

once but over a period of time. We find that if the prospects believe these points before the sale is made we can keep them on the air long enough (through the first botched-up commercial and the first store sale that falls flat) to have them learn for themselves the value and power of television advertising.

Jack L. Sandler, v.p. of Storz Stations & gen. mgr. of WQAM, Miami

The question of how to get advertising dollars away from newspaper and into radio has been a sore spot with this broadcaster for many years, and I have been in radio for 21. Too often, a radio station is content to get a few surplus dollars after a heavy print buy is made. The answer in Miami came during the past two months.

A downtown business council of major stores called a meeting, to which radio was invited. Our cooperation in promoting a downtown Sale-A-Thon was asked. Under normal circumstances, my answer, and the answer of any radio executive, would and should have been, "no." However, a promise was made that, if the first event was successful, radio would get its fair share in the future.

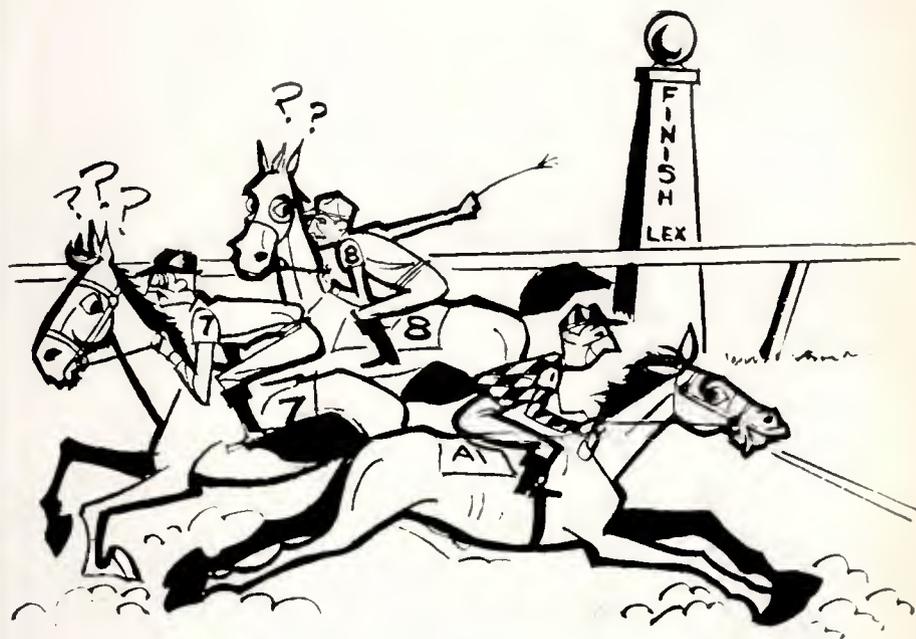
So, for the umpteenth time, we took the bait and went all-out, including emotes and promo spots. It was not one-station job, but a combination of the four top radio stations in the market, which resulted in as many listeners as a combination of heavy print in the two leading Miami newspapers. The first Sale-A-Thon was a tremendous success because of radio's all-out cooperation. The second Sale-A-Thon was held this past week. This time radio got a little more money



Joint effort by top stations to sell radio to merchants' advisory boards

from the merchants' association, and for the first time, in addition, some of the merchants themselves placed budgets on the top three radio stations. The success of the second was phenomenal, as can be judged by the crowds and the increased volume of business done by the merchants.

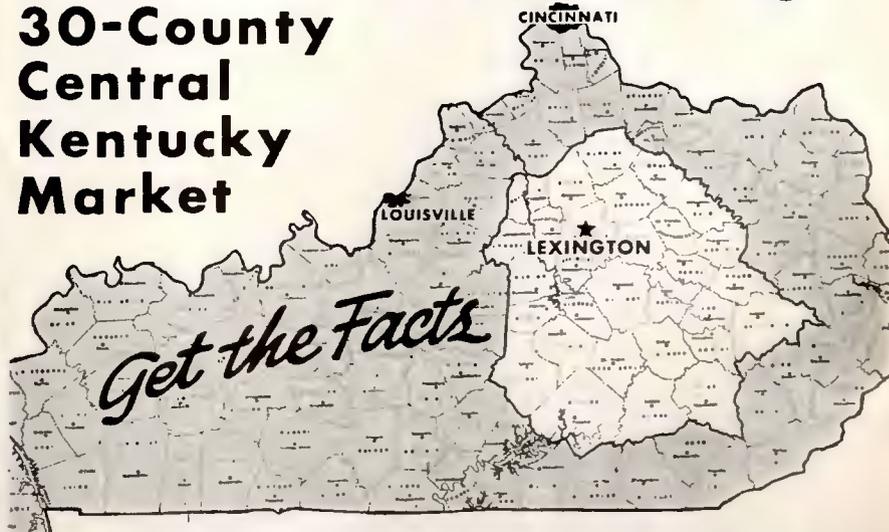
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You've Got to Head for the Finish Line to be in the Money!

Your campaign will finish in the money if you start by buying broadcast IN Lexington. In all the world, only Lexington broadcasters effectively influence the \$445,793,000 retail purchases made by 559,200 people in the growing 30-county Lexington trading area. Get your share of \$657,165,000 consumer spendable income by buying broadcast IN Lexington . . . Don't head the wrong direction in planning your next campaign.

You Have to Buy LEXINGTON to Cover the Rich, Growing 30-County Central Kentucky Market



FROM THE FABULOUS FIVE IN LEXINGTON
WBLG ★ WLAP ★ WVLK ★ WKYT-TV ★ WLEX-TV