

**NATIONAL ASSOCIATION
of
FM BROADCASTERS**

**1968
ANNUAL CONVENTION**

NATIONAL ASSOCIATION OF F M BROADCASTERS



45 WEST 45TH STREET, NEW YORK 36, N. Y. • 1023 MUNSEY BUILDING, WASHINGTON 4, D. C.

ABE J. VORON
President

April 30, 1968

NAFMB's 1968 convention was the best attended, the most informative and most exciting in our history and plans are well under-way for the 1969 convention in Washington, D.C.

These yearly meetings of America's most knowledgeable FM broadcasters are just one of the many invaluable, unique and exclusive services which NAFMB offers to its members and to this country's FM broadcasters.

The accelerating growth of NAFMB and its expanding influence are a part of the growth of FM radio and the growth of FM radio, in turn, owes much to the efforts of the NAFMB....the only organization in the United States dedicated exclusively to the promotion of FM radio and whose stubborn devotion during those early, lonely years has led FM radio to its present position of universal recognition.

I hope to see all of you at our 1969 convention, where new horizons will be reached.

Cordially,

A handwritten signature in black ink that reads "Abe J. Voron". The signature is written in a cursive, flowing style.

ABE J. VORON
PRESIDENT

1h

1968
THE YEAR
OF OPPORTUNITY
& CHALLENGE

MARCH 29 – 31

CHICAGO, ILLINOIS

THE PALMER HOUSE

THE PICK-CONGRESS

John L. Richer
Convention Chairman

BROADCAST DAILY

A SPECIAL
SERVICE
OF
Sponsor

SUNDAY, MARCH 31, 1968

Bullish FM-ers Swing at NAB

CHICAGO—Today is "FM Day" at the NAB Convention, and it represents a milestone, of sorts, in the competitive relationship between FM and The Establishment—older AM outlets. FM, today, is clearly a rival in many areas.

Broadcasters attending morning and afternoon sessions jointly sponsored by NAB and the National Association of FM Broadcasters should be more than warmed to the subject, following two days of upbeat FM meetings (Friday and Saturday) under the aegis of NAFMB.

Featured speakers will be Miles David, RAB president; David Yellen, Memphis State University; Harold L. Kassens, assistant chief, FCC Broadcast Facilities Division; Edward West, manager, Educational Division, Victor Comptometer.

NAB's part of the docket this afternoon in the Great Hall of the Pick-Congress will feature reports from Harold I. Tanner (WLDM Detroit), NAB FM Radio Committee chairman; and FCC Commissioner Robert E. Lee.

Although the NAB has for many years included a Sunday "FM Day" as part of its official convention agenda, the organization, back in 1965, joined CBS and a number of other station-group owners in petitioning the FCC to revoke, or at least modify, the rule that ordered separate programming for all FM stations in markets of over 100,000 in population.

The NAB's action at the time was typical *laissez faire*, claiming the FCC was "upsurping" a vital business and programming determination of dual owners in deciding when separate FM programming is fulfilling a need in their community.

Had NAB and the others had their way there would probably be an entirely different tone to the NAFMB

meetings during this year's convention.

FM broadcasters have come to Chicago this year flush with bullish figures on the medium in virtually all areas of endeavor (see separate story). Just about everything's up, with the exception of over-all income which, according to FCC figures, is "just hanging in there."

Last year (and, many predict, this year) did not see a rise in FM station income, primarily due to the uncertain and soft economy that resulted in loss of income for agencies, network and spot television, and of course, network and spot radio.

But the FM problems remain. During the past year, in addition to more sets, more listeners, more statistics, FM has been marked by ever-shifting format changes reminiscent of its older brother, AM radio.

The traditional and expected problem of finding a niche in the spectrum is now plaguing FM station operators because of the proliferation of separately programmed stations in the nation's major markets.

In New York, for example, during the past year, WNEW-FM, WOR-FM and WABC-FM have had major format changes. All are chasing that elusive audience with variations on the same theme. Basically all three stations are programming "contemporary" music. New Yorkers now have a choice of three FM and two AM stations playing one form or another of off-the-chart music. Not long ago, it was just AM's ballpark.

What has happened in New York has taken place across the country. One significant point emerges from this: There is no more "special" FM sound, no more "special" FM advertiser, no more "special" audience that FM delivers. As James Greenwald, vice president, radio, The Katz Agency, put it before the NAFMB

Sales Seminar last summer: "FM is radio, AM and FM are one family."

And a competitive family it is, too. Where there are separate sales forces, sales have been strong for FM. However, in a great many cases at stations and reps, sales responsibilities for AM and FM are assigned to one man resulting in the FMers getting the short end of the stick.

Although a great many station representatives (exclusive of those who specialize in FM stations) give a great deal of lip service to the efficacy of the medium as a sales force, it's rarely backed up with the same zeal in actual selling practice.

Reps, too, have been undergoing rough times as a result of rapidly skyrocketing costs and a soft national spot situation. As SPONSOR reported in its February, 1968 issue, last year was the year of mergers for reps. There will be fewer and larger reps in the future, and it will be almost impossible for many stations to be accepted by a national rep unless they can pay their way. This practice could be roughest on FM stations which, as a rule, are not big money makers.

