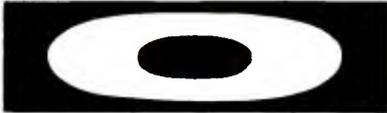


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Timebuyers at work

Dick Elfenbein, Eastern manager, Advertising Agencies, Inc., Los Angeles, believes that there are certain unhealthy buying and selling practices that must be corrected for the good of the advertiser, agency, representative and station. "In November we bought a special newscast for election night from a network-owned station," Dick says. "At the last possible moment on election eve, the station called and left word that the time had been preempted by a network sponsor. Obviously, we were on the spot. This left us with an approved budget which we had no use for, no time to contact other stations with packages still available, and no counter proposal from the station which we could take back to our client. What could we do? A few days later the station salesman called to tell me how embarrassed he was. But we can't afford to be worried about embarrassment; our only income comes from media commissions. To have done the work, convinced the client of the value of the media, placed the schedule, and then have the media push us out is worse than embarrassing—its downright unprofitable. Ultimately, everyone in the business is hurt."



Peg Harris, Guild, Bascom & Bonfigli, Inc., San Francisco, feels that stations have almost stopped talking about themselves as broadcast media. "Nowadays," Peg says, "it seems that call letters mean that a merchandising service is available, with the extra plus some minute or 20-second spot." Peggy thinks that the primary job of a



station is to provide programing acceptable to its audience, using all the imaginative ways broadcast can be used to hold the interest and loyalty of its listeners. If a station can afford to have a merchandising department, staffed with enough people to do an intelligent job, all the better. "But merchandising is a business all its own, and it takes a great deal of knowledge and money to set up a good department and keep it running effectively. Too often what a station offers is not merchandising, but a form of hand-holding with the local client representative. We're interested in all genuine merchandising services, of course, but we're more interested in reaching the largest number of prospects for a particular product. We'd like to know that your call letters mean you're a broadcast operation first. This is the major consideration."