

Founder of the organization is Gerald T. Rogers, whose name the company will bear.

Rogers has most recently been producer and director at Wilding Tv in Chicago, and was previously associated with Doyle, Dane, Bernbach and Young & Rubicam in New York.

TECHNICAL TOPICS

International Video Corp. an Electric and Musical Industries Ltd. have entered into an agreement whereby IVC will sell EMI color cameras and broadcast equipment in the U.S.

The first products to be introduced are a three-tube Plumbicon camera for broadcast use priced at about \$72,000; and a four-tube model that will sell at around \$76,000.

EMI is a broadly based electronics and entertainment group headquartered in London.

General Electric has introduced a new 1000-watt daylight-colored Quartzline sealed beam lamp, which will be used to supplement daylight in motion picture and color tv work. The lamps are available with three different beam spreads, varying from narrow spot to wide flood, and will be available early this year. The lamps will fit existing PAR-64 lamp holders.

Ronald A. Polster has been named general manager of the special products division for Ampex Corp. Previously he was manager of marketing services.

The Ampex special products division engineers and installs complete video and audio system for use in broadcast as well as other applications.

RCA has announced the development of a VHF tv transmitter with a two-to-one improvement in performance specifications for better and more consistent color signals. The transmitter, which makes extensive use of solid-state components, was developed in cooperation with the Westinghouse Broadcasting Co.

Three Group W stations will be using the new 30-kilowatt units, the first of which will be delivered early this year.

ZOOMING IN ON PEOPLE

TED LANGENDORF has been named as director of Goodway's radio and television broadcasting division. In his new post he will be responsible for creating and marketing new television programs for eventual national syndication.

W. LLOYD BAUMES has been appointed production coordinator for Paramount Television. In his new position he will function in a liaison capacity in the area of visual production elements.

DIVORCE COURT

lands with
IMPACT
in market
after market

In Cleveland DIVORCE COURT

sent

share up 22%
adults up 49%
women up 34%

over the program previously
in the time slot
on WJW-TV,
Monday through Friday,
1-1:30 p.m.

ARB: OCT. 1967 VS. OCT. 1968

"Divorce Court"
consistently delivers
more homes,
more women.



30 Rockefeller Plaza
New York, N.Y.



See page 53

efore joining Paramount, Baumes
w associated with a design firm in
Cincinnati.

OBERT M. STORER, president of
Storer Studios, Inc. has been named
chairman of the Atlanta Creative
Panel for the 9th annual Interna-
tional Broadcasting Awards spon-
sored by the Hollywood Radio and
Television Society.

DLIN CAMPBELL has been named
vice president and director of inter-
national sales for ABC Films. Camp-



CAMPBELL

bel who has been director of foreign
sales since last summer, joined ABC
Films early last year working in the
London office. From 1960 to 1968
he was as director of programs for Tele-
vision International Enterprises, Ltd.

OBERT R. GALLAGHER has been
appointed to the newly established
position of manager, sales promo-
tion CBS Enterprises Inc. Gallagher
will be responsible for the prepara-
tion of domestic and international
sales promotion material and will
assume additional responsibilities in
the areas of advertising, audience
promotion, and international re-
search.

MUSIC MAKERS TO DUB

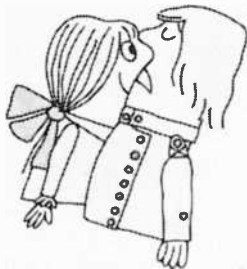
The Music Makers Group, Inc. is
establishing a sound dubbing facility
in New York to transform foreign
language films to English. The com-
pany currently creates original music
for the commercial, film, and enter-
tainment industries.

TRIPLE-CINE FORMED

Donald R. Collins, engineering
and management consultant to Video-
map Productions Inc. has formed
Triple-Cine Inc. The company will be
involved in importing and manufactur-
ing equipment for the television
and broadcasting industry.

Advertising Directory of SELLING COMMERCIALS

Noxell—Thera-Blem • SSC&B



PAUL KIM & LEW GIFFORD, New York

Schoenling Lager • The Don Kemper Co.



WGN CONTINENTAL PRODUCTIONS, Chicago

Peace Corps • Young & Rubicam



FILMFAIR, NEW YORK

Schweppes • Ogilvy & Mather



ELEKTRA FILM PRODUCTIONS, INC., N.Y.

Pillsbury Co. • Campbell-Mithun



FILMFAIR, HOLLYWOOD

Seaboard Finance Co. • FC&B



N. LEE LACY/ASSOCIATES, LTD., Hollywood

Salem Cigarettes • Wm. Esty Co.



SOL GOODNOFF PRODUCTIONS, INC., N.Y.

Ward Foods • Ted Gotthelf & Assocs.



JEFFERSON PRODUCTIONS, Charlotte

COMMERCIALS MAKERS

Pelican Films, Inc. has added HOWARD SHALLER, RUBIN SHAPIRO and ARTHUR JACKS to its sales staff.

Shaller and Shapiro were formerly partners in an organization representing print photography. Jacks originally joined Pelican in 1962 as production manager, and recently became a salesman/producer.

TONY SEINIGER has joined VPI as executive producer and production group representative.



SEINIGER

Seiniger comes to VPI from Dimension Productions, of which he was one of the founders in early 1966. Before forming the company Seiniger had been with EUE since 1962.

DEAN O'BRIEN has been named vice president and general manager of N. Lee Lacy's Los Angeles operation. Prior to joining NNL, he was in charge of production at Pacific commercials and VPI on the West Coast.

STEVE BERMAN has been appointed staff-film director at Cascade Pictures of California. A graduate of the Art Center in Los Angeles, Berman was formerly with Sandler Films, Inc.

THE DOTTED LINE

Metromedia Producers Corp. reports five new sales and fifteen renewals for *Truth or Consequences*. The half-hour strip series is now sold in a total of 109 markets.

New sales are: WBS-TV Atlanta, WTAE-TV Pittsburgh, WSM-TV Nashville, WXEX-Richmond, and KSOO-TV Sioux Falls.

Renewals for the series include: KING-TV Seattle, WBAP-TV Fort Worth-Dallas, WJBK-TV Detroit, WMAR-TV Baltimore, KOCO-TV San Diego, KMSP-TV Minneapolis-St. Paul, WCPO-TV Cincinnati, WOW-TV Omaha,

WVL-TV New Orleans, KATV Little Rock, WRIL-TV Peoria, WLOS-TV Asheville, WCEE-TV Rockford, WZZM-TV Grand Rapids, and WNDU-TV South Bend.

A special on Las Vegas has been sold to Monsanto and six specials pending sales. The Las Vegas show will star Frank Sinatra, Frank Sinatra Jr. and Nancy Sinatra. It is slated for telecast in the Fall.

INTERNATIONAL SALES

Warner Bros.-Seven Arts has completed 37 television sales for series and cartoons. Among the series sold are; *Mr. Roberts*, *Colt .45*, *Hawaiian Eye*, *Gallant Men*, *Surfside Six*, *F Troop*, and *The FBI*.

Included in the series sales were: CFCN-TV Calgary, CJDC-TV Dawson Creek, CFRN-TV Edmonton, CKRS-TV Jonquiere, CKWS-TV Kingston, CFCN-TV Lethbridge, CKSA-TV Lloydminster, CHEX-TV Peterborough, CKPR-TV Port Arthur, CFCM-TV Quebec City, CKMI-TV Quebec City, CKRN-TV Rovyn, CHSJ-TV Saint John, CJIC-TV Sault Ste. Marie, CFTK-TV Terrace, CBWT-TV Winnipeg, and CKOS-TV Yorkton.

Sales of cartoons were completed with: CFCN-TV Calgary, CFPL-TV London, CHOV-TV Pembroke, CHSJ-TV Saint John, CPQC-TV Saskatoon, CJCB-TV Sidney, and CKSO-TV Sudbury.

Several program purchases for overseas television stations who are represented in the U.S. by Charles Michelson, Inc. are reported to have been made.

The Michelson company contracted for 26 weeks of *Tarzan* for their Sampan network consisting of stations in Thailand, Philippines, Singapore, Hong Kong, Malaysia, and Korea.

Additional purchases included the *Tony Bennett* special and the *Tijuana Brass* special, for use by the ABS-CBN network in the Philippines.

Also contracted for were several properties for the Television Independiente De Mexico (TIM) network in Mexico. These include the *Doris Day* series, *Carol Burnett* show, *Superman* cartoons, as well as the *Tony Bennett* and *Tijuana Brass* upcoming specials.

JOINT VENTURE

Gerald Schnitzer Productions has concluded a production, sales, and

distribution agreement with East West Films, Inc. a subsidiary Trans National Communications Inc.

According to the agreement, East West Films will represent the Schnitzer organization exclusively and engage in joint production, utilizing Schnitzer's West Coast facilities.

CBS NAMES SAXE

Edward L. Saxe has been named president of the CBS Television Services Division. Saxe will succeed Frank J. Shakespeare, who has resigned to become director of the United States Information Agency.

In his new position, Saxe will be in charge of the company's CATV interests, foreign investments in television-related fields, worldwide distribution of syndicated television pro-



SAXE

gramming, and services to foreign television operations. Saxe had been vice president, operations and engineering, of the CBS television network since June 1967.

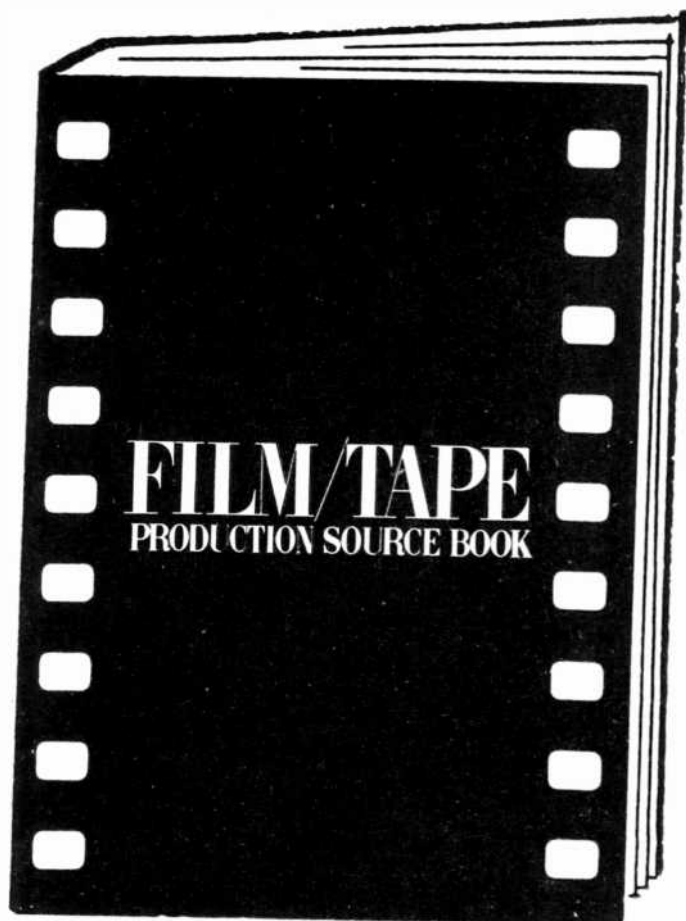
Saxe joined CBS in 1946, and has been with the company since.

Taking over his duties in the operations and engineering department will be Drew Brinckerhoff. He has been with the company since 1958, serving most recently as general manager, CBS television network operations, New York.

BAY CITY EXPANSION

Snazelle Productions Inc. is expanding its San Francisco facilities located at 155 Fell St. The company claims it can now provide complete 35mm services.

Chris Byrne has been appointed to represent SPI Television Center's production sales in the western states. He was formerly with San Francisco Business magazine.



*If you
have anything
to do with
Film or Tape
Production . . .*

**You need the
revised, up-to-date
January - June
1969**

FILM/TAPE PRODUCTION SOURCE BOOK

(Published by Television Age)

Here, in one, easy to read volume you will find complete listings of

Film/Tape Production Companies
Advertising Agency Commercial Producers
Informational, Industrial Film Buyers
All Industry Service Companies

\$4.00 each

Limited
supply
available

Use handy coupon to order.

FILM/TAPE PRODUCTION SOURCE BOOK
1270 Avenue of Americas, New York, N.Y. 10020

Gentlemen:

Enclosed find \$..... Please send me copies
of the January-June 1969 FILM/TAPE PRODUCTION
SOURCE BOOK at \$4.00 each.

Name

Address

City State Zip

Wall Street Report

Saturday Evening Phoenix? The *Saturday Evening Post* may be dead, says Martin Ackerman, but the Saturday Evening Post Co. will be built "to new heights".

Ackerman, who is president of Curtis Publishing, which owns $\frac{1}{3}$ of Saturday Evening Post Co., which owns the *Saturday Evening Post*, which is folding because it can't get enough ads to feed all its hungry employees and creditors, sees LIN Broadcasting as a brick on which to start building something that might one day be known as the house that Martin built. Dig?

With the demise of the venerable *Post*, the Saturday Evening Post Co. will be left with no operations. Publication of its *Holiday*, *Status* and *Jack and Jill* magazines was recently taken over by Perfect Film and Chemical Corp., of which Ackerman is president.

The Post-LIN transaction found the Saturday Evening Post Co. paying \$3.5 million in cash for an interest in Lin. Ackerman has now become president of LIN. It was entirely a deal between Ackerman and Frederick Gregg, Jr., president and chairman of LIN. The Saturday Evening Post Co. has bought Gregg's 80,000 shares. Two other Post Co. directors, Milton Gould and Alfred Driscoll, have joined LIN's board. Ackerman is also a member.

Why pay more? But something else must be involved. LIN's stock has dipped and soared between a low of about 6 and a high of about 30 in the past three years, which just goes to show the market in general isn't quite sure that LIN is a good thing or not. But even if we assume the high is fair, Ackerman and interests would be paying about \$13 over the odds. They may want a money maker badly, but surely not that badly. The conclusion is that they are either buying somebody else out as well or that they are picking up shares on the open market.

In that event, we can look for steady upward pressure on LIN stock for a while, with the possibility of a new high. Since the shares are pretty

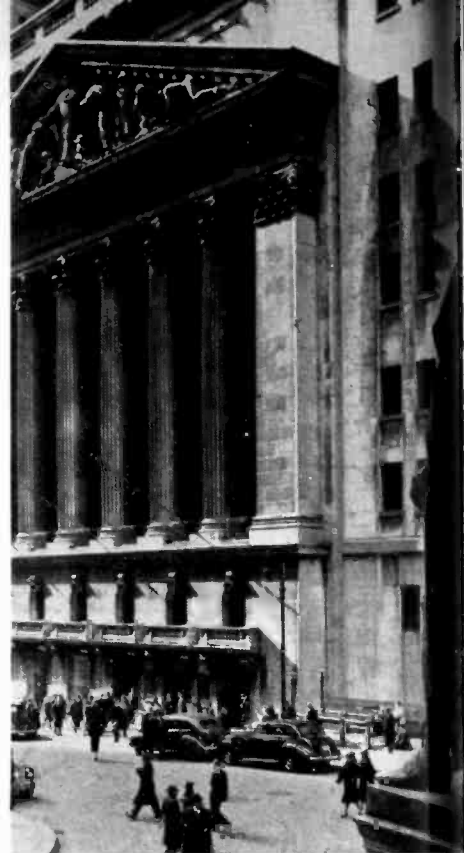
high priced anyway, and the possibility is no more than that, this should not suggest LIN is ripe for private purchase, but it would be worth the while of current holders to keep a close tab on prices and maybe take a little profit at around 30.