With more and more FM operators lobbying for "all-radio" status, the appeal of the FM-only station rep appears to be less and less appealing.

National business on FM stations is however on the upswing, according to David Polinger, NAFMB official and chief executive officer of New York's pioneer stereo FM station, WTFM.

Citing a recent NAFMB report, Polinger pointed out that 54 percent of NAFMB's members responding to the survey said they got their first national accounts within the past three years. Of that 54 percent, 13.5 percent were stations in the top 20 markets, 18 percent were in the 21st-to-50th markets and 22.5 percent were in markets below the top 50. The overwhelm-

FM'-ers Swing at NAB

ing percentage (81.3 percent) of national business was placed in the top 20 markets.

The campaign by FM broadcasters to get away from the FM label has resulted in the inadvertent playing-down of one of the medium's major assets, stereo.

"Surprisingly, the technical ability of FM broadcast stereophonically has not been exploited commercially," says WTFM's Polinger. "Commercials in stereo, if done imaginatively, could heighten audience awareness and create a level of interest and commercial recall not presently achievable monophonically. There would be less of a tendency for the commercial to melt into its surroundings."

Among the milestones in FM last year was the marriage of FM stereo and tv with the broadcast of the *Young People's Concerts* on WCBS-TV while the sound portion was relayed simultaneously in stereo over WCBS-FM.

While the experiment should do much for television, it could also do much to alert tv viewers to the kind of sound they could be getting from a stereo FM station.

This year's NAFMB convention has not concerned itself with measurement of the medium (a milestone in itself as FM, and radio in general, has long considered itself under-measured).

It has been several years now that the major commercial audience measurement services have been publishing data on all stations—AM and FM—in an equal manner. NAB efforts lead the way in this area and the only criterion is that stations meet minimum measurement standards.

The fact that an increasing number of FM outlets are beginning to register in the ratings has done much to keep the research firms out of the NAB-NAFMB doghouse. With FM cut-off levels the same as AM, Pulse is showing that separately programed FM stations are achieving audiences competitive with AM stations in many markets.

A major bugaboo still remains, however: Pulse, Mediastat, Hooper and ARB all have different cut-off points and the variances are working havoc with those FM operations not unani-mously selected as top-audience sta-

tions. Allen Klein, director of West Coast operations for Pulse, speaking at a NAFMB sales seminar last summer, observed that when there are up to 50 stations in a market (as in San Francisco) a small change in an audience share by one of the stronger stations will push weaker FM stations completely off the list.

Polinger told BROADCAST DAILY that during the entire year of 1967 ARB made continuous studies of FM radio listening using a single-medium diary system reported by the ARMS committee to be the most reliable and accurate method. "To show the FM audience in relation to the total radio audience is to shortchange FM, since total radio listening figures include as much as 50 percent of homes without FM," points out Polinger.

An interesting sidelight of ARB studies for NAFMB conventioners is the fact that FM share of audience reaches its peak during afternoon drive time, and evening hours when tv viewing is at its highest.

Harold Tanner, NAB FM Radio chairman, last year called county-by-county nationwide data on FM penetration, "the medium's greatest need."

To this end Howard Mandel, NAB's vice president for research, has during the past year been working on three projects aimed at the same target: county-by-county nationwide data on FM penetration.

An NAB spokesman told BROADCAST DAILY that advertising agencies have been cool to the idea of FM penetration data, expressing little need for the information if it should be developed.

However, NAB, working with R. H. Bruskin, is about to field test an alternate method of determining FM penetration (other than through a specially-designed survey conducted through the U.S. Census Bureau) that would "standardize" the figures on a market-by-market basis. The method will be particularly valuable to smaller market FM stations in selling to local advertisers who are interested in having FM penetration figures that all stations in the market agree on.

Indicative of the impact FM is making is the interest in the medium by equipment manufacturers and pro-

graming syndicators.

NAFMB delegates have been entertained at cocktail receptions by Schaffer Electronics and Alto Fonic Programming.

Schafer's president, Paul Schafer, commented: "FM is the future of radio, and, in that automation is the future of FM, the benefits we receive from participating in the NAFMB convention far outweigh the modest financial contribution of an evening cocktail party." (This is the third year in a row the Chatsworth, California firm has hosted a reception at the convention.)

Alto Fonic, a programming service which just recently became an associate member of NAFMB, sponsored a Friday evening cocktail party to "learn more of the FM broadcasters' desires and interests," said Alan Clark, Alto Fonic's president.

An interesting innovation at this year's NAFMB convention was the hosting of coffee breaks by Herbert E. Groskin Co., station rep firm specializing in FM stations; Ernest Chappel Enterprises, a program syndicator; Community Club Awards and the American FM Network.

Although it would appear that the new American FM Network would have to do traditional wooing of affiliates, the fact is that the new network already has upwards of 150 affiliates carrying its programing.

