

## 'KOA FOOD LEAGUE' TAILORED TO RADIO

KOA Denver has come up with a food merchandising plan. It thinks it's so good for radio that the station has copyrighted and syndicated it for national operation.

The plan, called KOA Food League, is tailored to radio, the station says. It promotes (or conditions) the audience to food and food topics by featuring specific products or related products each week. Thus it affords a measure on sales increases on the products throughout the area covered by the station.

KOA notes that printed media long have used similar techniques via editorial content. But, according to KOA and its manager, Don

Searle, retail grocers now are turning more to radio. In printed media, the incentive is "price" copy but now supermarket competition calls for dynamic merchandising—pushing the store's own brands, emphasizing service, cleanliness, parking convenience and attractions other than price.

The Food League uses "editorial" time via radio to promote food generally and a specific food item or group of related products each week. Idea is to feature a food program, about food, how to buy, prepare, serve and conserve. KOA does this via Connie Benac on her 10:15-10:30 a.m. daily program and with Evadna Hammersley who devotes one third of her daily half-hour show to talk about food, featuring a league special weekly. Ten announcements at a minimum price are placed

throughout the day promoting the special product. Brand-name advertising schedules on KOA advertise the product or type of food being promoted. The emphasis is carried over in displays at stores and in shopper ads.

KOA says it tested its plan in Colby, Kan. This is an "isolated" market with one newspaper and one radio station. Controls were set up in eight food stores in and around the city. KXXX Colby conducted the on-the-air phase. Product featured was canned corn during a season when the products sales were a bit slower. Radio alone was used; no newspaper, no point-of-purchase display tie-ins. Results, according to KOA, were increased sales as high as 89% in one store, and 35% overall.

Two people work full time on the KOA Food League with their only object being to move more merchandise from Western Market food store shelves. Recipe booklets are sent out by the station on request.

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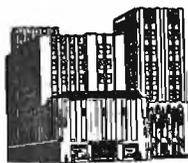
\* Nielsen Coverage Service.

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## Kinnan, Wyant Named In WKY-AM-TV Revamp

PUBLIC RELATIONS, promotion and merchandising activities of WKY-AM-TV Oklahoma City have been expanded and staff changes made accordingly.

P. A. Sugg, vice president and general manager of the stations, announced the change last week. He said Wally Kinnan, formerly in charge of public relations, has been named manager of public relations and publicity. Dallas Wyant, formerly with WOAI-AM-TV San Antonio as sales promotion manager, has been appointed promotion and research manager.

In other changes, Jim Clark has returned to the public relations, promotion and merchandising department after 17 months' Army service in Germany, and Margaret Roberts has been transferred from traffic to serve as office assistant, Mr. Sugg said.

Mr. Kinnan, formerly with the Air Force as a weather and public relations officer, was the stations' first weather expert in 1951 when he was on loan from the service. After duty in the Pacific, he joined the stations fulltime.

Mr. Wyant, whose broadcast associations included WBZ-AM-TV Boston and WHEB Portsmouth, N. H., and other stations in Ohio, Kentucky and West Virginia, has been at WOAI-AM-TV the past four years.

## Pink Pays \$80,000 for KWCO

KWCO Chickasha, Okla., has been sold by Phillip Jackson and Clarence Wilson, partners, to Jack L. Pink, general manager of KONO San Antonio, subject to FCC approval. Mr. Pink will take over active management of the station, operating 250 w night 1 kw day on 1560 kc. Sale price was \$80,000. The station was founded in 1946. Blackburn-Hamilton handled the transaction.

## WABF (FM) Return Plan

"A BIG, broad-gauged plan" for resumption of operations by WABF (FM) New York, classical music station which has been on "summer vacation," currently is being developed, President Ira Hirschmann has announced.

WABF had been expected to return to the air last month. Its delay, although no reasons were given, was disclosed a few weeks ago when Program Director Evelyn Johnson reported in postcards sent to subscribers to the WABF program schedule that "we have been overwhelmed with thousands of inquiries since our summer silence, which have impelled us to devise a new plan for WABF, about which you will be hearing."