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NEW YORK 20 N Y

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

NATIONAL BROADCASTING COMPANY, INC.

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~~30 ROCKEFELLER PLAZA, NEW YORK, N. Y.~~

RADIO STATION KOWH  
THE STORZ STATIONS  
OMAHA 2, NEBRASKA

WDCY MINNEAPOLIS  
ST PAUL  
KOWH OMAHA  
WHD KANSAS CITY  
WTKL NEW ORLEANS  
WQAM MIAMI

KILPATRICK BUILDING  
ATLANTIC 2278

Mr. Chick Crabtree  
Co-Manager  
Radio Station KOIL  
Omaha, Nebraska

February 16, 1957

Dear Chick:

We have read your ad on the cover of February 9 Sponsor, and we believe there are several inaccuracies.

1. You say, "A mere 18 months ago, KOIL claimed only fifth place in Omaha's six-station market."

The fact is that in the August-September, 1955 Hooper, KOIL showed up a very strong THIRD.

2. "Today, a year and a half later, the new KOIL has risen to dominant second position. Both Hooper and Pulse prove it."

The fact is that December Hooper figures showed KOIL to be THIRD; KOWH, in first place. The two most recent Pulse ratings show KOIL to be a VERY WEAK THIRD.

In the September Pulse you were just 0.8 of a point ahead of the 4th station and the December figures show KOIL again to be a WEAK THIRD while KOWH has almost twice your rating. (Monday-Saturday, KOWH 32%, KOIL 16.5%).

3. "KOIL's success formula means that only KOIL in Omaha has higher and higher ratings continuously."

The fact is that only KOIL of the big four stations has shown a decline in the last three PULSE reports.

4. "More local advertisers use KOIL than all other Omaha stations combined."

Not only is it a fact that KOIL does NOT have more local advertisers than OTHER OMAHA STATIONS COMBINED; actually, KOIL doesn't have more local advertisers than KOWH ALONE. A notarized air check made the week of December 17, 1956, showed that KOWH had 112 while KOIL had only 93.

Cordially,  
*Virgil Sharpe*  
Virgil Sharpe  
General Manager

cc: Federal Communications Commission, Washington, D.C.  
Dr. Sidney Roslow, Pulse, Inc., New York  
Frank Stisser, C. E. Hooper, Inc., New York  
Norman Glenn, Sponsor Magazine, New York  
Harold Fellows, NARTB, Washington  
Omaha Better Business Bureau, Omaha  
Omaha Advertising Club  
All Major Omaha Advertising Agencies  
Legal Counsel, KOWH  
Legal Counsel, KOIL

## WHY SPOT RADIO WILL COST YOU MORE IN 1957

Reps say rate hikes, which alarm agencies, are due to buyers insisting on only certain broadcast time-periods

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## Spot tv figures hit new high in 4th quarter '56

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## Candy industry: low ad budget, high sales goal

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## Monthly cost and programing comparagraph

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