Prior to the inauguration of AFMRN in January, few, if any, FM stations were invited to become radio network affiliates.

ABC's recognition of the importance of the medium by establishing a separate network headed by Alexander Smallens, Jr., former station manager of WABC-FM, the first network-owned station to separately program FM, has been warmly and enthusiastically received by the NAFMB membership in attendance here in Chicago.

Concern is quietly expressed by a number of NAFMB conventioners that the future may make the NAFMB obsolete as the membership thinks more and more along the lines of the all-radio concept. The overriding feeling, however, is one of accomplishment and progress hard fought for and hard won.

FM STATIONS SEE THRIVING FUTURE

Persuading Advertisers to Use Them Is Next Task

By ROBERT E. DALLOS

Special to The New York Times

CHICAGO, March 31—Optimism regarding the future of FM broadcasting was general this weekend at the annual convention of the National Association of FM Broadcasters.

The FM broadcasters, who have been growing in numbers every year since the organization was founded 10 years ago, have come to Chicago citing hopeful figures on the medium in virtually all areas. As FM finds itself in hot competition with AM, some problems remain in programing.

The frequency modulation broadcasters hold their annual session just before the convention of the National Association of Broadcasters, whose 46th convention begins tomorrow morning.

Advertising Next Aim

The number of FM stations in the United States has increased dramatically, from 634 in 1959 to the current 1,800.

"There is no question that FM has arrived. The days of uncertainty and struggle for survival are over," said Abe J. Vernon, president of the FM

group, today. "The question now is one of getting our share of the advertising dollar. We're already getting our share of the audiences."

Mr. Vernon, who operates WQAL-FM in Philadelphia, said that, according to reports submitted to the Federal Communications Commission, only a third of all FM stations were operating in the black during 1966. He said he believed another third moved into profitable operation last year.

A report delivered to the FM broadcasters today by Joshua J. Mayberry, director of research of the American Broadcasting Company's radio network, revealed that FM's seven-day cumulative adult audience was about \$32-million, or 27 per cent of the adult audience.

The study revealed that FM listeners are more affluent, more likely to purchase higher-priced goods and more likely to make use of services such as airline credit cards and auto rentals.

Despite the glowing statistics the station owners and managers here concede that there is no longer a special audience that FM delivers. The broadcasters have yet to choose the exact course of their programing.



From left to right, Bill Shaw, WPTH, Ft. Wayne, Ind.; Craig Bowers, KMYR, Denver, Col.; Alex Smallens, Director of Programming, American FM Radio; George Kravis, KRAV, Tulsa, Okla. and Pat Nugent, WIVC, Peoria, Ill., members of the American FM Radio Affiliate Board, at the recent NAFMB Convention.



Convention Chairman John Richer introducing Frank A. Gunther, President, Armstrong Memorial Foundation.

Who Says FM Can't Be Fun!
Humorous moment during a group discussion being conducted by Bill Greene, CBS/FM, New York and guest speaker Ed Gimzek, OAC Advertising, Inc., Binghamton, N.Y.



VARIETY

NEW YORK, WEDNESDAY, MARCH 27, 1968

FM: WHICH WAY TO JUMP?

WRESTLING WITH 'MASS' OR 'CLASS'

By STEVE KNOLL

Has FM arrived, and if so, where? Should FM broadcasters seek a mass audience by employing AM programming technique, or does pursuit of audience quantity entail sacrifice of demographic quality? Can, or should, FM "sell by the numbers?" Will the new American FM Network, CBS/FM's "Young Sound" as repped by CBS Radio Spot Sales and similar vehicles channel a flood of new national ad bucks to FM?

These and related questions will be high up the unofficial agenda as the National Assn. of FM Broadcasters 1968 Convention opens Friday (29). Backdrop to the meeting is the fantastic FM growth story of the past several years, but also, as in UHF tv, the disturbing gap between escalating set ownership and actual listening.

The broadcasters will hear new RADAR findings showing FM's seven-day cumulative reach to be 31,000,000 adults, 27% of the entire adult audience. Joshua J. Mayberry, research director of the American FM Network, will unveil a synthesis of RADAR and Brand Rating Index data that confirms what has always been known about FM's audience profile: it's the big earners and the big spenders.

Convention speakers will examine various techniques of programming and promotion which will enable FM broadcasters to tap the vast audience potential which has recently come into being. A consensus is likely to emerge that, in the words of one panelist, "the traditional FM concept of beautiful music, non-controversial programming and just plain 'glop' oozing from speakers is not necessarily the answer."

The challenge facing FM is explicitly stated by John T. Lawrence Jr., general manager of Taft Broadcasting's FM division. Lawrence asserts, "Now that FM

penetration figures are getting up into the 60 to 70% range in major markets, we have to make sure that the percentage of actual regular listenership keeps rising from its present rather low levels. Here is where promotion, as well as programming on your own facilities, can really help."

Other facts underline the dilemma posed by Lawrence. One network recently analyzed ARB figures on FM listening in its seven o&o markets. When the FCC's non-duplication rule first went into effect, FM accounted for 13% of all radio listening in those markets. A year later, the figure crept to 14%, hardly an improvement at all.

