

# SPONSOR SPEAKS

## A "State Department" for U.S. tv films

Leonard Goldenson, president of American Broadcasting-Paramount Theatres, has called for the establishment by the tv industry of a new "foreign office" or "State Department" to promote the sale of U.S. tv programs abroad.

Meanwhile, an industry committee, working toward the same end, has engaged William Finescriber to act as consultant in the formation of an export association.

Trade barriers, particularly in Japan, England, the Philippines and Canada, restrict the number of U.S. shows that can be purchased for domestic use, or set up limitations on dollar exchanges which make the expansion of U.S. producers into foreign markets very difficult.

Tv film men believe that American tv needs the same type of organization as the Motion Picture Producers Assn., headed by Eric Johnston, which has been largely instrumental in expanding the foreign market for the movie industry to the point where it now accounts for 50% of current revenues.

Such an organization would function for tv as a negotiator with foreign governments, with the specific responsibility for increasing the volume of U.S. television programs purchased abroad.

SPONSOR heartily supports this practical and realistic attempt to bring greater profits and prosperity to the U.S. tv program industry. We hope that tv producing firms will act quickly and together on this worthwhile project.

## Housewives and radio

The story on page 39 concerns the most important and significant buying group in the entire U.S. population. We urge that you study carefully the facts uncovered in the new McCann-Erickson study about housewives' radio listening habits.

Here at SPONSOR we are used to seeing dozens of surveys and research reports. But this one contains more eye-opening material on radio, and its importance in the home, than we have come across in many moons.



**THIS WE FIGHT FOR:** *Better, easier, more efficient methods of coordinating spot radio/tv campaigns. "One-two" punch of these two media should be better understood by advertisers.*

## 10-SECOND SPOTS

**Cure for e.t.'s:** Jan Stearns, media director for new N.Y. office of Miller, Mackay, Hoeck & Hartung, recalls this letter from a tombstone distributor when she was buying time for Rock of Ages at Cabot agency in Boston: "Thank you for recent shipment of records for Rock of Ages which I received two weeks ago. When I got them they were bent, so I put them under the back wheels of my truck. I took them out again yesterday. They are still bent. Now what do I do?" *Might've pressed 'em between tombstones.*

**Preparedness:** Against the release of Elvis Presley from the Armed Forces. Grahame Richards, programing director for The Storz Stations, has put in a bid for Elvis to rotate as a sort of roving disk jockey between all the Storz chain. *Well, Elvis always could rotate.*

**Clean:** Lee Sand, WNTA, Newark, closes broadcast with, "Help keep Newark clean. Send your garbage to Camden."

**Dubious Data Dept.:** In case you wonder where to get a list of those special events (ranging from Dill Pickle Week to Mute Your Muffler Month), more than 400 are catalogued in an annual publication of the Apple Tree Press, Flint, Mich.

**Critic:** Edward Fields, producer of custom carpeting, chides New York radio station WRCA for its "wall-to-wall music" promotion. "Today's 'smart' people," he said, "use 'area'—not 'wall-to-wall' rugs. If WRCA wants to borrow a term from the carpeting industry to describe its music, it should redesignate it as 'area music.'"

**The promoters:** Things that turn up in the mail—From KNTV, San Jose, Cal., a "Kookie Comb" to merchandise 77 *Sunset Strip* . . . From KPAP, Redding, Calif., a coil spring proclaiming KPAP as "The Station with a Spring". . . From WLW Radio, Cincinnati, a book titled, "13 Elegant Ways to Commit Suicide" for admen to hand to any salesman who says he has a better media buy than WLW.