One of Ackerman's aides said that FCC approval was not required, but the commission isn't sure that interlocking ownerships in media are desirable. However, it apparently has not taken strong exception in this case. LIN, though it's a fairly good money maker (profits of about \$1.7 million last year on earnings of \$25 million) isn't a big factor in broadcasting. Its six radio and two television stations aren't exactly a threat to CBS, though Ackerman obviously feels he can stimulate its growth.

Could have done worse. In any event, Ackerman, Gould and Driscoll could certainly have found worse ways of spending \$3.5 million. At least this way they'll get something for it. It may be no more than coincidence, by the way, though it's certainly interesting: if Ackerman and company has kept the *Post* going for another year, \$3.5 million is exactly the amount that would have gone into the hole. It seems the *Post* would have sold 850 pages of advertising through the year. Ackerman has estimated break-even at about 1,000 pages, a loss of \$400,000 with 950 pages, \$1.9 million with 900 pages and \$3.5 million with 850 pages.

With the *Post's* advertising on the skids, it was little wonder the principals decided to call it quits, even though it meant the loss of a great publication and a considerable amount of power and prestige.

The *Post's* problem was similar to one being faced by other media: it's not sheer numbers that sell advertising any more. The buyers want to know what they're getting. They don't want millions of readers, or viewers, who are low on buying power. They have to pay for the audience, and they want to know that they are talking to the right people. Ackerman said as much the other day. In retrospect, he wished he'd



pruned circulation more thoroughly.

Anyway, here's the Saturday Evening Post Co. with about \$12 million in cash (which bears no resemblance to hay) and an eye out for further interest-bearing investments. Ackerman has announced airily that he's interested in newspapers, broadcasting and a few other things.

The logical move. It seems logical that the company would want to add to its broadcast outlets, since LIN is not near its tv quota, but it probably wouldn't want to get into expensive prime markets for a while. That leaves the small, privately owned operations, and there aren't too many of them left. It would be no surprise, though, to learn that Ackerman had been talking to Egmont Sonderling of Sonderling Broadcasting, or Gross Telecasting, or maybe even Rollins. He's not a man to put his eggs in one basket.

But it's hard to see how they could get anything like the LIN deal. To get working control of a broadcast company with \$8.5 million in current assets for \$3.5 million isn't easy.

For the salesman, here's another thought: what will happen to all that advertising that would have gone into the *Saturday Evening Post's* 850 ad pages this year?

There's a lot of money floating around out there somewhere.

JANUARY 27, 1969

TELEVISION AGE **SPOT** REPORT

a review of
current activity
in national
spot tv

For the first time, it's said, advertisers will be able to find out their brand shares in certain markets almost immediately after a survey.

RKO Television Representatives is offering its clients what it calls a new kind of marketing service, Consumer Brand Analysis. The first study was done in Los Angeles for the fourth quarter of 1968, and the results are now available. The study will continue in Los Angeles and expand into New York, Hartford, Memphis, Boston and Detroit.

C. E. Hooper, Inc., spent two years preparing the analysis. Bill Harvey of Hooper and Dick Hauschild, research director of RTVR, then spent six months putting it into a workable form.

Hooper will survey 130 housewives per week in each market (in the first study, 270 per week were used, but a smaller sampling is expected to be just as efficient). During a telephone interview, housewives are asked which brands of 13 product categories they are currently using, and what were the last two brands they bought in each category. Some of the categories chosen are coffee, detergents, soft drinks and margarine.

From this information, Hooper can determine the brand share of every item in each category. This is broken down into heavy, medium and light users of a product, and

total users. It is also presented in unit form—how many cups of each brand of coffee people drink each day, how many tubes of toothpaste are used over a certain period of time etc.

Brand shares are then broken into demographics—working housewives, nonworking housewives, men, women, black, white, etc. A profile of users of particular brands is also provided.

In addition to the brand share, by asking for the last two brands bought in addition to the one being used, the analysis shows the advertiser where his users are coming from and where they are going to. From the user profile, the advertiser can learn exactly where his brand share is going down, and he can adjust his promotional

and merchandising approach sooner than he ever could before.

Another aspect is that figures for a shorter period of time can be pulled out almost immediately for an advertiser who wants to check a specific test or promotion.

Consumer Brand Analysis is available to any advertiser on an RKO station who meets certain minimal financial requirements. Any advertiser who is interested can see one study.

"I think it's time tv began to relate to what makes products move. It shouldn't just go by the numbers," said Tom Judge, vice president and general manager of RTVR. He feels it's a "massive step forward," which should be expanded into all major markets.

When Hooper originated the idea, they planned to syndicate it, but that didn't turn out to be a practical way to start. Judge feels, though, that this may happen in the future.

Among current and upcoming spot campaigns from advertisers and agencies across the country are the following:

American Cyanamid Co.
(Sullivan, Stauffer, Colwell & Bayles, New York)

Commercials for BRECK hair coloring will be seen in 80 markets beginning February 10. Day, early and late fringe and prime 30s and minutes will run until



Steve Murphy buys for Charles Pfizer and Co. at LaRoche, McCaffrey and McCall, New York.

May 11 in an attempt to reach women. Claudette Roman worked on the buy.

American Home Products
(John F. Murray, New York)

Eight markets will see commercials for various AMERICAN HOME products beginning February 1. Fringe and prime minutes will be used until February 28. Dave Rubin worked on the buy.

Beechnut, Inc.
(J. Walter Thompson, New York)

A 13 week buy for BEECHNUT baby food is underway in six markets. Day 30s are being used to reach young mothers. Dorothy Thornton made the buy.

Best Foods, division of Corn Products Co.



James A. Yergin has been elected vice president-research at Group W (Westinghouse Broadcasting Co.). Yergin joined Group W 10 years ago as assistant research director.

(Dancer - Fitzgerald - Sample, New York)

Two separate buys for regular NUCOA have been placed. The first breaks on issue date in eight markets. Day and fringe 30s will run until March 23. The second buy begins February 17, and will be running in 12 markets until April 13. Day and fringe 30s will be used. Commercials for SKIPPY nuts will be seen beginning February 3. Day 30s will be seen in 11 markets until March 30, and another 17 markets will be hit from March 30 through June 1. Georgette Robinson and Marty Rosenberg worked on both accounts. A buy for SPIN BLEND starts February 10 in six markets. Day and fringe 30s will run until April 6 in an attempt to reach women. Georgette Robinson placed the buy. Combined line NUCOA breaks in 18 markets on issue date and runs until March 23. Day and fringe 30s will be used. A four week flight for HELLMAN'S mayonnaise starts February 24. Prime 30s will run in 39 markets. Marty Rosenberg placed the Nucoa and Hellman's buys.

Brown & Williamson Tobacco Corp.

(Ted Bates & Co., New York)
A buy for VICEROY cigarettes breaks shortly before issue date in 10 markets. Early and late fringe and prime 30s will be seen until May 11. George Pafitis worked on the buy.

General Foods Corp.
(Benton & Bowles, New York)

Children are the target of a nine week buy for POST ALPHABITS that breaks issue date. More than 50 markets will see 30s on the children's Romper Room shows. Bob Hinson made the buy.

(Continued on page 44)

Media Personals

BETTY MCCOWAN has joined Leslie Advertising, Greenville, S. C., as media director. She had been media department manager at Henderson Advertising.

STEPHEN EISENBERG has joined Ross Roy of New York as a senior media buyer. He will be responsible



EISENBERG

for various Borden's products. Previously, he was with Ted Bates & Co. as senior media buyer.

DONALD KAMINSKY has been promoted to media director at Clinton E. Frank, Inc., Chicago. He joined the agency in 1967 as a media supervisor. Prior to that he was associate media director at Knox Reeves, Minneapolis.

DON ALTOBELL has been appointed media director at Doremus & Co., Philadelphia. Previously, he had been a media buyer at Ramsdell-Buckley.

Who made it?

Winners of the fourth annual "TV Critics Contest", sponsored by WBNS-TV Columbus, Ohio, have been announced. Marianne Monahan of Needham, Harper & Steers, Chicago, and Richard Westhoven, Columbus & Southern Ohio Electric Co., Columbus, each won the grand prize—a portable tv set. There were 23 runners-up, each of whom received a transistor radio.


The contest is a guessing game of "who's going to make it this year?" Prior to the opening of the CBS-TV season, advertising personnel, tv critics and WBNS-TV advertisers were invited to predict which category each of CBS' new shows would fall into: win, place, show, scratch. November ARB's are used to determine just where each show actually winds up.



H. Preston Peters (seated), chairman of Peters, Griffin, Woodward, presents PGW account executive Roy Terzi (second l.) with rep firm's "Colonel of the Year" award for contributions to stations and advertisers served by PGW. Looking on are Arthur Muth (l.), vice president, and Robert Brady, treasurer, both of PGW.

WDTV
COVERING A
VITAL
area of
Central W. Virginia
WDTV
FAIRMONT,
CLARKSBURG,
WESTON,
WEST VIRGINIA

John North • Vice Pres. & Gen. Mgr.

 Represented by
Avery-Knodel

CBS & AFM

One Buyer's Opinion . . .

THE NEW LOOK—AND COST—OF JANUARY

The beginning of the year has historically been a time of optimism and anticipation for man. Ever since the Gregorian calendar was established, people have had great hopes for the new year. So it is with the television industry. The past few years have seen the coming of January as a great hope for the networks, as they try to replace abysmal failures with new programs and change other programs' time periods. This has come to be known as television's "second season."

Unfortunately, the second season is here to stay. Television's appetite for programming is growing at such a rapid rate that it is becoming increasingly difficult for the networks to come up with new shows that last more than a couple of years.

With the arrival of the second season comes the second season rate card. This is a result of the process of analyzing competition, audience flow, sets in use, track record and a myriad of other variables when a program is cancelled and a new one takes its place. All measuring and weighing is undertaken by different groups of people for different reasons. Programming people go through it when they attempt to find the right formula for programming stations. Conscientious buyers do it when they want to be sure the price tag is in the realm of credulity. So it is that sales management goes through this same process in pricing its wares competitively. Now, a certain amount of optimism by a station is understandable when it comes to anticipating new program ratings. But old shows are cancelled and new ones substituted because the old shows are failures. If a program is a failure, it indicates that avails in or adjacent to it were inefficient. This is because costs were predicated on a level of achievement which obviously was not met.

To keep a station competitive, the price of a time period is based on what audience that time period delivers. The higher the rating, the greater the cost. This is all fundamental. But what happens when an avail in a new program is offered at \$300 with an estimated rating of 20, and the show is a bomb with a 10? When it goes off the air in January, nine times out of 10 its replacement is still offered at \$300. Nobody expects any bonus spots or rebates because of low ratings. But is it too much to expect a station to be more realistic in pricing that time period when it fills in with another new program—one that was not considered good enough to make the first string in the Fall? Not only is the station faced with the original variables for new programming, but it is also filling a losing time period. This makes it even more difficult to increase share. So after one failure, why is the same price charged? Probably because somebody will buy into it anyway.

The law of supply and demand is also an important consideration in building a rate card. There's heavier activity in major markets, and these are the ones that experience more frequent rate changes. Therefore stations in these markets can afford to be less tolerant when publishing new rate cards. Even though stations may not always be sold out in primetime, it's worth the gamble because the pressure is there.

The example set by the networks does not help the situation, either. This January, ABC is keeping prices of their new programs at or above the prices of the casualties. Would you honestly expect ABC affiliates to do otherwise?

The television industry has not been immune from creeping inflation, and costs keep edging upward. There are pricing areas, however, where a more reasonable standard should be applied. Not only would this follow the basic tenets of economics, but it would also spare many stations the indignities of cutting rates when alert buyers read the situation and refuse to pay the premium.

THINK

POWER . . .

Texas' highest maximum rated power . . . full color . . .

THINK

POTENTIAL . . .

Greater buying opportunity reaches total market . . . not available on any other station in area . . .

THINK

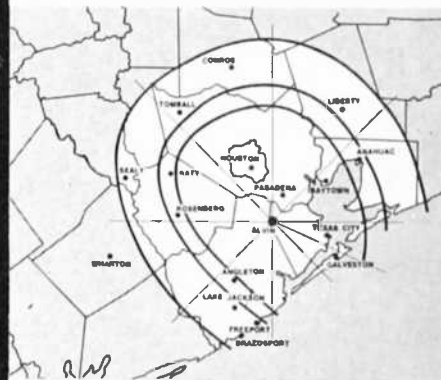
PROGRAMMING...

Stock Market . . . Business and World News . . .
Children's Programs . . .
Spanish Programming . . .
Bullfights . . .
Variety Shows . . .
Movies . . .

THINK

BIG . . .

Covering Houston-Galveston . . . Texas' richest market.



Full Color and Texas' highest maximum rated power.

KVVU-TV

CHANNEL 16 / KVVU-TV

Executive Sales Offices at 1217 Prairie
Houston, Texas 77002

Represented by the Hollingbery Co.

General Motors Corp.
(Dancer - Fitzgerald - Sample, New York)

Two buys have been placed for FRIGIDAIRE appliances, both going into 35 markets. The first runs from issue date to April 20; the second from February 3 to March 23. Prime and fringe minutes will be used to reach adults. Mike Perkis worked on the buy.

Getty Oil Co.
(Smith - Greenland Co., New York)

An eight week buy for GETTY OIL gasoline broke shortly before issue date in 12 markets. Early and late fringe and prime 20s and 60s are being used. Sylvia Alles made the buy.

Gillette Co.
(Batten, Barton, Durstine and Osborn, New York)

A two week flight for the HOT ONE is underway in 20 markets. Early and late fringe and prime 30s are being used to try to reach men. Alexander Chapulari placed the buy.

Lehn & Fink, division of Sterling Drugs
(Doyle Dane Bernbach, New York)

A buy for BEACON FRENCH wax broke shortly before issue date in 35 markets. In an attempt to reach women, 20s and 30s will run all day until March 30. Mike Gottisman placed the buy.

Lehn & Fink, division of Sterling Drug
(Sullivan, Stauffer, Colwell & Bayles, New York)

A buy for LYSOL spray disinfectant began shortly before issue date in 40 markets. Day and early and late fringe 30s are being used till further notice in an attempt to reach housewives. Olga Hoffman worked on the buy.

Mennen Co.
(J. Walter Thompson, New York)

Commercials for SOFT STROKE just began in 40 markets. Early and late fringe 30s will run for six weeks in an attempt to reach men. Dorothy Thornton is the buyer.

Norwich Pharmacal Co.
(Benton & Bowles, New York)

Adults are the target of a buy for PEPTO BISMOL that broke just before issue date. Day and fringe 30s and minutes will be running for eight weeks in six markets. Jerry Braet is the buyer.