The basic problem confronting FM is stated by Don LeBrecht, manager of Charlotte's WBT-FM, in these terms:

"In most markets FM penetration has reached the point where we're not just competing among ourselves; we're competing with every AM station in town, too. The people are out there. All you have to do is figure out which ones you want and how to get them — which means programming: selective programming, creative programming."

Marlin R. Taylor, music director of Kaiser Broadcasting's FM stations, avers that "first and foremost, the mistake that so many FM operators make, and some AM stations for that matter, is to treat programming as a second-class citizen. You all realize that it takes effort and capable personnel to sell time — the same is true for programming. If you can't find or afford a qualified person to handle your programming, then you as the owner or manager should do it yourself."

Taylor declares that automation can be helpful if used properly, "but don't expect a machine to be your program director and do a good job." Another NAFMB speaker, Edwin D. Gimzek, pre-general manager of OAC Advertising, Binghamton, N.Y., states that "automation and imagination are not necessarily incompatible.

But a great aid to broadcasters quickly became their crutch. Eighteen hours of absolutely non-partisan music for non-thinkers. The most expensive inexpensive programming in the world."

Companies such as Schaefer, which install automated equipment, are now providing many FM stations, including network o&o's, with music formats to go along with the equipment.

FM sales methods are also the subject of Gimzek's remarks. The agency exec feels that "AM techniques cannot be successfully adapted to FM selling. Demographic breakdowns, sets in use, listener surveys, psychographics and penetration figures can be deadly. The salesman should be acutely aware of these facts and figures, if he can get them. But unlike AM he cannot lean on these facts and figures for his sole support."

Segmented Public

Philip Lesly, prez of the Philip Lesly Co., pubrelations firm, notes that "the search for avenues to the segmented public is one of advertising's current problems," and sees FM as a possible solution. But Lesly cautions "it is vital that FM stations constantly remember that they have attracted people who are not satisfied with the mediocrity and the 'air pollution' imposed on them by standard broadcasting. You cannot now force mediocrity on them — in programs or commercials — and especially, in the ratio of commercials to program content."

Gimzek, whose topic is "The Small Market Agency Looks at FM," echoes the view that FM's numbers alone are not very impressive. He points out, "Surveys do not show me much. If they are studied closely, no matter how you slice it, they reveal that FM audiences are small . . . Surveys reveal that FM audiences are not the great cross-section of any market. Rather, they are tightly grouped, fussy and generally highly selective in terms of listening times and program appeal. FM out-of-home penetration is miniscule. Few cars have FM radios (although FM auto set sales rose by 35% last year.—Ed). In

other words, looking at facts and figures definitely puts FM at an almost fatal disadvantage."

Yet Gimzek feels that "the small agency, the baker, the dry cleaner and the pizza parlor" are among the best potential sources of revenue for the small market FM station. He exhorts FM broadcasters to "start acting with a bit of progressive innovation, not like media scavengers looking for scraps from the budget."

Selling Techniques

"Take a good hard look at your selling techniques. Perhaps your audience is small. So what? This can be a distinct advantage if that audience hears a message tailored specifically to them and their interests. Maybe the rate card works out to a high cost per thousand. No problem. Show me how — with selective buying — I can generate more business for less money than any other media available. Convince me that with my budget, FM is an all or nothing buy. I might take all. Don't cut the rate card to be in a favorable competitive position with AM. Make the rate card work. AM is not the competition. Produce an FM approach that displays the medium as the ideal answer for the small budget advertiser — because in many cases it is. The 'big fish in a small pond' concept can be a powerful convincer."

While Gimzek is addressing small market stations about their special problems, there are many major market broadcasters who feel that AM is indeed the competition and that FM is a big fish in a big pond. For example, the latest N.Y. Pulse gives WOR-FM a phenomenal 10 share at night, beating AM rocker WMCA (see separate story). For better or worse, FM has decided to seek out a mass audience while hoping to retain its high income audience profile.

Billboard

FM of Age—Represents 15% of Radio Audience

CHICAGO — FM broadcasters left no doubt that the medium had come of age during the annual convention of the National Association of FM Broadcasters here last week. Nearly 350 members turned out for the three-day meeting . . . a meeting highlighted by the presentation of FM listenership figures as shown by RADAR (Radio's All Dimension Audience Research) and FM marketing characteristics as shown by Brand Rating Index.

"RADAR shows that during the average quarter hour Monday through Sunday 6 a.m.-midnight there are 2,148,000 adults 18 years and over who listen to FM stations," Joshua J. Mayberry, director of research of ABC network, told the audience at one of the sessions. This represents 15 per cent of the total radio audience, he said.

"Another important finding of this data: The average adult FM listener spends seven hours and 20 minutes weekly with our medium." He pointed out that RADAR figures had been a co-operative venture of all four networks.

