

## ADMEN HIT BY BLAIR BLITZ

AGENCIES and advertisers last week were the targets of a "Spot Radio Blitz," staged by John Blair & Co., radio station representatives.

The blitz weapon: A two-minute "sizzle-pitch." Armed with recordings and battery-powered transistor players, Blair New York salesmen visited more than 100 advertiser and agency executives during the week and (1) played a 100-second recorded excerpt from a leading radio personality program, and (2) followed up with a 20-second "live commercial" on the advantages of spot radio.

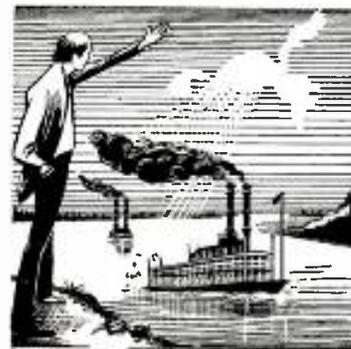
Mort Bassett of the Blair firm, who developed the "blitz" concept, said it "is based on the sound principle that the prospect always likes to have a sample of the merchandise any salesman is presenting. The blitz technique enables us to present our sample effectively and still take up just two minutes of an executive's time." He continued:

"The recording demonstrates how a top-selling radio personality handles local-interest comment, time-signals, weather information and other service features which are local in nature and therefore exclusive to spot radio—how smoothly he blends these elements into an audience-pleasing background for the advertiser's message. Then, in our live 20-second announcement, we point up the advantage enjoyed by the advertiser



**BLITZING** Jim McCaffrey (l), senior vice president of Ogilvy, Benson & Mather, New York, is Mort Bassett of John Blair & Co., that city. The representative firm armed salesmen with discs and record players in its spot radio blitz waged last week against agencies and advertisers. Mr. Bassett is credited with developing the blitz technique.

in having hundreds of such established local personalities available to present his selling message—personalities who have the ear and the confidence of the communities they serve."



## 'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

**95,670 more homes per month**  
**99,430 more homes per week**  
**101,130 more daytime homes, weekdays**  
**100,580 more nighttime homes, weekdays**

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost \$4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.



time—will take full charge of the company. Mr. Kerr succeeds Theodore I. Oberfelder, who terminated his services with B-S early last month [B•T, June 17]. John M. Keating, board chairman, stated at the time Mr. Oberfelder resigned that he did not expect to fill the post of president until next year.

### WFIL-TV, WRCV-TV to Build Tower

TWO Philadelphia tv stations, WFIL-TV (ch. 6) and WRCV-TV (ch. 3), will jointly construct a new, 1,000-foot tv antenna tower this summer in Roxborough, Pa. The stations expect to be using the tower for actual telecasting operations by the end of Septem-

ber, at which time viewers will be able to set their antennas in one centralized position to receive either WFIL-TV or WRCV-TV.

### Mungers Buy KCOK Tulare

KCOK Tulare, Calif., was sold to Joel Keith Munger and wife, who last week purchased the station's 1,000 shares of common stock for \$25,000 from Sheldon Anderson, including the acquisition of KCOK's preferred stock from Mr. Anderson's mother for \$17,000.

The sales agreement, which included the assumption of some 523,000 in liabilities and obligations on the part of the Mungers, was handled by Jack L. Stoll & Assoc., Los Angeles. The sale is subject to FCC approval.

### Thayer WDGY General Manager

JACK THAYER, WDGY Minneapolis-St. Paul disc jockey and production and promotion director, will assume duties as the station's general manager July 3, according to Todd Storz, president of the Storz Stations, of which WDGY is one.



MR. THAYER

organization last year.

Mr. Thayer, who succeeds new ABC Vice President Stephen Labunski, is a veteran of 15 years radio and tv experience. He joined the Storz

