THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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 . . . WTX = 1
Hooper, Pulse, See Adam Young or GM Fred Berthelson.

MIAMI . . . WQAM = 1
Hooper, Pulse, Trendex, See Blair or GM Jack Sandler.

IS TV "SOFT" COMPARED TO OTHER MEDIA?
No, say media directors whose agencies total over $500 million in air billings; changes in buying pattern have been mis-interpreted

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Marketing a new identity on television
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