"In terms of cume (unduplicated) listening, we see that about 32 million different adults listen to FM during a seven day 6 a.m.-midnight period. This compares with 118 million listeners to all radio, both AM and FM. This means that the unduplicated audience of FM radio is 27 per cent as great as the unduplicated audience of all radio." The highest average quarter hour is 9 a.m.-4 p.m., rather than evening time, he said. The rest of his talk was devoted to data showing that the FM listener is a heavy user of quality product; one of his conclusions was that the FM listener has more money, spends more money, and has a larger family and probably more than

one driver in the family based on the detail that on ownership of gasoline credit cards, FM men are 36 per cent above average.

Mayberry pointed out that the study was almost a year old, thus not reflective of the enormous strides FM had made during the year.

John T. Lawrence Jr., general manager of the FM division of Taft Broadcasting, emphasized, however, that FM's most important "challenge still is to attract new listeners to the medium" and this can be done only through imaginative promotion.

'Requires Work'

Marlin R. Taylor, music director of Kaiser Broadcasting, spoke on music programming, stressing the point that "to have a well-programmed station requires work. Without a music director or program director devoting time to planning the music you play, you cannot expect to have the best station. The less time devoted to actual planning of the music—anything less than scheduling the actual cut or selection to be played—then the more checks and controls that are needed for obtaining a successfully programmed station. Simply telling your announcers or program director that you want the music to sound pretty or follow the Billboard charts just doesn't work."

He pointed to one FM station as setting up the library so that the only decision the operator made was the selection of the actual cut. He was guided in this by all cuts being coded as the albums were put in the library and a chart for defining these codes into finished programming."

"This was not the best

method, not did it produce the best programming possible, but it did produce good programming and programming far superior to anything that the station would have been airing with any lesser system or guidelines."

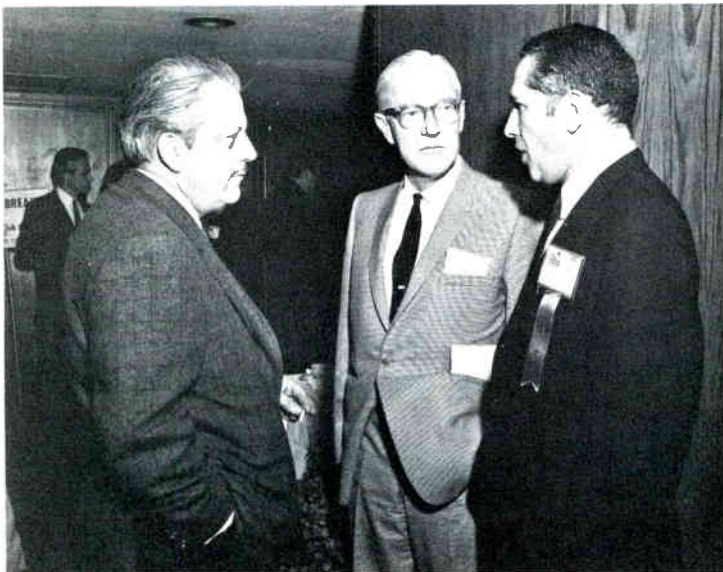
He stressed the need for consistency in programming . . . for having enough checks and controls on your music so it remains constant from shift to shift, regardless of the varying whims and moods of your operators. He also stated that a station should not be all things to all people unless it was the on station in the market. "Become known as the classical station, the jazz station, or the Hot 100 station that plays a lot more music per hour. This latter format was adopted by WRKO-FM in Boston about a year-and-a-half ago and almost overnight the teenagers bought up just about every FM transistor in town, simply because the FM gave them five more songs in every hour."

He also recommended that the station's programming be kept simple. "Ask yourself: Does my audience really care about our personalities giving the life history of Frank Sinatra, Andy Williams, and Patti Page every day; do they care about the five-minute features on nothing subjects that run 15 times a day; or the classical announcer who gets so wound up in his music that both before and after the work he tells you twice that Charles Munch conducted the Vienna Philharmonic Orchestra in a performance of Symphony No. 40, the Warhorse Symphony No. 40, the Warhorse Symphony of Wolfgang Amadeus Mozart, as recorded in the Vienna Opera House on April 21, 1962. Keep your format simple and to the point and do a good job."

Serious discussion in Market Group Three with Moderator Hugh Wright Dickie, WTMB-FM, Tomah, Wis. and Guest Speaker, Bill Codus, CBS/FM, New York.



FCC Commissioner Loevinger addresses overflow luncheon crowd, Saturday, March 30th.



Host John Gilmore of Community Club Awards chats with Dick Brown, KPOJ, Portland, Oregon and NAFMB Pres. Abe Voron.



On behalf of President Johnson and Governor Rockefeller, NAFMB President, Abe Voron, presents Citation to John De Witt of CBS/FM as Bill Greene, CBS/FM Director, looks on.

"He had'em rolling in the aisles"
... Congressman Van Deerlin addressing Friday's luncheon guests.



"Genius' At Work" A partial view of the luncheon guests.

Board Chairman Elmo Ellis introduces Administrative Director, Lois Heuer, to luncheon guests.