Peter Paul, Inc.
(Dancer - Fitzgerald - Sample, New York)

A buy for various PETER PAUL candies is underway in about 50 markets. In an attempt to reach families, 20s and 60s are being used in early and late fringe and primetime until April 12. Sylvia Parson and Estelle Nisson worked on the buy.

(Continued on page 45)

Agency Appointments

GEORGE NUCCIO has been elected a vice president at Batten, Barton, Durstine & Osborn, New York. Nuccio, an associate media director, has been with the agency in various positions since 1954.

JOHN F. WOODS has been promoted to assistant account executive at Needham, Harper & Steers, Chicago. He has been with the agency since 1967.

EDWARD R. MCNEILLY has been appointed executive vice president at Doyle Dane Bernbach, New York.



MCNEILLY

McNeilly, who has been with the company since 1955, is a director and management supervisor.

WILLIAM AISTON has joined Clinton E. Frank, Chicago, as a vice president and account supervisor. Previously he was at BBDO.

MICHAEL SHEA and RONALD CHEZ

have been appointed account executives at Albert Jay Rosenthal & Co., Chicago. Chez had been district manager for the Management Publishing Group. Shea was district manager for *Forbes*.

JUDIE QUESTEL has joined Berger Stone & Partners as assistant account executive. She was previously with Doyle Dane Bernbach.

BERNARD JAFFE has been named senior vice president for marketing/planning at Hicks & Greist, Inc., New York. He had been a vice president at Ketchum, MacLeod & Grove.

JOHN GOAD has been promoted to brand supervisor at Leo Burnett Company, Chicago. He had been an account executive with the company since 1965.

STEVE POKRESS has been assigned to the grocery products account group at Carson/Roberts/Inc., Los Angeles. He had been an account supervisor at Erwin Wasey.

ROY BOSTOCK has been elected a vice president at Benton & Bowles, New York. Bostock has been an account supervisor at the agency since 1964.

JOHN H. A. CROSS has joined Jack Tinker & Partners as a partner. He had been an executive vice president at Compton Advertising.

FRANK LARKIN has been elected a vice president at Lewis & Gilman, Philadelphia. He joined the agency in 1964 as an account executive.

Jones Scovern of PGW retires

Jones Scovern, vice president-secretary and a director of Peters, Griffin, Woodward, Inc., has retired after almost 30 years in the broadcasting industry.

He started his career at the *St. Louis Post-Dispatch*, and in 1939 moved to radio station KSD St. Louis. A few years later, he went to PGW as a sales executive. At PGW, Scovern moved up to sales manager and then to various administrative positions. He has been active in Broadcast Pioneers and other industry organizations.

At the company's recent stockholders' dinner, H. Preston Peters, chairman of PGW, cited Scovern's contributions to the company.



SCOVERN

Agency media buyers are not about to be displaced by either computers or timebuying services, according to Dominick Spoto, of Warwick & Legler, Inc., New York. Spoto is media supervisor on Lehn & Fink Products Corp. and Pharmaco, Inc. "There's still an element of personality in buying," he said. "Buying shouldn't be done only by the computers."



Computers are an aid in the media field now, but Spoto doesn't think they'll take over completely, certainly not within the next five years.

As for the buying services, he said they can be very effective for small agencies not equipped to buy on a national level. Once an agency has a substantial number of broadcast accounts, however, they can do their own buying.

"Timebuying services have made agencies realize there's more to buying than a rate card. We can negotiate the same as they can," said Spoto.

He considers programming an im-

portant factor in buying. The type of show must not only be appropriate for the product but have the right demographics, as well. This, in particular, is something the computer can't do, he said. The personal factor is still necessary here.

Spoto started his career as an estimator at McCann-Erickson. Three years ago he joined Warwick & Legler's media department, and he plans to stay in the media field.

The immediate future of media

doesn't hold any drastic changes, as far as Spoto can see. He thinks the idea of having marketing specialists rather than brand buyers has both advantages and disadvantages.

On the plus side is the fact that the buyers know their markets so well and should be able to do a more efficient job. On the other hand, he feels that always buying the same market can become boring. Also, buyers should be familiar with markets and market problems around the country.

Knowing the product and knowing the market are equally important to the buyer and to the success of the product. And, he said, any good buyer who knows his product can always learn the market.

Spoto and his wife live in East Williston, Long Island. They have three children, whom he calls his "favorite hobby." When he has time to relax, he goes mostly for water sports. Fishing and water-skiing rank highest, and, for quiet moments, Spoto likes to read.

Buyer's Checklist

Bonus Affiliates

The following stations have been made available to NBC-TV advertisers on a bonus basis since September. Not all are carrying 100 per cent of the schedule. The stations are: WCWB-TV Macon, Ga.; RDU-TV Raleigh; WHTV Meridian; ATG-TV Augusta, Ga.; KMIR-TV Palm Springs; KLNJ-TV Lafayette, La.; KTGO-TV Fayetteville.

New Affiliates

WBBH-TV Fort Myers has become an NBC-TV affiliate, effective December, 1968.

Rate Increases

KGNC-TV Amarillo, from \$425 to \$450, effective July 1, 1969.
KSBW-TV Salinas-Monterey, from \$550 to \$800, effective July 1, 1969.

New Representatives

KVOO-TV Tulsa, has appointed Tele-Rep its national sales representative, effective immediately.
KTRE-TV Lufkin has appointed Jerry-Knodel as national sales representative, effective immediately.

Spot (From page 44)

Procter & Gamble Co.

(Dancer - Fitzgerald - Sample, New York)

A buy for THRILL begins February 3 and runs through the end of the contract year. Fringe and prime minutes will be used to reach women. Sylvia Parson made the buy.

R. J. Reynolds Tobacco Co.

(Dancer - Fitzgerald - Sample, New York)

A 52 week buy for CAMEL cigarettes is underway in 60 markets. Fringe 30s are being used. Marty Rosenberg is the buyer.

Riviana Foods, Inc.

(Dancer - Fitzgerald - Sample, New York)

Commercials for MAHATMA rice and WATER MAID rice will be running from February 27 through July, in 30 markets each. Fringe 30s and prime 10s will be used. Marty Rosenberg made the buy.

Salada Foods, Inc.

(Norman, Craig & Kummel, New York)

Thirty markets are seeing commercials for SALADA tea. The buy runs until March 22, using early and late fringe and prime 20s and 30s. Pamela Holsenbeck worked on the buy.

(Continued on page 47)

New SRA member

The David Carpenter Co., Atlanta, Ga., a regional representative, has been voted into membership in Station Representatives Association, Inc. Currently, it is the only SRA regional representative member firm.



James Schiavone has been appointed vice president of KSAT-TV San Antonio. He had been general manager at WWJ-AM-FM-TV Detroit since 1961. KSAT-TV is owned by the Outlet Co.

Coming Soon!

1969 TEN CITY MAJOR MARKET GUIDE

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- Los Angeles
- San Francisco
- Detroit
- Atlanta
- Dallas-Fort Worth
- Philadelphia
- St. Louis
- Minneapolis-St. Paul

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Accurate, up-to-date, practical



\$1.00 PER COPY

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Makes the ideal "give-away" for stations, syndicators, station representatives.

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Now!**

Television Age

1270 Avenue of Americas
New York, N.Y. 10020

Gentlemen:

Please send me copies of the 1969
TEN CITY MAJOR MARKET GUIDE at \$1.00 per copy
\$5.00 per 10 copies.

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City _____ State _____ Zip _____

Payment Enclosed

Rep Report

RICHARD KAPLAN has been appointed director of research and sales promotion at CBS Television National Sales, New York. Kaplan had been manager of market research.

HAL PROTTER has joined the sales staff of Tele-Rep, Inc., Chicago. He had previously been national sales manager for WDCA-TV Washington.



KELLY

Also at Tele-Rep, DAN KELLY has been appointed director of research. Kelly had been director of advertising and promotion for Metro TV sales.

Cheers for Boo

An adman's work, like a mother's, is never finished. Peter Boo, account executive at Fessel, Siegfriedt & Moeller, Inc., Louisville, can tell you about that.

One recent Sunday afternoon a client of Boo's called him in urgent need of a clown. The client, a chain eatery, was opening a new outlet, and the clown who had been hired to lure youngsters in didn't show.

With no obvious alternative, Boo hurried over to the restaurant, painted himself and climbed into a clown's costume. He had no experience and didn't even have time for a rehearsal, but his act delighted both children and parents. The makeup and costume fooled everyone—even C. E. Fessel, president of the agency, didn't recognize him.

Boo's salary for the job? A hamburger, and lots of happy kids hanging on to him.

Spot (From page 45)

Sauter Labs (McCann-Erickson, New York)

A six week buy for various SAUTER LABS products broke shortly before issue date. Prime 20s are being used in 26 markets and early and late fringe 30s are being seen in 12 markets, in an attempt to reach women. Abbey Lester made the buy.

Stella D'Oro Biscuit Co. (Firestone Associates, New York)

A buy for BISCUITS begins on February 10 in 33 markets. Day, fringe and prime 30s will run for five to seven weeks in an attempt to reach women. Steve Elgart worked on the buy.

Pepsi pours it in

About 50 communities and 100 individuals will be the highlight of a six-figure spot campaign by Pepsi-Cola Bottlers of Delaware Valley. Pepsi and WFIL-AM-FM-TV Philadelphia will salute public service achievements throughout 1969.

The project developed from Pepsi's awareness of its responsibility to its community.



You're only HALF COVERED in Nebraska...

if you don't use
KOLN-TV/KGIN-TV

You have to reach the right people if you want to be *influential* in Nebraska.

You need Lincoln-Hastings-Kearney, the state's *other* big market. It's served best by KOLN-TV/KGIN-TV, the official CBS outlet for most of Nebraska and Northern Kansas. Avery-Knodel can *reserve* it for you.



The Feltzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWAM/WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

LINCOLN, NEBRASKA
1500 FT. TOWER

GRAND ISLAND, NEBRASKA
1069 FT. TOWER

Avery-Knodel, Inc., Exclusive National Representative

Success Story, Baltimore Style!

BRAGER-GUTMAN'S

LEXINGTON ST. & PARK AVE. MU. 5-2222

BALTIMORE 1, MARYLAND

December 13, 1968

Mr. Donald P. Campbell
General Manager
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

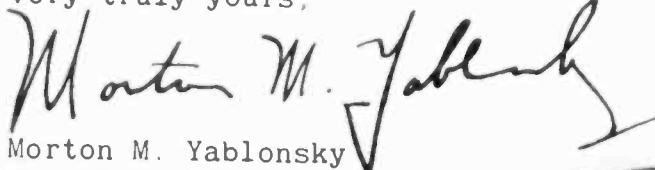
Dear Mr. Campbell:

I wanted to take this opportunity to tell you of one of the most successful promotions we have ever had at Brager-Gutman's. Recently we ran three weeks of our "The Woman's Angle" schedule to introduce the new Gold Star line of Burlington Sheets.

Sylvia Scott's sincere delivery of the selling message was as dynamic and exciting as if she were in our store personally! The sales were nothing short of phenomenal and resulted in a 50% increase in volume for the month in our Linen Department.

We are proud and gratified of our association with Sylvia and look forward to continuing our successful sponsoring of "The Woman's Angle".

Very truly yours,



Morton M. Yablonsky
Vice President

SYLVIA SCOTT... "THE WOMAN'S ANGLE"
MONDAY THROUGH FRIDAY, IN COLOR, 1 P.M.

No Wonder... In Maryland
Most People Watch **COLOR-FULL**

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION



desired, in the information while it is displayed on the CRT.

For example, the buyer could change a price. Since the system uses NSI data to check out audience levels, the buyer could make his own estimates of audiences. The system also allows the buyer to make seasonal adjustments in audience levels.

In placing his order, the buyer goes through traditional channels, which would normally be a telephone call. The rep confirms the buy in the normal way. When the agency receives the confirmation, this is transmitted to the computer by the buyer. The system thus helps the buyer keep track of what has and what has not been confirmed, as well as what has and has not been ordered.

Finally, say the Nielsen people. TNT simplifies upgrading of spots and makes possible post-buy evaluations at a fraction of current special analysis costs.

Two concerted efforts

Though the Nielsen proposal is not nearly as ambitious as the CDC system, both represent significant efforts toward systematizing spot buying. Computerized systems of the past, such as those of Broadcast Clearing House and Central Media Bureau, centered on paperwork, particularly billing, and did not attempt to get into evaluation of availabilities. It is worth noting that none of these systems got anywhere and in the case of one rep, Savalli/Gates, the legacy of screwed-up paperwork left them busy for months trying to straighten things out.

About a year and a half ago an on-line inventory control system was offered the broadcast industry by Mediamp, Inc., headed by Sam Wyman, who also was, and is, chief of RDR Associates, parent of one of timebuying middlemen, RDR Time Buying Services. While Mediamp has some features of the computerized timebuying proposals, it is basically a sales system for stations and reps. It has been shelved for lack of financing, according to the company. However, it received little support during the Summer and Fall of '67, when Wyman was actively pushing it.

A rep-oriented system is now being developed by Cybernetic Ap-

plications, Inc., a New York software firm staffed by a number of ex-IBM men and headed by Lou Kresch. CAI installed The Katz Agency computer operation, and has worked on the H-R EDP setup.

The computer firm first proposed their system, which involves the storage of station inventory and associated information, last September. About 15 reps were talked to, including five group-owned. Morgan Lamarche, vice president in charge of CAI's proprietary systems division, says some of the reps have been favorable, some skeptical but willing to be shown, and a few bent on developing their own systems—these being, naturally, the ones that can afford it.

Lamarche, whose customer area included reps when he was at IBM, is still gathering information on spot timebuying procedures for the purpose of making a specific dollar proposal. This may involve asking the reps for development financing. The question of rep ownership has been discussed, but nothing definite has been decided in that area.

The CAI proposal, which would tie in stations and reps in a computer-TWX-CRT network, would maintain separate files for each rep. The CRT aspect plays an important part in the system (Lamarche points out that CAI has a solid background in visual display terminals), giving the rep flexibility in querying the computer. The system, however, would not involve agencies.

Thus the ARB and Nielsen systems are new in approach and details. Both are touted as speedy and accurate and both are said to assure that *all* criteria specified will be taken into consideration in the process of choosing avails. No reason now, it's said, for either agency or rep management to worry about whether buyers or salesmen overlook some key criteria in the rush to get a campaign on the air.

As for speed, Dr. Peter Langhoff, president of ARB and a former Y&R research chief, estimates that TVX will permit a multi-market buy to be completed in 24 hours.

The CDC proposal would involve a three-way partnership of itself and about 10 to 12 agencies and reps as a minimum. Dr. Langhoff said he is seeking "parity of investment" from buyers and sellers so there would be

a "parity of power." While he said CDC wants agencies and reps to control the system, other avenues of financing are available. "We could take it to Wall Street."

He figures development costs, which would be borne by the investors, would amount to about \$12 to \$15 million and estimates that it would take two and a half to three years to put TVX "on line." The investors, of course, would benefit from any profits that would accrue from other agencies and reps buying the service.

