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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



*Where there's a
Storz Station . . .
. . . there's
ingenuity.*

MULTI-PHONE SYSTEM

INSTANTANEOUS ACOUSTICAL ECHO

"SOUND-OFF"



. . . ingenuity
which tunes more
radios to the
Storz Station
than to any other
in each of these
major markets.

MINNEAPOLIS-ST. PAUL . . . **WDGY = 1**

Hooper, Trendex, Pulse - all day. See Blair
or GM Jack Thayer.

KANSAS CITY . . . **WHB = 1**

Metro Pulse, Nielsen, Trendex, Hooper;
Area Nielsen, Pulse. See Blair or GM George W. Armstrong

NEW ORLEANS . . . **WTIX = 1**

Hooper, Pulse. See Adam Young or GM Fred Berthelson.

MIAMI . . . **WQAM = 1**

Hooper, Pulse, Trendex. See Blair or GM Jack Sandler.

STORZ STATIONS

ADVERTISER'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

IS TV "SOFT" COMPARED TO OTHER MEDIA?

No, say media direc-
tors whose agencies tol-
tal over \$500 million
in air billings; changes
in buying pattern have
been misinterpreted

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Are sponsors overdoing comedy commercials?

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Marketing a new identity on television

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Radio Basics: spot costs, new net sales index

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