

RADIO CITED TO EXPORT ADVERTISERS

Martinez calls the AM medium 'backbone of any advertising campaign' in Latin America. He warns American advertisers of competition from abroad.

RADIO was pictured as "the backbone of any advertising campaign" in Latin America at a session Thursday of the Fifth International Convention of the Export Advertising Assn. at the Hotel Plaza in New York.

In a speech titled "Radio & Television in a Competitive Market Today," A. M. Martinez, vice president of Melchor Guzman Co., Inter-American station-representation firm, declared that radio's pre-eminence in Latin America rested on its ability to give "mass coverage for mass sales."

Pointing out that there are more than 1,001 commercial radio stations in Latin America, he said that "the largest portion of the budgets for advertising is allocated to radio and now a good share is diverted to television." He stated that this was "particularly true" in Cuba and Mexico and added that the same pattern is developing in Argentina, Brazil, the Dominican Republic and Venezuela.

Mr. Martinez sounded a warning to American advertisers on the competition they are facing from British, German, Japanese and Latin American manufacturers. He declared these competitors have learned how to advertise profitably by using American methods, particularly "the value of radio broadcasting as a means to create mass sales."

In connection with raising of standards, Mr. Martinez made mention of a round-table discussion at the Inter-American Assn. of Broadcasters convention at which recommendations were formulated for approval by the board of directors of the association. He summarized them as follows:

(1) Standardization of spot announcements with respect to length; (2) standardization of the minimum length of program time; (3) standard maximum for program commercial copy; (4) issuance of new rate cards three months in advance of date of application; (5) rate increase protection to advertisers of three months from the date the increase becomes effective; (6) stations and advertisers to consider as bad practice and lack of good ethics the offering or soliciting of rates other than the printed rate card, and (7) no station to accept commercial programs unless it is fully agreed that payment is in accord with the printed rate card in effect.

In evaluating television's impact on the Latin American market, Mr. Martinez pointed out that television is in the growing stage, adding:

"To get an idea of the progress made by television in the last two years, let us look at recent reports: Today there are 20 television stations in full operation, 41 under construction, plus 17 applications for new stations. Before this year is over, there should be 30 television stations in operation."

He declared that the cost of producing films in the U.S. "alarms the export manager whose budget is somewhat limited," and recommended that many TV commercial films produced in the U.S. for domestic use be adapted for use abroad as one means of lowering costs and that others be made abroad "from start to finish."

Mr. Martinez conducted a demonstration of TV filmed commercial spots produced for the Spanish-speaking market in this country and in Cuba.

Other speakers included James A. Farley,

board chairman of Coca-Cola Export Corp., and Arthur C. Nielsen, A. C. Nielsen Co., who discussed "The Economic Setting for International Selling."

Fitzhugh Granger, manager of merchandising service in foreign operations for International Harvester Co., Chicago, was presented with the Export Advertising Assn.'s annual award in the field of international advertising and marketing.

Kenyon & Eckhardt Plans Merchandising Canvass

KENYON & ECKHARDT, New York, is mailing questionnaires to every broadcasting station and network—both radio and TV—on the air in the U. S., asking for a detailed report on merchandising services available to the station's advertisers. Results of the survey will be published in B•T after the study.

Prepared by the agency's promotion and research department, questionnaires cover all types of merchandising services offered by stations, from on-the-air support to personal calls on retailers carrying the sponsor's product. When completed, the study is expected to present a definitive picture of merchandising services available to advertisers buying time on the nation's radio and TV stations and networks.

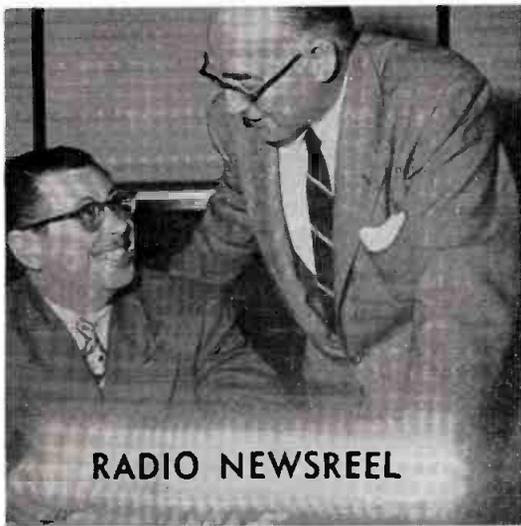
Survey was prompted, the agency says in its covering letter, by "the keen interest clients and agencies are showing in station merchandising and promotion."

Kushins Elected Hoge V. P.

EDWARD L. KUSHINS, vice president and general manager, Huber Hoge & Sons, has been elected executive vice president and assistant to the president, Cecil Hoge. Leon Appel succeeds Mr. Kushins as vice president and general manager, and Philip Steinberg becomes vice president and controller.



PATTI PAGE, star of *Scott Music Hall*, chats with Harry C. Pardee (l), vice president and advertising manager of the Scott Paper Co., and D. A. Prouty, Scott's retail sales manager. Miss Page is star of Scott's musical program seen on NBC-TV alternate Wednesdays. Mr. Prouty was in New York prior to leaving on an eight-week European tour with seven other American businessmen, to give European businessmen a picture of American selling and marketing techniques.



RADIO NEWSREEL

SPONSORSHIP of Milwaukee Braves games home and away by Miller Brewing Co. on WTMJ Milwaukee is negotiated by Ed Ball (l), Mathisson & Assoc., Milwaukee, and Neale V. Bakke, WTMJ sls. mgr.



RAYVE CREME Shampoo will be boosted on five evening shows weekly over MBS under contract signed by MBS Pres. Thomas F. O'Neil (l) and Charles T. Lipscomb Jr., pres., Pepsodent div., Lever Bros. Co. [B•T, April 27]. Rayve will get half of each show under Mutual Multi-Message Plan.



\$10,000 SPOT saturation contract on KOWH Omaha for second year is renewed by Ben Novak, pres., Rosen-Novak Auto Co., Hudson and used car dealers. Seated (l to r): Ed Rosen, gen. sls. mgr., Rosen-Novak; Mr. Novak; James Lipsey, Universal Adv. Agency. Standing: Bud Armstrong, KOMH acct. exec.; Todd Storz, station mgr.

WGN Chicago and Martin J. Kelly Inc., Chrysler-Plymouth dealer, complete negotiations for Ernie Simon disc show, each Sunday (7:30-11:30 a.m.) for 52 weeks. Conferring (l to r): William A. McGuineas, WGN com. mgr.; Mr. Simon; Mr. Kelly; Ed Guy, Schwimmer & Scott agency.