Details of the CDC system and the financing have been explained in detail to at least nine potential participants—five agencies (Ted Bates, BBDO, J. Walter Thompson, Y&R and Leo Burnett) and four reps (Blair, Katz, Metro Tv Sales and RKO Television Representatives).

As for Nielsen, so far TNT has been shown to five agencies and an advertiser—Compton, Bates, Esty, Doyle Dane Bernbach, Y&R and General Foods.

Reaction is guarded

Open reaction to the proposals has been cautious for the most part because of the fact they are still under study, and some of the firms which have been exposed to the systems preferred to talk off-the-record.

At Y&R, one of the two agencies which saw both proposals, Warren Bahr, executive vice president and director of the media department, finds the "overall idea" of TVX "excellent" but the dollar involvement "scary." Because of the profit aspect, Bahr sees equal investment by buyers and sellers as a logical approach.

Bahr is not saying, however, he approves of the system as described or that Y&R should necessarily participate. TVX is currently being evaluated by a task force of the agency Steering Committee.

What Bahr approves of is the effort to find a more efficient way of delivering availabilities and shrinking the time lapse between the submission of avails and confirmation by the rep. Also, he likes the idea of a central system taking over certain accounting and estimating procedures, certain basic audience calculations and certain telephone transactions between buyer and rep.

Bahr is not floored by the complexities of automating spot timebuying. He thinks it's feasible to comput-

erize much of the process. But he sees a major barrier in cost. "These things never cost less, they always cost more." But, he added, "You may get more and that's the name of the game—making better judgments, being able to afford better people and being more competitive."

Feeding the computer

He also sees a problem in convincing stations to put their inventory into a central computer and says that if some do and some don't, the latter might be at a "disadvantage."

A system like TVX, Bahr says, will not necessarily cut down on face-to-face buyer-rep relations. "A salesman will still want to explain the qualities of his stations."

As for the Nielsen proposal, the Y&R executive puts it in another ballpark. "What they're doing is selling the agency various kinds of analyses."

Two agency media executives, both negative about TVX insofar as its value to the agency is concerned, felt it would help the broadcaster most. Hence, they said, he should pay for it. But one of them was not sanguine about the possibility of its actually being put into operation.

"The rate card situation alone is a terrible problem," he said. "We've tried to computerize rate

cards for years and we haven't succeeded yet." He said that "maybe" Nielsen would get its system off the ground in 10 years and couldn't predict when an operation like TVX would be feasible.

The other executive said that, while he didn't regard TVX as too complex, by the time it's in operation "we'll be automated ourselves."

The "benefit" to the rep, he said, was that it would "almost eliminate" salesmen and thus cut their costs. "The reps should favor such a system. If they don't get involved, their stations will sell eventually to the advertiser directly. This system gives the reps a role. They're crazy if they don't see it."

One rep who doesn't see it is Tom Judge, head of RKO Tv Representatives. "I don't think the business is ready for it. It ignores certain factors, one of them being that the purpose of the reps is to most effectively market their stations' inventory."

Group reps, Judge said, don't deliver avails in the classic sense. "They offer sales presentations; they sell schedules and the reason why the schedules meet the needs of a product. They want to control what the agencies buy. They don't want the agencies to select from whatever's available."

The RKO rep couldn't see enough stations participating to make TVX a going thing. "The only way the system could ever function is if all the major market stations participated. I doubt if the o&os would get involved."

Machine buying?

Judge is wary about both the CDC and Nielsen proposals because they "offer the agencies an easy way to cut manpower and do their buying by machine. Sure, with computerized timebuying, the salesman would still be involved, but buyers can easily say, 'I'll call you later,' and then not call."

Another rep who disputes the agency contention that sellers would benefit most from a system like TVX is John Dickinson, executive vice president of Harrington, Richter & Parsons. He says, "These joint services tend to be buyer-oriented. But they can't serve two masters. The rating services are a good example. The fact is that you handle things differently when you buy and when you sell."

As a specific example, he cited the ranking of spots by a criterion like cost-per-1,000. "The avails of all stations in a market might be interlaced. What good would that do us when we're trying to sell a package, when we're trying to go beyond cost and demographics and sell the acceptance of a station?"

Dickinson thinks the idea of storing station inventory data is being made obsolete by changes in spot buying practices. "The premium on fixed positions is not as great as it used to be. The trend is toward rotation."

Most reps feel that some kind of computerization in spot timebuying is bound to come. James Jurist, vice president in charge of administration for John Blair & Co., is one of those impressed by the computer's potential. "If a clerk can do it, the computer can do it." The key to what will be computerized, he says, is economic justification.

Keeping an open mind

Blair is studying the CDC proposal, and Jurist says the firm is keeping an open mind on the question. "It's an idealized model at this point. Flesh has to be put on the skeleton."

So far, he says, it hasn't been demonstrated that it will save money, but, like Y&R's Bahr, Jurist leans to the view that computerized systems often don't save money but provide new capabilities and information.

Blair is also studying an evaluation of its test of an on-line rep-station system conducted last year with WGAN-TV Portland, Me. The test has been suspended and, says Jurist, "hasn't worked. The question now is one of economic, not technical, feasibility."

Considering the wide difference of opinion about the two computerized timebuying systems, particularly the CDC proposal, it seems safe to say there's rough sledding ahead for any broad-scale, industry-wide operation.

It appears quite possible that buyers and sellers will develop their own computerized operations before plugging into one another. And it would not be at all surprising if reps and agencies come to the conclusion that real computerized timebuying is not walk until it learns how to crawl.

Any challengers?

The new consulting engineer at WSMS-TV Fort Lauderdale claims he has more broadcasting experience than anyone else in the world.

Raymond F. Guy, who joined the station when it went on the air last month has worked in the field since 1921. At that time, he was employed as an engineer and announcer at WJZ Newark, the second station to go on the air. Guy says that the other people employed at the first two stations are long since retired or deceased.

He has written engineering textbooks and papers, and has worked for the Voice of America. In the last few years, Guy has been a consulting engineer to the governments of the United States, South Vietnam and Morocco, and to FM and tv clients in the U.S. and the Philippines.

National Assn. of Insurance Agents

Florida Assn. of Independent Insurance Agents

Industrial Machinery

Sullair Corp.

Sullair air compressors

Life Insurance

American United Life Insurance Co.

American United Life Insurance

National Trust Life Insurance Co.

National Trust Life Insurance

Union Life Insurance Co.
Union Life Insurance

Office Furniture, Accessories & Misc.

Swingline, Inc.

Swingline office supplies

Schools & Colleges

Linkletter Enterprises

Linkletter Dance Studios

Motel Managers Training School, Inc.

Motel Managers Training School—correspondence

West Coast Trade & Business Schools

West Coast Trade & Business Schools—residential

Steamship, Truck & Other Freight

Arpin, Paul Van Lines, Inc.

Paul Arpin Van Lines moving services.

DRUGS, TOILETRIES

Cold Cough & Sinus Remedies

American Home Products Co.
Dristan childrens' cough syrup

F&F Labs, Inc.

F&F antiseptic throat aids

Cosmetics Combination Copy

Arden, Elizabeth

Elizabeth Arden cosmetics

DeLeon Labs, Inc.

DeLeon cosmetics

Strange Labs Co.

Strange cosmetics

Creams & Lotions

Foremost McKesson, Inc.

Albolene Mist after-bath spray skin softener

Sunbeam Corp.

Facemaker complexion kit

Drugs & Toiletries, Retail

Rexall Drug & Chemical Co.

Republic Rexall drug stores

Hair Products

Arden, Elizabeth

Elizabeth Arden Salons

Beecham Group, Inc.

Finally Free anti-dandruff shampoo

Beecham Group, Inc.

Venture Blue Liquid hair dressing

Bristol-Myers Co.

Score hair cream

Chesebrough-Ponds, Inc.

Sure Control hair conditioner

Gillette Co.

Toni protein hair conditioner

Mennen Co.

Eclipse hair coloring—men

Minnesota Mining & Mfg. Co.

Scotch hair-set tape

Medical Appliances & Equipment

Boulevard Electronics, Inc.

Hydro-Jey whirlpool bath

Medications,

Miscellaneous

Thompson Medical Co.

Ban Smoke gum

Physical Culture

Holiday Health Clubs

Holiday Health Clubs

Shaving Soaps, Lotions & Men's Toiletries

Colgate-Palmolive Co.

Palmolive Rapid Shave menthol

Palmolive Rapid Shave menthol-lime

Gillette Co.

Gillette self-heating shaving cream

Toilet Goods,

Miscellaneous

Chesebrough-Ponds, Inc.

Ponds Dreamflower talc

Georgia Pacific Corp.

Coronet facial tissues

Vitamin Preparations & Tonics

Smith Kline & French Labs

Vitime vitamin capsules

FOODS, BEVERAGES

Appetizers Snacks & Nuts.

McKee Baking Co.

Little Debbie snacks

National Biscuit Co.

Chipsters potato snacks

Pet, Inc.

Red Seal Tortilla Chips

Bread & Rolls

August Bros. Bakery

August Bros. bread

Deans Baking Co.

Rhodes bread distr.

Hood, H. P. & Sons, Inc.

Kitchen Window frozen bakery products

Ward Foods, Inc.

Diet Rite bread

Zinsmaster Baking Co.

Zinsmaster bread

Cakes Pies & Pastries

Interstate Bakeries Corp.

Round the Clock snack pies

Candy & Gum

Estee Candy Co.

Estee diet sweets

Cereals

General Mills

Clackers cereal

Quaker Oats Co.

Captain Crunch cereal/

Crunch Berries

Ralston Purina Co.

Chex sugar frosted cereal

Citrus Fruits

Paramount Citrus Association

Paramount Citrus Association

Condiments, Pickles & Relishes

Cates, Charles F. & Sons, Inc.

Cates pickles

Cookies & Crackers

Keebler Co.

Hunts Snack Pack canned

Desserts & Dessert Ingredients

General Foods Corp.

Birds Eye Cool & Creamy frozen puddings

General Mills

Betty Crocker ready-to-serve puddings

Norton Simon Inc.

Hunts Snack Pack canned desserts

Flour & Prepared Baking Mixes & Ingredients

Pillsbury Co.

Pillsbury coffee cake mixes

Fruit Juices

Ocean Spray Cranberries, Inc.

Ocean Spray Grapeberry Juice drink

Tropicana Products, Inc.

Trop-Cal-Lo fruit drinks

General Promotion

National Dairy Products Corp.

Kraft frozen foods

Health & Dietary Foods

Bristol-Myers

Get Up & Go instant breakfast

Ingredients,

Miscellaneous

Rich Products Corp.

Vee Va Rich non-dairy frozen milk

Macaroni, Spaghetti, Noodle Products

Goodman, A. & Sons Inc.

Goodman's noodles

Meats, Poultry, Fish

British Columbia Packers Ltd.

Rupert frozen fish

Tyson Foods, Inc.

Tyson's Pride frozen chickens

Uncle Charlie's Meat Co.

Uncle Charlie's sausage

Worthington Foods, Inc.

Worthington luncheon meats

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cards for years and we haven't succeeded yet." He said that "maybe" Nielsen would get its system off the ground in 10 years and couldn't predict when an operation like TVX would be feasible.

The other executive said that, while he didn't regard TVX as too complex, by the time it's in operation "we'll be automated ourselves."

The "benefit" to the rep, he said, was that it would "almost eliminate" salesmen and thus cut their costs. "The reps should favor such a system. If they don't get involved, their stations will sell eventually to the advertiser directly. This system gives the reps a role. They're crazy if they don't see it."

One rep who doesn't see it is Tom Judge, head of RKO Tv Representatives. "I don't think the business is ready for it. It ignores certain factors, one of them being that the purpose of the reps is to most effectively market their stations' inventory."

Group reps, Judge said, don't deliver avails in the classic sense. "They offer sales presentations; they sell schedules and the reason why the schedules meet the needs of a product. They want to control what the agencies buy. They don't want the agencies to select from whatever's available."

The RKO rep couldn't see enough stations participating to make TVX a going thing. "The only way the system could ever function is if all the major market stations participated. I doubt if the o&os would get involved."

Machine buying?

Judge is wary about both the CDC and Nielsen proposals because they "offer the agencies an easy way to cut manpower and do their buying by machine. Sure, with computerized timebuying, the salesman would still be involved, but buyers can easily say, 'I'll call you later,' and then not call.

Another rep who disputes the agency contention that sellers would benefit most from a system like TVX is John Dickinson, executive vice president of Harrington, Righter & Parsons. He says, "These joint services tend to be buyer-oriented. But they can't serve two masters. The rating services are a good example. The fact is that you handle things differently when you buy and when you sell."

As a specific example, he cited the ranking of spots by a criterion like cost-per-1,000. "The avails of all stations in a market might be interlaced. What good would that do us when we're trying to sell a package, when we're trying to go beyond cost and demographics and sell the acceptance of a station?"

Dickinson thinks the idea of storing station inventory data is being made obsolete by changes in spot buying practices. "The premium on fixed positions is not as great as it used to be. The trend is toward rotation."

Most reps feel that some kind of computerization in spot timebuying is bound to come. James Jurist, vice president in charge of administration for John Blair & Co., is one of those impressed by the computer's potential. "If a clerk can do it, the computer can do it." The key to what will be computerized, he says, is economic justification.

Keeping an open mind

Blair is studying the CDC proposal, and Jurist says the firm is keeping an open mind on the question. "It's an idealized model at this point. Flesh has to be put on the skeleton."

So far, he says, it hasn't been demonstrated that it will save money but, like Y&R's Bahr, Jurist leans to the view that computerized systems often don't save money but provide new capabilities and information.

Blair is also studying an evaluation of its test of an on-line rep-station system conducted last year with WGAN-TV Portland, Me. The test has been suspended and, says Jurist, "worked. The question now is one of economic, not technical, feasibility."

Considering the wide difference of opinion about the two computerized timebuying systems, particularly the CDC proposal, it seems safe to say there's rough sledding ahead for any broad-scale, industry-wide operation.

It appears quite possible that buyers and sellers will develop their own computerized operations before plugging into one another. And it would not be at all surprising if reps and agencies come to the conclusion that real computerized timebuying would not walk until it learns how to crawl.

Any challengers?

The new consulting engineer at WSMS-TV Fort Lauderdale claims he has more broadcasting experience than anyone else in the world.

Raymond F. Guy, who joined the station when it went on the air last month has worked in the field since 1921. At that time, he was employed as an engineer and announcer at WJZ Newark, the second station to go on the air. Guy says that the other people employed at the first two stations are long since retired or deceased.

He has written engineering textbooks and papers, and has worked for the Voice of America. In the last few years, Guy has been a consulting engineer to the governments of the United States, South Vietnam and Morocco, and to FM and tv clients in the U.S. and the Philippines.

ational Assn. of Insurance Agents
Florida Assn. of Independent Insurance Agents

Industrial Machinery
 Sullair Corp.
Sullair air compressors

Life Insurance
 American United Life Insurance Co.
American United Life Insurance
 National Trust Life Insurance Co.
National Trust Life Insurance
 Union Life Insurance Co.
Union Life Insurance

Office Furniture, Accessories & Misc.
 Swingline, Inc.
Swingline office supplies

Schools & Colleges
 Linkletter Enterprises
Linkletter Dance Studios
 Motel Managers Training School, Inc.
Motel Managers Training School—correspondence
 West Coast Trade & Business Schools
West Coast Trade & Business Schools—residential

Teamship, Truck & Other Freight
 Arpin, Paul Van Lines, Inc.
Paul Arpin Van Lines moving services.

