

HOW D.J.s CAN HELP YOU SELL

“Local” radio salesmen feel they can do a better job for national clients, SPONSOR survey shows. Here are advertising tips straight from some of the disk jockeys now attending the first annual Pop Music D. J. Convention and Seminar in Kansas City along with a quick look-in on the Convention itself



Convention planners: (l. to r.) Robert Tilton, Storz dir. engineering; Jack Thayer, gen. mgr., WDCY, Minneapolis; Eddie Clarke, program dir., WHB, Kansas City; G. W. Armstrong, vice president & gen. mgr., WHB, Kansas City; Todd Storz, president, Storz Stations; John Barrett, program dir., WQAM, Miami; Jack Sandler, gen. mgr., WQAM, Miami; Fred Berthelson, vice president & gen. mgr., WTIX, New Orleans; Bill Stewart, dir. of programing, Storz Stations

This weekend, Kansas City is the site of just about the strangest sales convention ever held anywhere. The more than 500 salesmen attending are far from ordinary salesmen; each is capable of making thousands of sales calls in from 10 to 60 seconds and does it many times every day. These are radio's disk jockeys meeting for their first annual Pop Music D. J. Convention and Seminar.

The convention, brought about through the efforts of the Storz Stations, has also attracted an estimated 850 industry figures whose destinies are closely tied to the disk jockeys. These include station group heads, station managers and program directors, rating service executives, trade press representatives and recording company officials. The convention co-ordinator is Bill Stewart of the Storz Stations.

One of the most significant moves at the convention is the proposal which

is being made by Adam Young, president of the Adam Young Companies and directed specifically to The Pulse Incorporated that radio surveys be extended beyond the metro areas of markets to allow for the spread of circulation into the suburbs.

But ratings are only part of the convention picture. Seminars on practically every subject allied to disk jockeys and radio are being held and the top platter-spinners of the nation are exchanging opinions and developing ideas that may well have a widespread influence on spot radio advertising for many months to come.

The recurring note of practically every seminar is on the relationship of the d.j. and his client, how the radio salesman can do a still better job for the one buying his services. To explore this area, SPONSOR conducted a pre-convention survey of some of the d.j. taking part in the convention on the

Martin Block
WABC New York



Howard Miller
WIND Chicago



Wayne Stitt
WHB Kansas City



Bob "Coffeehead" Larsen
WEMP Milwaukee



Bill Die
WDGY Minneapolis