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NAFMB studies medium's potential

BROADCASTERS LOOK AT PROMOTION, PROGRAMING, SALES

"1968—The Year of Opportunity and Challenge" was the way the FM broadcasters billed their national convention. And for three full days in Chicago, the best doors to the opportunities and the wisest methods of coping with the challenges were assayed.

The March 29-31 sessions of the National Association of FM Broadcasters were also permitted a closer look at FM by means of brand-new FM listener data from ABC Radio (see page 96).

Station identification, program awareness and station image are problems common to most FM stations, but ones that can be "attacked successfully with good station promotion," John T. Lawrence, general manager of Taft Broadcasting Co.'s FM division, told the NAFMB.

Promotion ■ He also felt promotion could help in increasing the percentage of actual FM listenership now that set penetration has reached into the 60% and 70% range in many major markets.

FM's intricate dial positions pose a peculiar problem in station identification, he admitted, but giving call letters and dial position "every time there is a break for anything—commercials, news, weather or what have you" can promote identification awareness.

He urged cross promotion of programs "particularly if your format is different at different times of the day." And he suggested that new shows be promoted "as hard as possible." A station, he said, cannot presume that its programing "will sell itself, no matter how good. Make your audience aware of it through promotion. Tell them how good it is and they'll appreciate it even more."

Programing ■ The name of the game is programing and programing cannot be treated as a second-class citizen, Marlin R. Taylor told the NAFMB. The music director of Kaiser Broadcasting Corp.'s San Francisco and Boston FM stations stressed that management must establish basic format guidelines and limits.

Mr. Taylor touched on six points that play a major role in a station's image to the listener:

- The sound must be consistent

"from shift to shift, regardless of the varying whims and moods of your operators." He cautioned against being all things to all people "unless you're the only station in the market."

- Make the on-air sound and image simple and easy to listen to. "Stations that try to do a lot of fancy features and gimmicks beyond the capabilities of their staff and facilities come out sounding amateurish and second-rate."

- Make the programing different from all the other sounds in the market. "Look for a way to innovate . . . do a good job of presenting it and you'll stand out from the crowd. . . . Have the complete format worked out in advance, along with a complete promotional and sales plan."

- Make the sound interesting and keep it from becoming "tired, stale and boring. . . . Keep your staff interested in their jobs. A bored staff can lead only to boring programing."

- Use common sense in determining who the listeners are, the type of listeners desired and whether the programing fits those people.

- Automation can benefit a station if used properly, but a machine can't be the music director and do a good job. "The purpose of the machine is to handle the mechanics of programing while the staff works at creative activities."

Advertising ■ Unlike AM, which depends on the action of big agencies in big markets, FM's future is in the small market and to survive it "must adopt the logic, the rationale and the thinking of the people it serves," according to Edwin D. Gimzek, president of OAC Advertising Inc., Endicott, N. Y.

FM is losing "a golden opportunity to sell me, my clients and the hundreds of local advertisers who do not buy FM," because stations are not coming up with "justifiable reasons for spending my budget—all or part of it—in that particular medium," he said.

He reminded the NAFMB that in a small agency, like his, things have to work the first time "because there is no second chance. We can't afford to lose business." In FM, he said, "the commercials must work. They must hit

the first time around or you lose a client. Few small-market advertisers have the kind of dollars, the kind of budget that can sustain a public-service-image campaign. Every commercial must produce tangible results or else."

Mr. Gimzek noted that he is "interested in buying FM for the sales it can deliver for my clients. Tell me what I want to hear, illustrate how it can be done and I'll buy FM. Tell the dry cleaner down the street what he wants to hear, illustrate how it can be done, and he'll buy FM—and keep buying it."

Congressman's View ■ What amounted to a congressional plug for pay television and CATV came from Representative Lionel Van Deerlin (D-Calif.) in the NAFMB's Friday luncheon. He said it would be sad if "we have not learned a lesson from the history of FM and refuse to let new inventions in radio and other forms of communication be tested by the public, the ultimate judge of whether there is a need for goods and services."

Mr. Van Deerlin, a member of the House Commerce Committee and its Communications Subcommittee, noted that the proponents of pay TV and developers of broadband CATV are having problems "in bringing their currently new inventions into the marketplace" and those problems are "remarkably similar to the early years of FM."

Noting where FM stands today, the congressman pointed out that there are more than 1,800 FM stations; that revenues rose to \$32.3 million in 1966; that there were 941,000 FM auto radios sold in 1967, a 50% increase over the previous two years; more than 60% of FM stations are programing stereo. All these figures, he added, support the "general agreement that FM has arrived" and that an "FM franchise is no longer cynically referred to as a 'license to lose money'."

The Audience ■ At a Saturday morning session Philip Lesley, president of the Philip Lesley Co., Chicago public-relations firm, said that FM programing must be developed with the audience always in mind "no matter what temporary trends or fads may come across

the scene. And it means working constantly to associate the station in the minds of the public—and the advertising fraternity—with that specific purpose and that specific identity.”

Mr. Lesley noted that advertisers and agencies are trying hard to find ways of reaching segmented publics and that when a station has found one of those routes it should be told.