RUGS, TOILETRIES

Cold Cough & Sinus Remedies
 American Home Products Co.
Dristan childrens' cough syrup
 F&F Labs, Inc.
F&F antiseptic throat aids

Cosmetics Combination Copy
 Arden, Elizabeth
Elizabeth Arden cosmetics
 DeLeon Labs, Inc.
DeLeon cosmetics
 Strange Labs Co.
Strange cosmetics

Creams & Lotions
 Foremost McKesson, Inc.
Albolene Mist after-bath spray skin softener
 Sunbeam Corp.
Facemaker complexion kit

Drugs & Toiletries, Retail
 Rexall Drug & Chemical Co.
Republic Rexall drug stores

Hair Products
 Arden, Elizabeth
Elizabeth Arden Salons
 Beecham Group, Inc.

Finally Free anti-dandruff shampoo

Beecham Group, Inc.
Venture Blue Liquid hair dressing

Bristol-Myers Co.
Score hair cream

Chesebrough-Ponds, Inc.
Sure Control hair conditioner

Gillette Co.
Toni protein hair conditioner

Mennen Co.
Eclipse hair coloring—men

Minnesota Mining & Mfg. Co.
Scotch hair-set tape

Medical Appliances & Equipment
 Boulevard Electronics, Inc.
Hydro-Jey whirlpool bath

Medications, Miscellaneous
 Thompson Medical Co.
Ban Smoke gum

Physical Culture
 Holiday Health Clubs
Holiday Health Clubs

Shaving Soaps, Lotions & Men's Toiletries
 Colgate-Palmolive Co.
Palmolive Rapid Shave menthol
Palmolive Rapid Shave menthol-lime

Gillette Co.
Gillette self-heating shaving cream

Toilet Goods, Miscellaneous
 Chesebrough-Ponds, Inc.
Ponds Dreamflower talc
 Georgia Pacific Corp.
Coronet facial tissues

Vitamin Preparations & Tonics
 Smith Kline & French Labs
Vitime vitamin capsules

FOODS, BEVERAGES

Appetizers Snacks & Nuts
 McKee Baking Co.
Little Debbie snacks
 National Biscuit Co.
Chipsters potato snacks
 Pet, Inc.
Red Seal Tortilla Chips

Bread & Rolls
 August Bros. Bakery
August Bros. bread
 Deans Baking Co.
Rhodes bread distr.
 Hood, H. P. & Sons, Inc.
Kitchen Window frozen bakery products
 Ward Foods, Inc.
Diet Rite bread
 Zinsmaster Baking Co.
Zinsmaster bread

Cakes Pies & Pastries
 Interstate Bakeries Corp.
Round the Clock snack pies

Candy & Gum
 Estee Candy Co.

Estee diet sweets

Cereals
 General Mills
Clackers cereal
 Quaker Oats Co.
Captain Crunch cereal/ Crunch Berries
 Ralston Purina Co.
Chex sugar frosted cereal

Citrus Fruits
 Paramount Citrus Association
Paramount Citrus Association

Condiments, Pickles & Relishes
 Cates, Charles F. & Sons, Inc.
Cates pickles

Cookies & Crackers
 Keebler Co.
Hunts Snack Pack canned

Desserts & Dessert Ingredients
 General Foods Corp.
Birds Eye Cool & Creamy frozen puddings
 General Mills
Betty Crocker ready-to-serve puddings
 Norton Simon Inc.
Hunts Snack Pack canned desserts

Flour & Prepared Baking Mixes & Ingredients
 Pillsbury Co.
Pillsbury coffee cake mixes

Fruit Juices
 Ocean Spray Cranberries, Inc.
Ocean Spray Grapeberry Juice drink
 Tropicana Products, Inc.
Trop-Cal-Lo fruit drinks

General Promotion
 National Dairy Products Corp.
Kraft frozen foods

Health & Dietary Foods
 Bristol-Myers
Get Up & Go instant breakfast

Ingredients, Miscellaneous
 Rich Products Corp.
Vee Va Rich non-dairy frozen milk

Macaroni, Spaghetti, Noodle Products
 Goodman, A. & Sons Inc.
Goodman's noodles

Meats, Poultry, Fish
 British Columbia Packers Ltd.
Rupert frozen fish
 Tysons Foods, Inc.
Tysons Pride frozen chickens
 Uncle Charlie's Meat Co.
Uncle Charlie's sausage
 Worthington Foods, Inc.
Worthington luncheon meats

Zion Foods Corp.
Zion kosher meats

Milk Butter & Eggs

Borden, Inc.
Borden's Lite Line low calorie milk
Coleman Dairy Inc.
Coleman dairy products
Fairmont Foods Co.
Dairy Fair milk
Sinton Dairy Co.
Sinton dairy products

Non-Carbonated Soft Drinks

Foremost-McKesson, Inc.
Spakletts bottled drinking water
Hinckley & Schmitt
Hinckley & Schmitt mineral water
Sunkist Growers, Inc.
Exchange orange base
Wagner Industries, Inc.
Wagner fruit drinks

Prepared Foods

McCormick & Co.
McCormick & Schilling Salad Supreme
Smucker, J. M. Co.
Smucker's peanut butter
Stamper, F. M. Co.
Banquet frozen dinners

Sauces, Gravies

Campbell Soup Co.
Bounty canned complete cooking sauces

Seasonings, Spices & Extracts

Lawry's Food Inc.
Lawry's seasoning mixes
Lever Brothers Co.
Lipton Flavor Base

Shortening & Fats

Filbert, J. H. Inc.
Mrs. Filbert's diet margarine

Soups

Borden Co.
Snow's canned chowder

Sugars, Syrups & Jellies

Borden, Inc.
Bama jams & jellies

Vegetables

General Mills
Betty Crocker instant hash brown potatoes

GENERAL

Amusements & Misc.

Entertainment
Loews Theatres Inc.
Loews theaters

Apparel, Footwear & Accessories

Fashion Bar
Fashion Bar apparel
Outlet Co.
Outlet Co.

Arms & Ammunition

Federal Cartridge Corp.
Federal shot gun shells

Automotive Accessories & Equipment

Bonded Transmission Centers of America
Bonded Transmission Centers
Grayson Rose Automatic Transmission Co.
Grayson Rose transmission service
Smith, Jack Corp.
Jack Smith transmission service

Bicycles, Motorcycles

Kawasaki Group
Kawasaki motorcycle dealers

Boats & Motors

Chris Craft Industries Inc.
Chris Craft boats

Cigarettes

American Tobacco Co.
Double Eights filter cigarettes
Bravo Smokes, Inc.
Triumph cigarettes
Philip Morris, Inc.
Alpine menthol filter cigarettes
Virginia Slims filter cigarettes

Cigars & Tobacco

Conwood Corp.
Cannon Ball tobacco
Scrap chewing tobacco
General Cigar Co.
Wm. Penn cigars
Parodi Cigar Co.
Parodi cigars

Food Beverages & Confectionary, Retail

Almac's Inc.
Almac's food
Hickory Farms of Ohio
Hickory Farm cheese store

Games, Toys & Hobby Crafts

Apex Sales Co.
Apex toys
Heeter Corp.
Heeter toys
Levy Industries Ltd.
CCM skates & hockey equipment
Twinpak Ltd.
Twinpak toys

Household Furnishings & Equipment

Libby Furniture & Appliance Co.
Libby Furniture & Appliance Co.
Mason's
Mason's household goods
Sakowitz Brothers
Sakowitz Brothers

Miscellaneous

AFL-CIO
International Assn. of Machinists
United Auto Workers
Union
Citizens for Humphrey-Muskie
Humphrey-Muskie for president & vice president

United Citizens for Nixon-Agnew
Nixon-Agnew for president & vice president

Motion Pictures

National General Corp.
National General motion pictures

Pet Foods

Corn Products Co.
Kasco dog food
U. S. Tobacco Co.
Cadillac cat food
Viola Foods For Pets Inc.
Viola dog food

Real Estate

Development Services, Inc.
Lake Viking real estate

Restaurants

Dog N Suds
Dog N Suds drive-ins
Mr. Steak, Inc.
Mr. Steak restaurants
Pepper Tree Restaurant, Inc.
Pepper Tree restaurants

Retail Consumer Services

Farm & Home Food Service, Inc.
Farm & Home Food Service
Minnie Pearl's Chicken System Inc.
Minnie Pearl chickens
Pilgrim Laundry Co.
Pilgrim Laundry

Retail, Miscellaneous

Bankers Securities Corp.
Richards, Miami
Federated Department Stores, Inc.
Boston Store
Gimbel Brothers, Inc.
Gimbels-Shusters
Jefferson Stores Inc.
Jefferson Stores
Kohl's Department Stores
Kohl's
National Bellas Hess Inc.
National Bellas Hess
Revco, D. S. Inc.
Revco discount drug centers
Rich's Inc.
Rich's Inc.
Samsons-Community Appliance
Samsons-Community Appliance
Scot Super Stores
Scot Super Stores
Younger Brothers, Inc.
Youngers
Sunglasses & Eye Glasses
Foster Grant Co.
Foster Grant sunglasses

Watches

Holzer Watch Co.
Universal General watches

HOME & BUILDING

Appliances

Mitsubishi Group

Mitsubishi electric fans
White Consolidated Industries
Perfection stoves

Barbecue Equipment
American Home Products Corp.
Wizard charcoal lighter

Building Materials
Alpha Portland Cement Co
Alpha Portland cement
Borden Brick & Tile Co
Borden bricks
Kirby Industries, Inc
Mex-Tex steel building dealers

Cleaners, Waxes & Polishes
Crismer, Earle Co
Blue Lustre rug shampoo
Hagerty, W. J. & Sons Ltd
Hagerty rug cleaner
Morton International, Inc
Simoniz Fluffup rug shampoo

Norwich Pharmaceutical Co
Janitor In A Drum cleaner
Norwich Pharmaceutical Co
Texize Spray and Wash
Armour & Co.
Bright Idea floor wax
Morton International
Simoniz Non-suff liquid floor wax

Deodorizers
Big "D" Chemical Co
Big D air freshener

Furniture
Chittenden & Eastman Co
Permalux furniture
Mastercraft Furniture Mfgs
Mastercraft furniture

Heating, Plumbing, Air Conditioning
Carbon Fuel Co.
Fann space heaters (home)
McGraw Edison
Arctic Circle air conditioning

Plumbing Industry Progress & Education Fund

Household Accessories, Miscellaneous
Bernardin, Inc.
Bernardin snap lids
Master Lock Co.
Master locks (home)

Household Paper Products
Georgia Pacific Corp
Coronet toilet & facial tissues

New IRIS program

A timebuying program for disadvantaged students has been established by the International Radio and Television Society. It is expected to get underway in mid-March for 13 weeks.

Pellon Corp.
Mighty Wipe cleaning cloths

Laundry Products
American Home Products Corp.
Easy off bleach
Coastal Chemical Corp.
Glouhite bleach
Corn Products Co.
Niagara fabric softener
Sinclair Mfg. Co
Debbie detergent

Records & Tape Recordings
GCA Records
GCA records
Jaro Records
Jaro records
Felcrad, Inc.
Crystal Corp. records

TRANSPORTATION & AGRICULTURE

Agricultural Insecticides
Boord, C. A. & Sons
Hide insecticides

Animal Pest Control
Monsanto Co.
Monsanto mouse strips

Anti-Freeze & Additives
Hastings Mfg. Co.
Casite additives

Automotive Parts & Accessories
Hastings Mfg. Co.
Hastings automotive products

Maremont Corp.
Gabriel shock absorbers
Warner Patterson Co.
Warner Patterson automotive parts

Car Cleaners, Waxes & Polishes
Morton International
Master car wax

Car & Truck Tires
Atlas Supply Co.
Atlas tires
Standard Oil Co. Of Indiana
American tires batteries & accessories
Union Oil
Pure Pride tires

Commercial Trucks & Vehicles
Coot, Inc.
Coot utility vehicle

Crop Machinery & Equipment
White Motor Corp
White farm equipment dealers

Fertilizers & Seed Treatment
FMC Corp
Fairheld chemicals
Schultz Co
Schultz instant plant food
Simplot Industries Inc.
J. R. Simplot Co.

Wycon Chemical Co.
Wycon fertilizers

Fuels
Landmark Farm Bureau Cooperatives
Landmark Farm Bureau heating oil

Gasoline & Oil
Bonded Oil Co.
Bonded gasoline & motor oil
Colorado Interstate Corp.
Derby oil dealers
Lerner Oil, Inc.
Lerner Rocket oil

Horticultural Services
Hector Turf & Garden Supply
Hector turf & garden supplies

Hotels & Resorts, Resort Promotion
Caesars Palace Hotel & Casino

Caesars Palace Hotel & Casino, Las Vegas
Hacienda Motor Hotels
Hacienda Hotel & Casino, Las Vegas
Netherlands National Tourist Office.
Holland resort promotion

Motor Homes, Mobile Homes, Campers
Open Road Campers, Inc.
Open Road campers

DIVORCE COURT lands with **IMPACT** in market after market

In Milwaukee **DIVORCE COURT** sent

share up 105%
homes up 116%
women up 111%

over the program previously
in the time slot
on WITI-TV,
Monday through Friday,
1:30-2 p.m.

400, 700 / MAR 1968 vs 700 / MAR 1967

"Divorce Court"
consistently delivers
more homes,
more women.



30 Rockefeller Plaza
New York, N.Y.



**Cherchez
Les Femmes**

See page 36

Ogilvy & Mather's Fine maintains, "The more classic demographic characteristics are too superficial. Income is not a good discriminant of behavior at current pay scales."

Y&R's Bond makes the detailed case against demographics by observing that changes in society are altering class lines. "What do you call the man who pushes buttons in an automated factory but earns \$9,000 a year while his working wife adds \$6,500 to the family coffers? Blue collar?" he asks.

He goes on to note that the 25-to-34 age group enjoying salaries of \$10,000 a year or more continues to multiply at an ever increasing rate and that three-fifths of such people are neither professionals nor managers.

Fine puts the need another way: "First we started counting households, then we started counting noses, now it's time we started counting souls. Demographics no longer sorts out the market."

Marketers also maintain that demographics will be even less useful in the future as population grows, and affluence and education increase. Another factor, say some, is that a basic change may be taking place in the nature of consumption itself, a development related to our affluent society. And that is, less emphasis on satisfying basic physical and material needs and more on satisfying psychological and social needs.

What can psychographic studies learn? The Denby report discovered that "creatives" purchase almost three times as many convenience appliances as "passives," that they are pleasure seekers who are more apt to install extra car equipment and to buy new cars early rather than late in the model year, are addicted to party-giving and travel and spend more on clothes.

