

ADULTS CHOOSE RADIO OVER TV MOST OF DAY, RAB REPORT SHOWS

Radio reaches more adults than television during two-thirds of the broadcast day (between 6 a.m. and 6 p.m.), according to a study released last Friday (Nov 7) by the Radio Advertising Bureau.

This conclusion emerged from an RAB-commissioned survey conducted by the Pulse Inc., New York, in 27 major markets. The results of the study are contained in a 12-page RAB report, "Adult Audience Patterns," which is being mailed to advertisers, agencies and RAB members.

The report stresses the importance to an advertiser of reaching the adult market, claiming that 93.6% of all food and grocery purchases are made by adults, and adding that "radio offers many advantages over television as an adult medium."

The booklet states that an hour-by-hour breakdown shows that the radio adult audience is larger than that of tv between 6 a.m. and 6 p.m. and the average quarter-hour adult radio audience during this period is "nearly twice as high." It also makes the point that day or night, more than 85 out of every 100 radio listeners are adults.

Though RAB did not release the complete hour-by-hour list, officials noted that at 8 a.m., radio has an adult audience of 8,138,000 as against 2,180,000 for tv, and at 4 p.m., radio has an adult audience of 6,439,000 as compared to 4,794,000 for tv.

He said that the number of adults reached by radio in an average hour between 7 a.m. and 6 p.m. is 6,506,000, while the comparable figure for tv is 3,550,000 (see chart).

RAB did not reveal the comparative radio

adults viewing at radio's peak periods.

The report points out that in the morning, less than 62 out of 100 tv viewers are adults; in the afternoon, about 59% of the tv viewers are adults and in the evening the figure rises to 76%. The report continues:

"About 69% of all adult tv viewing takes place after 6 p.m. while the radio adult audience is spread throughout the broadcast day . . . thus when the two broadcast media are compared, radio emerges as a medium that offers advertisers a commanding hold on adult audiences.

RAB officials said that the 27 markets surveyed for the report are those where radio and tv audiences are measured in identical areas by Pulse. They are said to cover a cross-section of major American cities which account for 41.5% of retail sales and in which more than 38% of all U. S. homes are located.

Role of Research Man Discussed by Marketers

Q: Should the agency research man be specialist or generalist?

A: It depends on where you want to work.

That was the upshot of last week's workshop meeting of the American Marketing Assn. of New York, which heard three Foote, Cone & Belding research executives describe "How We Create a Better Advertising Program From Market Research." The three: Paul Gerhold and Cornelius DuBois, research vice presidents, and Thomas McKiernan, manager of research.

The meeting's focus shifted to the question of the researcher's role after three other agency executives—William Weilbacher of Dancer-Fitzgerald-Sample, Ben Gedalecia of BBDO and Richard Lessler of Grey Adv.—rebutted the FC&B position. FC&B's position was that the research role should be integrated as closely as possible with media and other functions of the agency, and that the researcher himself should be brought close to decision-making areas. The score: one for, two against.

It was Mr. McKiernan's description of how his research department operated, and what kind of men it wanted to hire, that sparked the controversy. He outlined a situation in which research and media people work in the same offices on the same problems, each working in complementary roles. Left alone, Mr. McKiernan stated, the media man tends to drift into ruts of habit, unaware of current marketing situations. Similarly, he said, a researcher on his own tends to retire into a statistical ivory tower. Together they form an effective unit.

Mr. McKiernan further described the FC&B research man as covering the waterfront of research problems, familiar with all but not a working specialist at any one. The result, he said, is a man who becomes actively involved and partisan to the client's problem.

Not so at D-F-S, said Mr. Weilbacher.

That agency does not regard its research department as the "repository of all knowledge," but as a group of individual specialists who can provide necessary information to other agency areas which need it. It's a problem-oriented operation at D-F-S, he said.

Mr. Gedalecia, who noted he had worked in research capacities for the government, for a network and for an agency, said the research man is "the same animal everywhere." He felt the researcher's role had grown to sufficient stature that he should be given independent recognition as a specialist, and not be required to be "almost-copy writer or almost-something else" as well as researcher. While recognizing the need for some of the "togetherness" described in the FC&B operation be held out for a degree of "apartness" in the research function.

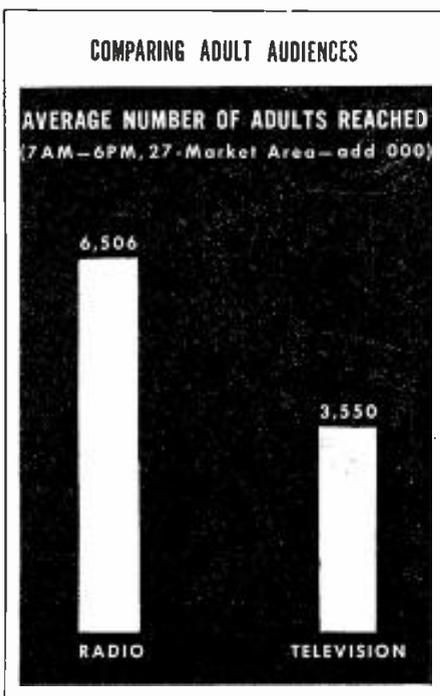
The staunchest supporter for the FC&B concept was Mr. Lessler of Grey, who said it was unrealistic to cut the research man off from other agency operations. His remarks were not all in favor, however; referring to the elaborate marketing research plans prepared by FC&B for its clients, he said this technique often substitutes form for substance, and that there often is neither time nor need for elaborate "dictionary" research manuals on client problems. The research job as he saw it is to supply fodder to the marketing strategists, and to attack the principal problem of a particular client.

RTES Announces Speaker List For Timebuying Seminar Lunches

Radio-tv will be explored in 17 different sessions of the Radio & Television Executives Society's Timebuying & Selling Seminar that starts Nov. 18 and ends next March 24. The luncheon meetings will be held at the Lexington Hotel in New York. Dates, speakers and general subject matter:

Nov. 18, Emil Mogul of Emil Mogul Co. on how he looks at the media; Nov. 25, a network president (yet to be announced) on same subject; Dec. 2, Hal Miller of Benton & Bowles and John Sheehan of Television Bureau of Advertising on use of Nielsen Coverage Study No. 3; Dec. 9, Adam Young of Adam Young Inc. on ratings; Dec. 16, Gene Accas of Grey Adv. and Mitchell Wolfson of WTVJ (TV) Miami on "hypoed" ratings; Jan. 6, Newman F. McEvoy of Cunningham & Walsh on media-marketing; Jan. 13, I. L. Eskenasy, Lestoil Inc., and Joseph Scheideler of Bryan Houston on saturation tv and radio.

Jan. 20, Dr. Seymour Banks of Leo Burnett and Michael J. Donovan of Benton & Bowles on all-media buying; Jan. 27, Norman (Pete) Cash of TvB on the tv audience; Feb. 3, A. W. Dannenbaum Jr., Westinghouse Broadcasting Co., on two types of radio; Feb. 10, George Armstrong of WHB Kansas City (Storz stations) and Lee Rich of Benton & Bowles on local vs. national rates; Feb. 17, Frank Silvernail, consultant, and Lloyd Griffin of Peters, Griffin, Woodward on the representative's knowledge; Feb. 24, Alexander Cantwell, BBDO, and Howard Meighan of Videotape Productions



and tv figures for nighttime, but officials said that by no means do they concede nighttime to tv. They said that radio, at television's highest point, has three times as many adults listening as television has