He told the NAFMB that FM stations have attracted many listeners because the stations offer something different in programming and he advised against putting too many commercials on FM.

FM data a pot of gold?

ABC Radio study gives varied information on average FM listener

Members of the National Association of FM Broadcasters were to get a close look at their medium Saturday (March 30) when ABC Radio was to present listener data calculated to put a smile on the face of every FM operator.

Presentation of data on FM-listener characteristics was to be made by Josh Mayberry, director of research and sales planning at ABC Radio and the man responsible for collating RADAR and Brand Rating Index information used in the study. Mr. Mayberry's report is billed as the first national audience survey of the FM medium (BROADCASTING, March 25).

According to the study, the dimensions of FM and the characteristics of the medium's listener shape up as something like this:

- During the average quarter-hour, Monday through Sunday from 6 a.m. to midnight, over two million adults (18 years or older) listen to FM stations. AM's quarter-hour audience is 14.5 million. Put another way, for every 100 adults listening to AM radio 15 are tuned to FM.

- In terms of cumulative, unduplicated listening, about 32 million different adults listen to FM during the seven day, 6 a.m.-midnight period. This compares with 118 million listeners to both AM and FM radio. FM then

garners 27% of the unduplicated audience to all radio.

- FM's highest average quarter-hour adult audience is from 9 a.m. to 4 p.m., with an average of 2.5 million listeners. The average quarter-hour audience in the evening (6 p.m. to midnight) is 1.5 million, Mr. Mayberry's figures show.

- FM also earns a substantial share of the drive-time audience: 2.3 million average listeners during the morning traffic period (6 to 9 a.m.) and 2.4 million in the afternoon period (4 to 7 p.m.).

- The average adult FM listener spends 7 hours 20 minutes a week with the medium.

The ABC study shows that FM listeners are more affluent than the average listener to radio (AM and FM). With the help of BRI data, Mr. Mayberry concluded that FM listeners are likely to drink more diet soft drinks, more regular soft drinks, consume more domestic and foreign wines, buy more soap for automatic dish washers (which means they are more likely to own an automatic dish washer), and purchase more toilet soap.

Male FM listeners, the study shows, are more likely to own a high-priced car, to own two or more cars, to buy their car new, and to use their cars more than the average radio listener.

The FM listener—both male and female—is likely to travel more, rent more cars, use more travelers' checks, and have more credit cards.

The inescapable conclusion, the study says, is that FM families are larger, have more money, and are more willing to spend what they have.

FM Foundation ■ Earlier in the week, Mr. Mayberry told BROADCASTING that RADAR data and the ABC study based upon it will provide a foundation on which to build a body of acceptable information with which FM can attract more advertisers.

“Until now, we've really only had FM set-penetration figures. But with this RADAR and BRI data, we're able to come up with some pretty definite ideas about the size and the demographics of the FM audience.

“Our study shows that FM listening habits are similar to AM,” he continued. “FM is more and more being considered as radio. However, FM can still offer an affluent mass of listeners.”

Mr. Mayberry said the ABC study was based on RADAR data gathered early last year and on BRI material collected shortly before that. “Hopefully, our study will stimulate other FM broadcasters to make demographic studies of their local audiences,” he said.

Advertising Age

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April 1, 1968

Population Fragmentation Is 'Boon' to FM, Lesly Advises Broadcasters

CHICAGO, March 29—"Polarization of people into widely differing segments has been a boon to fm broadcasting," according to Philip Lesly, president of his own pr company.

Mr. Lesly discusses the challenge of the "identity gap" for fm in a speech prepared for delivery at the three-day National Assn. of FM Broadcasters convention which opened here today. He said fm grew because it offered an alternative to the mass media that tried to blanket the whole public.

"The years of the Johnson administration may become known as the era when America lost its unity and became segmented into more different groups and viewpoints than at any time in our history," Mr. Lesly said.

"Differences between the segments of the population are so basic and pervasive that automatically, what appeals to one of them will repel several others . . . Any fm station must select the segment of the audience that is right for its own interests, character and objectives and then shape everything about the station to this segment . . . It means working constantly to associate the station in the minds of the public—and the advertising fraternity—

with that specific purpose and that specific identity," he said.

■ Warning that many activities fell by the wayside when they failed to assess their public's moods and desires, he continued: "It is vital that fm stations constantly remember that they have attracted people who are not satisfied with the mediocrity and the 'air pollution' imposed on them by standard broadcasting. You cannot now force mediocrity on them—in programs or commercials—and especially, in the ratio of commercials to program content. Your reason for being is the desire of people to seek out a means of getting the kind of broadcasting they feel is right for them and respects their intelligence and judgment."

■ **John T. Lawrence Jr.**, fm division, Taft Broadcasting Co., is due to address the same session on how an fm station can use its own facilities to promote itself. Among the points to be covered: The best approach to station identification, cross promotion of programs, contests, editorials and studio tours.