Respondents also polled to learn tv program preferences. There were, of course, distinct differences between the tv tastes of the "creatives" and "passives." This information has since been sold to a major advertising agency and presumably will be used to make program choices for those of its clients who have products appealing to such high income groups. To illustrate, were the agency servicing an auto advertiser,

it might well select programs favored by "creatives," who purchase cars early, to get the jump on its competition.

Kenyon & Eckhardt also uses psychographics to a great degree. Its name for it is TAG (Target Attitude Group), a computerized technique for analyzing a great deal of information on attitudes and behavior elicited from product prospects.

Says Paul Roth of Kenyon & Eckhardt: "We try to find out what people are like and what they want in a product. We are not interested in basic personality traits; these are not related to the advertising problem."

As in the Denby study, the questions asked are analyzed and grouped through factor analysis and inverse factor analysis. Along with the psychological information, TAG also scoops up, though in smaller chunks, media and marketing data.

How it helps K&E

"We are using psychographics in connection with our overall strategy in media planning," Roth observes. "We've found patterns of tv show-watching, a range of shows preferred. It helps us strategically by centering our buying interest on program categories. Westerns, for example.

"It doesn't help us much in terms of tactics, by which I mean fixing on specific programs. Our practice is to purchase the program that gives us the lowest cpm among the group selected by our sample."

Clearly, psychographics is in a primitive stage as a media tool. Many research and media executives see its prime value in the field of magazines, particularly in making a choice between two which seem to be similar. Few of these executives think it has any value in television program selection.

Fine, a partisan of life style research as a key to tv program choice, notes that there are high- and low-tension tv programs, each of which seems to serve certain psychological needs of viewers.

"Such programs seem to collect different kinds of people, who may have different product preferences. Psychographics should be able to tell us a great deal about them. I can also see it having a great influence on syndicated programming and on the stations themselves. Conceivably,

How it works

An example of how psychographics research operates is offered by the study conducted by Motivational Programmers for *Holiday*. It should be kept in mind, however, that the research was designed to promote the magazine.

The first step in the pilot phase was to develop the areas to be investigated. These covered a wide range of activities, interests and attitudes—political, economic and social—reading habits, tv viewing, purchases of clothing, cosmetics, travel, home furnishing and entertainment, pleasure-seeking, beverage consumption and a multitude of other hobbies, do-it-yourself activities and consumption patterns.

The Q analytical technique used here is a statistical procedure involving a two-step analysis to determine attitude and behavior segments in the marketplace. The first step involved a factor analysis of variables in the study. Here are the ten factors which emerged: home entertainment (alcoholic consumption); knowledge of convenience appliances; passive sports interest; pleasure-seeking; solitary activities; anti-war sentiments; automotive; Republican orientation; intellectual activities; child orientation.

The second step involved an inverse factor analysis, or, more simply stated, a procedure for fitting together people with a commonality in their factor scores.

Here they found people with a high degree of interest in new and interesting products and brands. They thought of themselves as imaginative, rather than self-controlled; had strong interests in political and civic activities; socialized frequently and went out to theaters and restaurants; were heavy magazine readers and lighter tv viewers. They were called "creatives."

The second segment were people the reverse of the first.

“Properly conceived
sales messages,
strategically placed
in SRDS, motivate
buyers of advertising
to initiate placement
of schedules”

That is why 31.5% of all advertising pages placed by U. S. television stations are placed in SRDS — why 43.2% of all pages placed by U. S. radio stations are placed in SRDS.*

In SRDS
YOU ARE THERE — selling by helping people buy.

*Advertising of broadcasters to promote time sales in 24 business and advertising oriented publications in the first nine months of 1968.



STANDARD RATE & DATA SERVICE, INC.
The national authority serving the media-buying function
5201 OLD ORCHARD ROAD SKOKIE, ILLINOIS 60076

Zion Foods Corp.
Zion kosher meats

Milk Butter & Eggs
Borden, Inc.
Borden's Lite Line low calorie milk
Coleman Dairy Inc.
Coleman dairy products
Fairmont Foods Co.
Dairy Fair milk
Sinton Dairy Co.
Sinton dairy products

Non-Carbonated Soft Drinks
Foremost-McKesson, Inc.
Spakletts bottled drinking water
Hinckley & Schmitt
Hinckley & Schmitt mineral water
Sunkist Growers, Inc.
Exchange orange base
Wagner Industries, Inc.
Wagner fruit drinks

Prepared Foods
McCormick & Co.
McCormick & Schilling Salad Supreme
Smucker, J. M. Co.
Smucker's peanut butter
Stamper, F. M. Co.
Banquet frozen dinners

Sauces, Gravies
Campbell Soup Co.
Bounty canned complete cooking sauces

Seasonings, Spices & Extracts
Lawry's Food Inc.
Lawry's seasoning mixes
Lever Brothers Co.
Lipton Flavor Base

Shortening & Fats
Filbert, J. H. Inc.
Mrs. Filbert's diet margarine

Soups
Borden Co.
Snow's canned chowder

Sugars, Syrups & Jellies
Borden, Inc.
Bama jams & jellies

Vegetables
General Mills
Betty Crocker instant hash brown potatoes

GENERAL

Amusements & Misc. Entertainment
Loews Theatres Inc.
Loews theaters

Apparel, Footwear & Accessories
Fashion Bar
Fashion Bar apparel
Outlet Co.
Outlet Co.

Arms & Ammunition
Federal Cartridge Corp.
Federal shot gun shells

Automotive Accessories & Equipment
Bonded Transmission Centers of America
Bonded Transmission Centers
Grayson Rose Automatic Transmission Co.
Grayson Rose transmission service
Smith, Jack Corp.
Jack Smith transmission service

Bicycles, Motorcycles
Kawasaki Group
Kawasaki motorcycle dealers

Boats & Motors
Chris Craft Industries Inc.
Chris Craft boats

Cigarettes
American Tobacco Co.
Double Eights filter cigarettes
Bravo Smokes, Inc.
Triumph cigarettes
Philip Morris, Inc.
Alpine menthol filter cigarettes
Virginia Slims filter cigarettes

Cigars & Tobacco
Conwood Corp.
Cannon Ball tobacco
Scrap chewing tobacco
General Cigar Co.
Wm. Penn cigars
Parodi Cigar Co.
Parodi cigars

Food Beverages & Confectionary, Retail
Almac's Inc.
Almac's food
Hickory Farms of Ohio
Hickory Farm cheese store

Games, Toys & Hobby Crafts
Apex Sales Co.
Apex toys
Heeter Corp.
Heeter toys
Levy Industries Ltd.
CCM skates & hockey equipment
Twinpak Ltd.
Twinpak toys

Household Furnishings & Equipment
Libby Furniture & Appliance Co.
Libby Furniture & Appliance Co.
Mason's
Mason's household goods
Sakowitz Brothers
Sakowitz Brothers

Miscellaneous
AFL-CIO
International Assn. of Machinists
United Auto Workers Union
Citizens for Humphrey-Muskie
Humphrey-Muskie for president & vice president

United Citizens for Nixon-Agnew
Nixon-Agnew for president & vice president

Motion Pictures
National General Corp.
National General motion pictures

Pet Foods
Corn Products Co.
Kasco dog food
U. S. Tobacco Co.
Cadillac cat food
Viola Foods For Pets Inc.
Viola dog food

Real Estate
Development Services, Inc.
Lake Viking real estate

Restaurants
Dog N Suds
Dog N Suds drive-ins
Mr. Steak, Inc.
Mr. Steak restaurants
Pepper Tree Restaurant, Inc.
Pepper Tree restaurants

Retail Consumer Services
Farm & Home Food Service, Inc.
Farm & Home Food Service
Minnie Pearl's Chicken System Inc.
Minnie Pearl chickens
Pilgrim Laundry Co.
Pilgrim Laundry

Retail, Miscellaneous
Bankers Securities Corp.
Richards, Miami
Federated Department Stores, Inc.,
Boston Store
Gimbel Brothers, Inc.
Gimbels-Shusters
Jefferson Stores Inc.
Jefferson Stores
Kohl's Department Stores
Kohl's
National Bellas Hess Inc.
National Bellas Hess
Revco, D. S. Inc.
Revco discount drug centers
Rich's Inc.
Rich's Inc.
Samsons-Community Appliance
Samsons-Community Appliance
Scot Super Stores
Scot Super Stores
Younger Brothers, Inc.
Youngers

Sunglasses & Eye Glasses
Foster Grant Co.
Foster Grant sunglasses

Watches
Holzer Watch Co.
Universal General watches

HOME & BUILDING

Appliances
Mitsubishi Group

Mitsubishi electric fans
White Consolidated Industries
Perfection stoves

Barbecue Equipment
American Home Products Corp.
Wizard charcoal lighter

Building Materials
Alpha Portland Cement Co.
Alpha Portland cement
Borden Brick & Tile Co.
Borden bricks
Kirby Industries, Inc.
Mes-Tex steel building dealers

Cleaners, Waxes & Polishes
Grissmer, Earle Co.
Blue Lustre rug shampoo
Hagerty, W. J. & Sons Ltd.
Hagerty rug cleaner
Morton International, Inc.
Simoniz Fluff-up rug shampoo

Norwich Pharmacal Co.
Janitor-In-A-Drum cleaner
Norwich Pharmacal Co.
Texize Spray and Wash
Armour & Co.
Bright Idea floor wax
Morton International
Simoniz Non-scuff liquid floor wax

Deodorizers
Big "D" Chemical Co.
Big D air freshener

Furniture
Chittenden & Eastman Co.
Permalux furniture
Mastercraft Furniture Mfgs.
Mastercraft furniture

Heating, Plumbing, Air Conditioning
Carbon Fuel Co.
Vann space heaters (home)
McGraw-Edison
Arctic Circle air conditioning
Plumbing Industry Progress & Education Fund

Household Accessories, Miscellaneous
Bernardin, Inc.
Bernardin snap lids
Master Lock Co.
Master locks (home)

Household Paper Products
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Coronet toilet & facial tissues

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Coastal Chemical Corp.
Glowwhite bleach
Corn Products Co.
Niagara fabric softener
Sinclair Mfg. Co.
Debbie detergent

Records & Tape Recordings
GCA Records
GCA records
Jaro Records
Jaro records
Telerad Inc.
Crystal Corp. records

TRANSPORTATION & AGRICULTURE

Agricultural Insecticides
Boord, C. A. & Sons
Hide insecticides

Animal Pest Control
Monsanto Co.
Monsanto mouse strips

Anti-Freeze & Additives
Hastings Mfg. Co.
Casite additives

Automotive Parts & Accessories
Hastings Mfg. Co.
Hastings automotive products

Maremont Corp.
Gabriel shock absorbers
Warner Patterson Co.
Warner Patterson automotive parts

Car Cleaners, Waxes & Polishes
Morton International
Master car wax

Car & Truck Tires
Atlas Supply Co.
Atlas tires
Standard Oil Co. Of Indiana
American tires batteries & accessories
Union Oil
Pure Pride tires

Commercial Trucks & Vehicles
Coot, Inc.
Coot utility vehicle

Crop Machinery & Equipment
White Motor Corp.
Oliver farm equipment dealers

Fertilizers & Seed Treatment
FMC Corp.
Fairfield chemicals
Schultz Co.
Schultz instant plant food
Simplot Industries Inc.
J. R. Simplot Co.

Wycon Chemical Co.
Wycon fertilizers

Fuels
Landmark Farm Bureau Cooperatives
Landmark Farm Bureau heating oil

Gasoline & Oil
Bonded Oil Co.
Bonded gasoline & motor oil
Colorado Interstate Corp.
Derby oil dealers
Lerner Oil, Inc.
Lerner Rocket oil

Horticultural Services
Hector Turf & Garden Supply
Hector turf & garden supplies

Hotels & Resorts, Resort Promotion
Caesars Palace Hotel & Casino

Caesars Palace Hotel & Casino, Las Vegas
Hacienda Motor Hotels
Hacienda Hotel & Casino, Las Vegas
Netherlands National Tourist Office.
Holland resort promotion

Motor Homes, Mobile Homes, Campers
Open Road Campers, Inc.
Open Road campers

DIVORCE COURT

lands with
IMPACT
in market
after market

In Milwaukee
DIVORCE COURT
sent

share up 105%
homes up 116%
women up 111%

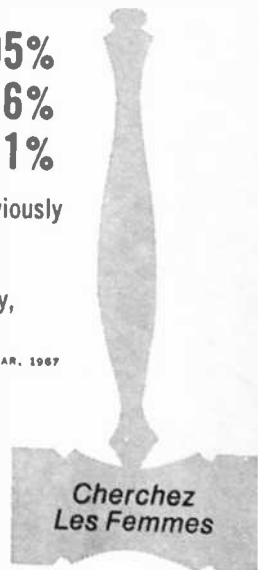
over the program previously
in the time slot
on WITI-TV,
Monday through Friday,
1:30-2 p.m.

ARD: FEB./MAR. 1968 VS. FEB./MAR. 1967

"Divorce Court"
consistently delivers
more homes,
more women.



30 Rockefeller Plaza
New York, N.Y.



Cherchez
Les Femmes

See page 36

Ogilvy & Mather's Fine maintains, "The more classic demographic characteristics are too superficial. Income is not a good discriminant of behavior at current pay scales."

Y&R's Bond makes the detailed case against demographics by observing that changes in society are altering class lines. "What do you call the man who pushes buttons in an automated factory but earns \$9,000 a year while his working wife adds \$6,500 to the family coffers? Blue collar?" he asks.

He goes on to note that the 25-to-34 age group enjoying salaries of \$10,000 a year or more continues to multiply at an ever increasing rate and that three-fifths of such people are neither professionals nor managers.

Fine puts the need another way: "First we started counting households, then we started counting noses, now it's time we started counting souls. Demographics no longer sorts out the market."

Marketers also maintain that demographics will be even less useful in the future as population grows, and affluence and education increase. Another factor, say some, is that a basic change may be taking place in the nature of consumption itself, a development related to our affluent society. And that is, less emphasis on satisfying basic physical and material needs and more on satisfying psychological and social needs.

What can psychographic studies learn? The Denby report discovered that "creatives" purchase almost three times as many convenience appliances as "passives," that they are pleasure seekers who are more apt to install extra car equipment and to buy new cars early rather than late in the model year, are addicted to party-giving and travel and spend more on clothes.

Respondents also polled to learn tv program preferences. There were, of course, distinct differences between the tv tastes of the "creatives" and "passives." This information has since been sold to a major advertising agency and presumably will be used to make program choices for those of its clients who have products appealing to such high income groups. To illustrate, were the agency servicing an auto advertiser,

it might well select programs favored by "creatives," who purchase cars early, to get the jump on its competition.

Kenyon & Eckhardt also uses psychographics to a great degree. Its name for it is TAG (Target Attitude Group), a computerized technique for analyzing a great deal of information on attitudes and behavior elicited from product prospects.

Says Paul Roth of Kenyon & Eckhardt: "We try to find out what people are like and what they want in a product. We are not interested in basic personality traits; these are not related to the advertising problem."

As in the Denby study, the questions asked are analyzed and grouped through factor analysis and inverse factor analysis. Along with the psychological information, TAG also scoops up, though in smaller chunks, media and marketing data.

How it helps K&E

"We are using psychographics in connection with our overall strategy in media planning," Roth observes. "We've found patterns of tv show-watching, a range of shows preferred. It helps us strategically by centering our buying interest on program categories. Westerns, for example.

"It doesn't help us much in terms of tactics, by which I mean fixing on specific programs. Our practice is to purchase the program that gives us the lowest cpm among the group selected by our sample."

Clearly, psychographics is in a primitive stage as a media tool. Many research and media executives see its prime value in the field of magazines, particularly in making a choice between two which seem to be similar. Few of these executives think it has any value in television program selection.

Fine, a partisan of life style research as a key to tv program choice, notes that there are high- and low-tension tv programs, each of which seems to serve certain psychological needs of viewers.

"Such programs seem to collect different kinds of people, who may have different product preferences. Psychographics should be able to tell us a great deal about them. I can also see it having a great influence on syndicated programming and on the stations themselves. Conceivably,

How it works

An example of how psychographics research operates is offered by the study conducted by Motivational Programmers for *Holiday*. It should be kept in mind, however, that the research was designed to promote the magazine.

The first step in the pilot phase was to develop the areas to be investigated. These covered a wide range of activities, interests and attitudes—political, economic and social—reading habits, tv viewing, purchases of clothing, cosmetics, travel, home furnishing and entertainment, pleasure-seeking, beverage consumption and a multitude of other hobbies, do-it-yourself activities and consumption patterns.

The Q analytical technique used here is a statistical procedure involving a two-step analysis to determine attitude and behavior segments in the marketplace. The first step involved a factor analysis of variables in the study. Here are the ten factors which emerged: home entertainment (alcoholic consumption); knowledge of convenience appliances; passive sports interest; pleasure-seeking; solitary activities; anti-war sentiments; automotive; Republican orientation; intellectual activities; child orientation.

The second step involved an inverse factor analysis, or, more simply stated, a procedure for fitting together people with a commonality in their factor scores.

Here they found people with a high degree of interest in new and interesting products and brands. They thought of themselves as imaginative, rather than self-controlled; had strong interests in political and civic activities; socialized frequently and went out to theaters and restaurants; were heavy magazine readers and lighter tv viewers. They were called "creatives."

The second segment were people the reverse of the first.

“Properly conceived sales messages, strategically placed in SRDS, motivate buyers of advertising to initiate placement of schedules”

That is why 31.5% of all advertising pages placed by U. S. television stations are placed in SRDS — why 43.2% of all pages placed by U. S. radio stations are placed in SRDS.*

In SRDS
YOU ARE THERE — selling by helping people buy.

*Advertising of broadcasters to promote time sales in 24 business and advertising oriented publications in the first nine months of 1968.



STANDARD RATE & DATA SERVICE, INC.
The national authority serving the media-buying function
5201 OLD ORCHARD ROAD SKOKIE, ILLINOIS 60076



moreover, it could be of value to UHF stations who are seeking to position themselves in a market by finding a new kind of audience for its services."

Another who looks kindly on psychographics-cum-tv is Paul Chook of Young & Rubicam, who feels a study of the life style of documentary viewers as compared to those who favor lighter entertainment might be profitable.

Psychographics as a media planning instrument has many difficulties to overcome. Demographics are useful because they cut across all media and can be manipulated mathematically. This is not as easily accomplished in psychographics. The agencies would first have to agree on a large number of "standard" life styles. The subjective interpretation necessary would make for difficulty.

A basic buying change

It is generally agreed that demographics and psychographics could be correlated so each would supplement the other. Yet a fundamental change might well have to be made in tv buying practices, if psychographics became important. More emphasis would have to be given to the selection of specific programs.

Psychographics directs advertising toward superior prospects. Thus the

media focus would naturally be on reaching the right kind of viewer, rather than on the gross rating points delivered by the schedule. In buying such network programs as movies, the title would have to be specified, something that is not always done now.

Programs might have to be bought on local stations, not scatter plans or flights. And the here-today-gone-tomorrow type of tv programming might not provide sufficient time for psychographing these properties, though program types, of course, would be evaluated.

Yet another central issue is the value of psychographics for consumer goods products. It is generally conceded that it can be useful for new products, luxury goods and major appliances. But the research tool may not have much value for such commodities as salt and sugar, because they are generally part of other products, nor for such mundane items as laundry soap, which practically everybody uses.

A question still wide open is the usefulness of psychographics in the study of such package goods as toothpaste, hand soap, etc. Those supporting psychographics point to the wide variety of such package goods items as hand soap—cosmetic, cream, deodorant and low price bars—all of which reflect various consumers needs.

Moreover, as the population increases and the market becomes further segmented, advertisers may decide that their real opportunity may be the light user or non-user. This is the kind of information that psychographics can give.

Searching for services

What some agencies are looking for now are syndicated services which do for psychographics what has already been done for demographics. The greatest likelihood is that such services will be created by research firms already supplying demographic information.

Simmons, for example, has retained a consulting psychologist to work on devising life-styles which can be incorporated in its existing service. Kenyon & Eckhardt has asked BRL to provide a similar service. Though it is expected that eventually both services will provide such material, it is obvious it will take time to create it. ■

Ted Bates (From page 25)

who has working under him a supervisor, assistant supervisors and several buyers.

Each of these media directors has one or more accounts, and with the responsibility for developing with the account group and client the media planning strategy that will best serve the client's aims. They also coordinate for the account executives, among the various media-program department divisions.

They also service Bates' special buying assignments which include all Colgate broadcast buying (both spot and network); and for Pflizer and Standard Brands the buying network on an alternate quarter basis.

On the Warner-Lambert account Bates buys specific markets on products, and they are also part of the Bristol Meyers buying pool.

John Kucera heads the radio-division which is responsible for the coordination and execution of network broadcast buying.

Unlike most agencies, as was pointed out, Bates has gathered the media and programming functions into one group.

The change was made because of the transfer of programming development from the agencies to the networks began to erode any clear difference that existed between the media and programming departments. Because their main reason for existence was being absorbed by the networks, the programming departments began to specialize in the job of negotiation and buying. As a result, the two groups began to duplicate the work that the other was doing.

Because of Dick Pinkham's work background in media and network programming, it was under his direction that Bates moved toward the merger of the two groups. When some agencies put both groups under one supervisor, Bates was the first agency to join both groups operationally.

"The result of this merger has three advantages," Dick Pinkham points out. "It gives us greater coordination between radio-tv and media, thus increasing our ability to move quickly when time is of the essence, and, since all the elements involved in media selection are directed from one source, it gives us maximum

Tv goes to Ohio U.

Television-radio students at Ohio University will have a series of special lectures and classroom discussions. Broadcast management leaders including S. J. Paul, publisher of TELEVISION AGE, will visit the campus during January and February to talk about what's happening in the industry.

Other lecturers are Donald Perris, vice president, WEWS Cleveland; Marianne Campbell, director of community affairs, Avco Broadcasting, Cincinnati; Louis Ames, director of East Coast programming, N. W. Ayer & Son, New York; John McClay, executive vice president, Taft Broadcasting, Cincinnati; Rod Warner, promotion manager, WLW-C Columbus; Richard Block, vice president, Kaiser, Oakland

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The third unit in the client services group is media relations, headed by Gene Camerick. Members of this unit include media directors and other media department officials.

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Nevertheless, Bates is still bullish on the potentials the computer offers for future reductions in paperwork.

Additionally, its media officials feel a real opportunity exists to achieve the ultimate goal of freeing up buyers so that they can spend 100 per cent of their actual buying time negotiating.

As for the place of media buying services, Bates is still exploring. Several tests have been conducted and several more are underway. A consensus among Bates media directors would probably reveal that media buying services nitch in the industry will be revealed more clearly during the coming year.

As for market buying specialists, Bates is rather cool to them. They are generally buyers who buy for many products in a limited number of markets. They are told the goal and budget to be reached and they make their buy.

Bates points out that the more market specialists are used, the less familiar the buyer is with the brand.

“The specialist can get a good buy in the market dollarwise, but the

buy may not be right for the brand. A gain one way can perhaps be lost another way.”

The buyers’ tools, research and ratings, are very much in the mind of the Bates media heads.

One pointed out that demographics have been thoroughly explored and agencies can’t expect anything new to come out of them. The next stage, heavy user data, is still in development and is limited by sample size.

Psychographics, on the other hand, could eventually become the most important development yet, although there is still some question as to its validity (see *A consumer in every pigeon-hole*, page 26).

Getting commercials to the station on time is one of the major headaches of radio/tv services head Harry Saz. Future events are already making his job look a little easier.

“With the increasing use of individual 30’s there will be less of a traffic delay problem,” he points out. “Often you have to hold a commercial because half the piggyback partner is not out of the lab on time. As the use of 30’s is increasing we will be able to just mail out spots as they are ready. There is also the advantage of not having to tie up department people who have to spend time matching up pairs.”

John Kucera heads the radio unit, which he describes as basically a small operation in which we have a few hard-working people with a great deal of responsibility.

Talking about ratings, he says: “I won’t steer away from a program just because the network running it is generally poorly rated. If the show delivers the right audience at the right price, then we buy it.”

Kucera makes two predictions about networks during the coming year: (1) they will establish the 30 as the basic unit of time, and (2) Saturday morning programs have increasingly higher ratings due to the planned substitution of cartoons for live programming.

While the debate goes on in various agencies as to which new automated time-buying proposal is best, Ted Bates and Co. is considering how to unload clerical duties from buyers’ shoulders so they can spend more time in the job they are trained to do.

Bates’ reason is simple: you can’t improve on a good buyer.

In the picture



Warren A. Bahr
He came in out of the rain

ne of the lesser-known aspects of the pioneering switch to all-media buyers instituted by Young & Rubicam in the early 50s was the way it was done.

Print and broadcast buyers on the account were paired, given a list on the back and told they were going to undergo a may-the-best-man contest. The winners would end up as full-fledged all-media buyers and supervisors while the losers would become assistants.

One of the coming out on top was a 28-year-old buyer named Warren A. Bahr, now Y&R's media director and recently one of four key people to be moved up to executive vice president.

It was re: Black Friday when he announced who made it," Bahr called the clear day. "But some of those who didn't, did quite well later." The agency is still wedded to the all-media buy concept, though it's had a reverse twist with its new broadcast Station, which separates the execution of spot buys from the all-media account groups and gives this responsibility to nine regional supervisors (see *Y&R's regional negotiators-buyers*, TELEVISION AGE, November 18, 1968).

In the intervening years, Bahr rose up through the ranks, with a slight detour into programming, and now supervises the buying of more than \$15 million in advertising time and space.

It's almost a cliché by now to say that agency media executives usually get out to do something else and come to their present jobs by chance. Bahr starts out to be a lawyer after getting his B.A. from Gettysburg College, a small denominational school in Pennsylvania founded in 1832. After a year at the University of Virginia Law School, he found he didn't like law and there was also the matter of running out of GI Bill money.

He got married about that time and his wife had gone to work in Hampton's media department. For all

practical purposes that was the first time Bahr had heard of advertising.

It sounded like an interesting business so he got a job in New York with the now-defunct Hanley, Hicks & Montgomery doing traffic and production, as well as being a messenger boy, and, later, an assistant account man for an antacid. He was let go just before Christmas.

This didn't sour Bahr on the advertising business at all. As a matter of fact, he had now determined it was for him, so he began looking for another employer in what he thought was a systematic manner.

He bought a copy of *Life* and picked out the ads he liked. Then he checked a directory and found that most of these were produced by Y&R. Bahr said, "I didn't know that most of the ads in *Life* at that time were from Y&R." That was 1951.

Y&R hired him, it might as well be admitted, as a messenger in the mail room. "It was like a kick in the teeth," he said, but he gritted them and hung on.

One of Bahr's chores was parking the media director's car. The executive, the late Tony Geoghegan, drove it to work but traffic was so heavy around the Y&R offices he didn't want to spend the time driving the last block or two to the garage, so Bahr did that for him.

One rainy day after performing this job, Bahr was standing in Geoghegan's office soaking wet, his socks squishing in his shoes because they had cracked open that morning.

The executive addressed Bahr: "Warren, if you were standing outside of a movie house in the rain and found out there was standing room inside, wouldn't you come inside? Why don't you join the media department and get out of the rain?"

So he did. In 1957, three years after he made it as an all-media buyer, Bahr became an assistant media director and the next year an associate media director. During all this time he was continually associ-

ated with General Foods brands.

His stripes came in 1960 and the next year he moved into programming and remained there until March, 1962, when Pete Matthews left as media director.

At that time, Y&R was immersed in developing new computer programs and a way was sought to bring media buying and the new discipline closer together.

The decision was to appoint two media directors. Joseph St. George was named one, with responsibility for computer programs and problems, and Bahr was tapped for the other to head up media relations and planning.

Two years later, it was decided to separate EDP from the media department, so St. George was made head of a data and systems operation and Bahr took over as sole head of the media department, becoming a senior vice president.

It must have worked out well because last year Bahr was named to the board of directors, made chairman of a new Creative Review Board and, in December, appointed executive vice president, one of six at Y&R-U.S.

The fact that a media man was given such an important creative post speaks well for Bahr's talents as an all-round adman. It is often said that an agency man should have broad advertising talents but the type is not too common. ■

In the hearings before the Presidential Commission investigating violence, Rep. Hale Boggs accused the networks of purveying masochism, sadism, murder and mayhem. He asked CBS president Frank Stanton at one point if network programs were dictated by the ratings. The following ensued:

STANTON: You can't take the New York State Ballet Theatre and shove it down people's throats, but you can introduce segments of it on the *Ed Sullivan Show* and begin to give people some appreciation for that kind of programming. But you just don't go out and say this is what you're going to take, willy nilly, and you can't have anything else. Before you begin to move information, you have to have an audience. But this isn't true with all of our schedule, because if it were we wouldn't have some of the things in the schedule that we have. We wouldn't put Horowitz on again on Sunday afternoon.

BOGGS: Put what on?

STANTON: Horowitz.

BOGGS: What's that?

STANTON: Vladimir Horowitz is a distinguished pianist, and . . .

BOGGS: You see, I'm very ignorant.

STANTON: Well, I'm not so sure that you would like the program.

Whose side is Boggs on, anyway?

Any man who thinks he's more intelligent than his wife is married to a smart woman, says Art Linkletter.

"No one knows for sure what comedy is," according to Jack Donohue, director of *Here's Lucy*: "Only the audience decides; if they laugh, it's funny."

You wouldn't let them produce the show, would you?

One of the episodes of *The Michigan Sportsman* follows a lady bowhunter on her first deer hunt. "Misadventures of a Bowhuntriss" features Mr. and Mrs. Dick Wilson of Kalamazoo. Says a description of the program: "She takes a lot of shots and has a lot of fun, but like so many neophyte bowhunters, returns to camp empty-handed."

Ha, ha, ha, just keep away from her if you're out in the woods.

On the Group W stations last week was a special entitled *David Frost Presents . . . How to Irritate People*. Produced by Group W in association with David Paradine Productions, the show features John Cleese, a writer-performer known in Great Britain as "the tall, cruel one."