Several speakers will suggest outside media that fm broadcasters can employ to publicize their

wares. How-to presentations are to come from **Jay H. Smolin**, Institute of Outdoor Advertising, for outdoor; **John Mecchella**, Dartnell Corp., for direct mail; **Chet Campbell**, WMAQ-TV, Chicago, for tv; and **Paul Moyle**, Brown & Bigelow, for specialty advertising.

Don LeBrecht of WBT-FM, Charlotte, will stress that fm, competing with every am station in town, is truly a mass medium.

■ **Edwin Gimzek**, president of OAC Advertising, Binghamton, will advise fm people to concentrate on producing the sort of action that will attract their best source of revenue—the small agency, the baker, the dry cleaner, the pizza parlor. "In a small agency, things have got to work the first time," Mr. Gimzek said. "Our ideas, our media buys, our approaches must work the first time around because there is no second chance. We simply can't afford to lose business. Fm radio is like a small agency. The commercials must work. They must hit the first time around or you lose a client. Few small market advertisers have the kind of dollars, the kind of budget that can sustain a public service image campaign. Every commercial must produce tangible results, or else."

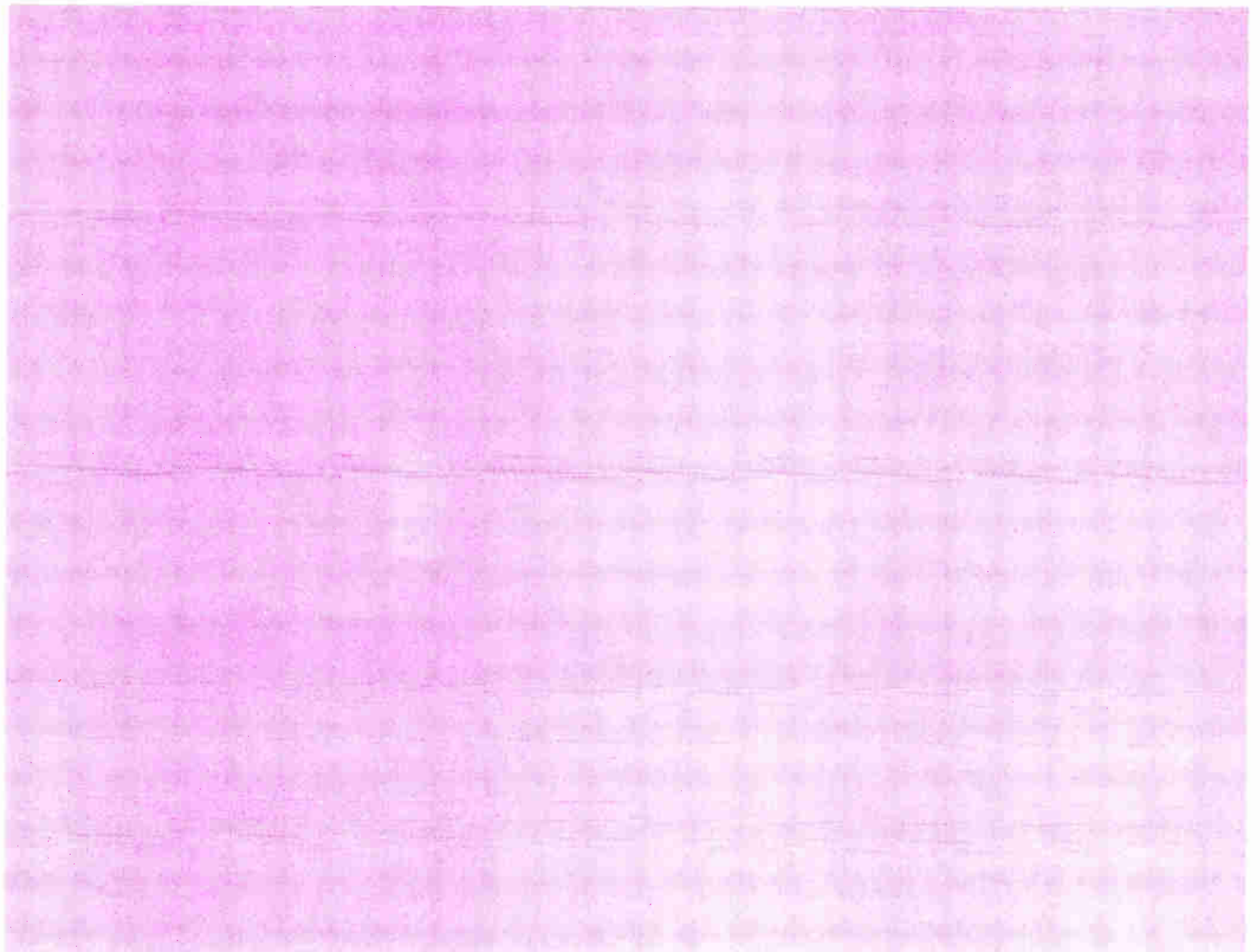
Canadian Contingent... "twelve men and a girl"
... The Schafer Girl.



How come two guys don't have
highball glasses, Mr. Clark?
... Alto Fonic cocktail party.



Coffee Break Host and Hostess,
The Groskins and friends.



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