Among Cleese's put-downs are the following:

If you are annoyed by name-droppers or world-trotters showing off at a neighboring table, e.g., ". . . so we dropped Liz and Dick off at Truman's house, got in Bing's Boeing and nipped over to Ringo's in London . . .", Cleese's advice is: "Simply wait for a suitable pause, then applaud enthusiastically. Follow this up, if necessary, with demands for autographs."

To defend yourself against the bank manager who writes immediately when you're overdrawn four cents, the British wit offers this suggestion:

When your bank statement shows you're solvent, write the bank manager that he now owes you money and would he please drop in and have a word with you about it.

Then there's the woman who seeks praise for her furnishings by pleading, "I'm sorry the place is in such a terrible mess."

In such cases, says Cleese, merely reply, "Not at all. I enjoy a little squalor."

In Bill Burrud's special, *Sin Cities of the World*, he presents a look at those he considers the most wicked anywhere.

These include Singapore, Macao, Las Vegas, Tijuana, Hong Kong, Hamburg and Istanbul.

Each city, Burrud notes, has its own particular vice thing; each one has one or more of the "seven deadly sins."

A press release notes: "Burrud camera crews diligently and oftentimes at risk to their lives and cameras sought out and photographed the night-time action."

Hmm.

In the January 26 episode of *Mission Impossible*, Tony Giorgio, a card shark, plays a card shark.

In the story Giorgio is seen helping actress Barbara Bain win a card game by dealing her "seconds"—the second rather than the top card in a previously-stacked deck. It seems the Impossible Missions Force is trying to overthrow a gambling overlord, which everyone knows is just about impossible.

Giorgio doesn't call himself a card shark; he says he's a "card manipulator."

He explains, "By showing people how they can be cheated, I teach them to avoid it." True card sharks don't talk about what they can do with cards because they're too busy making a living at it, he says.

"As for me, I get paid for being honest about being dishonest."

We knew there was some way that crime paid.

One of the non-world-shaking events that came in over the transom recently is a story they tell about the taping of *Agriculture, U.S.A.*, public affairs program on KNBC Los Angeles a couple of months ago.

It seems veterinarian Dr. Roger Vincent Jessup failed to show up with his cow for the Saturday night taping. Producer John Stearns sent pages scurrying through the studio complex in search of the bovine and her boss (How can you miss a cow?).

The producer, who boasts (or complains, it's not clear which) he's been up-staged by a kissing seal, hauntings (he says) of cattle rustlers and outlaws and such.

The pages finally located Dr. Jessup calmly washing the cow in the executive parking lot. He had simply miscalculated the time to prepare his prize animal for the tv cameras.

Dr. Jessup led the cow right through the main lobby area. "Why not?" asked Stearns. "She's a registered Golden Guernsey."

You mean she's a clean registered Golden Guernsey.



Think Spring

And you'll get a lot more to think about from NSI)

Nothing like planning ahead when you're buying spot TV. In no other advertising medium is there more useful information available for making factually-based decisions. And, NSI offers the most complete measurement of seasonal viewing levels in syndicated television audience research.

Take the Spring quarter, for example. In May, NSI has quarter-hour reports

for 69 markets. Daylight saving time viewing activity for about 80% of U.S. TV households allows you to analyze and re-analyze to your heart's content.

So when you think Spring, and Spring timebuying, think about this broader-depth NSI quarterly concept. Your Spring will come sooner, and be warmer.

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(415) 986-6437

Hollywood
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Nielsen Station Index

a service of A. C. Nielsen Company

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Additionally, its media officials feel a real opportunity exists to achieve the ultimate goal of freeing up buyers so that they can spend 100 per cent of their actual buying time negotiating.

As for the place of media buying services, Bates is still exploring. Several tests have been conducted and several more are underway. A consensus among Bates media directors would probably reveal that media buying services nitch in the industry will be revealed more clearly during the coming year.

As for market buying specialists, Bates is rather cool to them. They are generally buyers who buy for many products in a limited number of markets. They are told the goal and budget to be reached and they make their buy.

Bates points out that the more market specialists are used, the less familiar the buyer is with the brand.

“The specialist can get a good buy in the market dollarwise, but the

buy may not be right for the brand. A gain one way can perhaps be a loss another way.”

The buyers’ tools, research and ratings, are very much in the minds of the Bates media heads.

One pointed out that demographics have been thoroughly explored and agencies can’t expect anything new to come out of them. The next stage, heavy user data, is still in development and is limited by sample size.

Psychographics, on the other hand, could eventually become the most important development yet, although there is still some question as to its validity (see *A consumer in every pigeon-hole*, page 26).

Getting commercials to the station on time is one of the major headaches of radio/tv services head Harry Saz. Future events are already making his job look a little easier.

“With the increasing use of individual 30’s there will be less of a traffic delay problem,” he points out. “Often you have to hold a commercial because half the piggyback partner is not out of the lab on time. As the use of 30’s is increased we will be able to just mail out the spots as they are ready. There is also the advantage of not having to tie up department people who have to spend time matching up pairs.”

John Kucera heads the radio/tv unit, which he describes as “basically small operation in which we have a few hard-working people with a great deal of responsibility.”

Talking about ratings, he says: “I won’t steer away from a program just because the network running it is generally poorly rated. If the show delivers the right audience at the right price, then we buy it.”

Kucera makes two predictions about networks during the coming year: (1) they will establish the 30 second as the basic unit of time, and (2) Saturday morning programs will have increasingly higher ratings due to the planned substitution of cartoons for live programming.

While the debate goes on in various agencies as to which new automated time-buying proposal is best, Ted Bates and Co. is considering how to unload clerical duties from buyers’ shoulders so they can spend more time in the job they are trained to do.

Bates’ reason is simple: you can’t improve on a good buyer.

In the picture



Warren A. Bahr

He came in out of the rain

One of the lesser-known aspects of the pioneering switch to all-media buyers instituted by Young & Rubicam back in the early 50s was the way it was done.

Print and broadcast buyers on the same accounts were paired, given a pat on the back and told they were going to undergo a may-the-best-man test. The winners would end up as full-fledged all-media buyers and men supervisors while the losers would become assistants.

One of those coming out on top is a 28-year-old buyer named Warren A. Bahr, now Y&R's media director and recently one of four key men to be moved up to executive vice president.

"It was really Black Friday when they announced who made it," Bahr called the other day. "But some of those who didn't, did quite well later." The agency is still wedded to the all-media buyer concept, though it's added a reverse twist with its new Broadcast Section, which separates the execution of spot buys from the media account groups and gives this responsibility to nine regional supervisors (see *Y&R's regional negotiators-buyers*, TELEVISION AGE, November 18, 1968).

In the intervening years, Bahr rose up through the ranks, with a slight detour into programming, and now superintends the buying of more than \$225 million in advertising time and space.

It's almost a cliché by now to say that agency media executives usually start out to be something else and come to their present jobs by chance.

Bahr started out to be a lawyer after getting his B.A. from Gettysburg College, a small denominational school in Pennsylvania founded in 1832. After a year at the University of Virginia Law School, he found he didn't like law and there was also the matter of running out of GI Bill money.

He got married about that time and his wife had gone to work in Compton's media department. For all

practical purposes that was the first time Bahr had heard of advertising.

It sounded like an interesting business so he got a job in New York with the now-defunct Hanley, Hicks & Montgomery doing traffic and production, as well as being a messenger boy, and, later, an assistant account man for an antacid. He was let go just before Christmas.

This didn't sour Bahr on the advertising business at all. As a matter of fact, he had now determined it was for him, so he began looking for another employer in what he thought was a systematic manner.

He bought a copy of *Life* and picked out the ads he liked. Then he checked a directory and found that most of these were produced by Y&R. Bahr said, "I didn't know that most of the ads in *Life* at that time were from Y&R." That was 1951.

Y&R hired him, it might as well be admitted, as a messenger in the mail room. "It was like a kick in the teeth," he said, but he gritted them and hung on.

One of Bahr's chores was parking the media director's car. The executive, the late Tony Geoghegan, drove it to work but traffic was so heavy around the Y&R offices he didn't want to spend the time driving the last block or two to the garage, so Bahr did that for him.

One rainy day after performing this job, Bahr was standing in Geoghegan's office soaking wet, his socks squishing in his shoes because they had cracked open that morning.

The executive addressed Bahr: "Warren, if you were standing outside of a movie house in the rain and found out there was standing room inside, wouldn't you come inside? Why don't you join the media department and get out of the rain?"

So he did. In 1957, three years after he made it as an all-media buyer, Bahr became an assistant media director and the next year an associate media director. During all this time he was continually associ-

ated with General Foods brands.

His stripes came in 1960 and the next year he moved into programming and remained there until March, 1962, when Pete Matthews left as media director.

At that time, Y&R was immersed in developing new computer programs and a way was sought to bring media buying and the new discipline closer together.

The decision was to appoint two media directors. Joseph St. George was named one, with responsibility for computer programs and problems, and Bahr was tapped for the other to head up media relations and planning.

Two years later, it was decided to separate EDP from the media department, so St. George was made head of a data and systems operation and Bahr took over as sole head of the media department, becoming a senior vice president.

It must have worked out well because last year Bahr was named to the board of directors, made chairman of a new Creative Review Board and, in December, appointed executive vice president, one of six at Y&R-U.S.

The fact that a media man was given such an important creative post speaks well for Bahr's talents as an all-round adman. It is often said that an agency man should have broad advertising talents but the type is not too common. ■

In the hearings before the Presidential Commission investigating violence, Rep. Hale Boggs accused the networks of purveying masochism, sadism, murder and mayhem. He asked CBS president Frank Stanton at one point if network programs were dictated by the ratings. The following ensued:

STANTON: You can't take the New York State Ballet Theatre and shove it down people's throats, but you can introduce segments of it on the *Ed Sullivan Show* and begin to give people some appreciation for that kind of programming. But you just don't go out and say this is what you're going to take, willy nilly, and you can't have anything else. Before you begin to move information, you have to have an audience. But this isn't true with all of our schedule, because if it were we wouldn't have some of the things in the schedule that we have. We wouldn't put Horowitz on again on Sunday afternoon.

BOGGS: Put what on?

STANTON: Horowitz.

BOGGS: What's that?

STANTON: Vladimir Horowitz is a distinguished pianist, and . . .

BOGGS: You see, I'm very ignorant.

STANTON: Well, I'm not so sure that you would like the program.

Whose side is Boggs on, anyway?

* * *

Any man who thinks he's more intelligent than his wife is married to a smart woman, says Art Linkletter.

* * *

"No one knows for sure what comedy is," according to Jack Donohue, director of *Here's Lucy*. "Only the audience decides; if they laugh, it's funny."

You wouldn't let them produce the show, would you?

* * *

One of the episodes of *The Michigan Sportsman* follows a lady bowhunter on her first deer hunt. "Misadventures of a Bowhuntress" features Mr. and Mrs. Dick Wilson of Kalamazoo. Says a description of the program: "She takes a lot of shots and has a lot of fun, but like so many neophyte bowhunters, returns to camp empty-handed."

Ha, ha, ha, just keep away from her if you're out in the woods.

* * *

On the Group W stations last week was a special entitled *David Frost Presents . . . How to Irritate People*. Produced by Group W in association with David Paradine Productions, the show features John Cleese, a writer-performer known in Great Britain as "the tall, cruel one."

Among Cleese's put-downs are the following:

If you are annoyed by name-droppers or world-trotters showing off at a neighboring table, e.g., ". . . so we dropped Liz and Dick off at Truman's house, got in Bing's Boeing and nipped over to Ringo's in London . . .", Cleese's advice is: "Simply wait for a suitable pause, then applaud enthusiastically. Follow this up, if necessary, with demands for autographs."

To defend yourself against the bank manager who writes immediately when you're overdrawn four cents, the British wit offers this suggestion:

When your bank statement shows you're solvent, write the bank manager that he now owes you money and would he please drop in and have a word with you about it.

Then there's the woman who seeks praise for her furnishings by pleading, "I'm sorry the place is in such a terrible mess."

In such cases, says Cleese, merely reply, "Not at all. I enjoy a little squalor."

* * *

In Bill Burrud's special, *Sin Cities of the World*, he presents a look at those he considers the most wicked anywhere.

These include Singapore, Macao, Las Vegas, Tijuana, Hong Kong, Hamburg and Istanbul.

Each city, Burrud notes, has its own particular vice thing; each one has one or more of the "seven deadly sins."

A press release notes: "Burrud camera crews diligently and oftentimes at risk to their lives and cameras sought out and photographed the night-time action."

Hmm.

* * *

In the January 26 episode of *Mission Impossible*, Tony Giorgio, a card shark, plays a card shark.

In the story Giorgio is seen helping actress Barbara Bain win a card game by dealing her "seconds"—the second rather than the top card in a previously-stacked deck. It seems the Impossible Missions Force is trying to overthrow a gambling overlord which everyone knows is just about impossible.

Giorgio doesn't call himself a card shark; he says he's a "card manipulator."

He explains, "By showing people how they can be cheated, I teach them to avoid it." True card sharks don't talk about what they can do with cards because they're too busy making a living at it, he says.

"As for me, I get paid for being honest about being dishonest."

We knew there was some way that crime paid.

* * *

One of the non-world-shaking events that came in over the transom recently is a story they tell about the taping of *Agriculture, U.S.A.*, public affairs program on KNBC Los Angeles a couple of months ago.

It seems veterinarian Dr. Roger Vincent Jessup failed to show up with his cow for the Saturday night taping. Producer John Stearns sent pages scurrying through the studio complex in search of the bovine and her boss (How can you miss a cow?).

The producer, who boasts (or complains, it's not clear which) he's been up-staged by a kissing seal, has visions (he says) of cattle rustling and outlaws and such.

The pages finally located Dr. Jessup calmly washing the cow in the executive parking lot. He had simply miscalculated the time to prepare his prize animal for the tv cameras.

Dr. Jessup led the cow right through the main lobby area. "What not?" asked Stearns. "She's a registered Golden Guernsey."

You mean she's a clean registered Golden Guernsey.



Think Spring

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Nielsen Station Index

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**Accent on youth . . .
and young ideas.**



As concerned citizens of the communities they serve, Storer stations maintain extensive and enlightened programs to bring maximum happenings to mini-privileged kids. In Detroit, WJBK-TV gave the city a unique portable swimming pool for playground use, and pioneered a novel documentary spelling out what the law requires of both parents and children. Cleveland's WJW-TV and WJW Radio annually sponsor the Ohio Junior Olympics. WGBS in Miami sent its mikes into Youth Hall to find out from problem children themselves "what went

wrong" and what they hope for the future. Atlanta's WAGA-TV climaxed a summer-long recognition of student editorials in school papers with a \$1,000 grand prize scholarship. And all across the nation, other Storer stations are backing Junior Achievement, helping recruit Big Brothers, saluting outstanding teens with on-air recognition, encouraging and rewarding creative youngsters in every field. This concerted effort to bridge the Generation Gap takes a lot of doing. But in this, as in every phase of broadcast operations, Storer stations do as a matter

of routine things that leaders in our communities consider rather "special." That's why Storer stations stand out . . . and another reason why it's good business to do business with Storer.



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