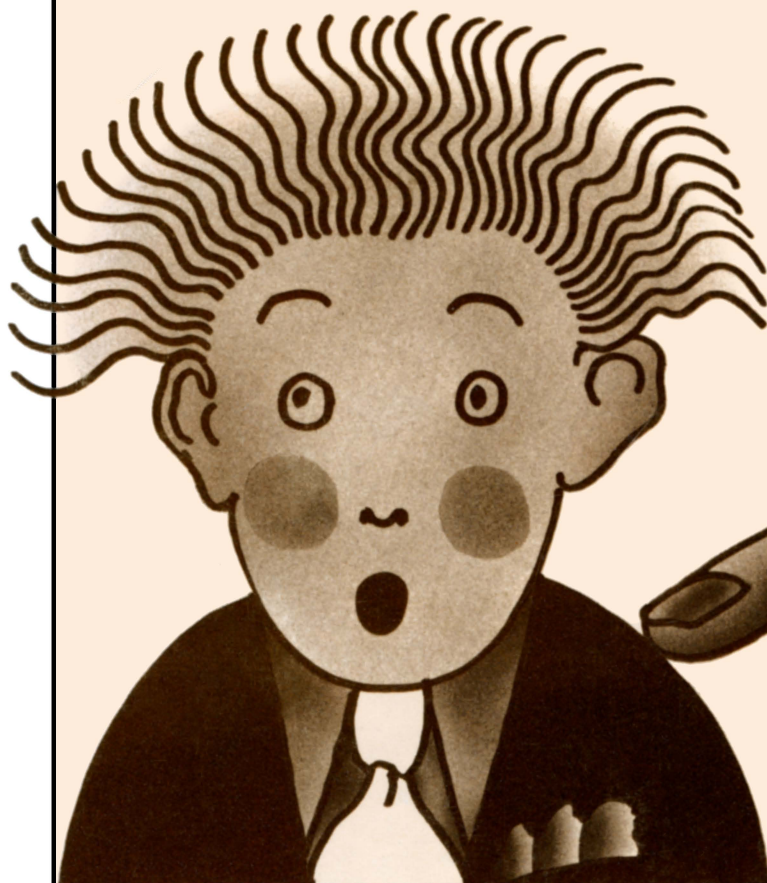


Stewart Alsop
Gordon Barnes
Roger Caras
Charles Collingwood
Reid Collins
Walter Cronkite
Dave Dugan
Douglas Edwards
Win Elliot
Stanton Evans
Frank Gifford
Arthur Godfrey
John Hart
George Herman
Richard C. Hottelet
Allan Jackson
John K. Jessup
Bernard Kalb
Marvin Kalb
Murray Kempton
Alexander Kendrick
Charles Kuralt
John Meyer
Roger Mudd
Stuart Novins
Charles Osgood
Dan Rather
Dr. Leonard Reiffel
Phil Rizzuto
Mike Roy
Hughes Rudd
Jeffrey St. John
Daniel Schorr
Jeff Scott
Barry Serafin
Eric Sevareid
Gary Shepard
Hale Sparks
Mike Stanley
Ralph Story
Neil Strawser
Lowell Thomas
Dallas Townsend
Abigail Van Buren
Nicholas Von Hoffman
Mike Wallace
Steve Young

“The People Who Reach People”



A New View of CBS Radio, the
Nation's Leading Radio Network,
Just When You Need It Most.

"The People Who Reach People"



A New View of CBS Radio, the Nation's Leading Radio Network, Just When You Need It Most.

As most advertisers know all too well, the state of the national economy today is still full of uncertainties.

Someone has even coined a new word for it. Stagflation.

Very likely, you're feeling pinched. By the high cost of selling on the one hand, and the need for increased selling effectiveness on the other.

What to do about it?

That is what this recording is all about.

We've noticed that when smart advertisers have to stretch budgets, and yet maintain or increase competitive positions, they often investigate network radio.

And, properly investigated, it becomes awfully hard to resist.

So we've put together some of the facts you should know about network radio, and about CBS Radio, the leader in the medium.

A few for instances:

Fact 1. Radio's Reach Is Almost Universal.

The conventional wisdom says that mostly kids listen nowadays, right? Wrong. 92% of all people over 18 are reached by radio every week.

Equally important, they listen almost three hours every day.

Fact 2. Network Radio Dollars Outstretch TV.

In the daytime, for example: The same number of commercial minute impressions that cost you \$36,000 on daytime network television cost you only \$20,000 on network radio.

At night, it's more so: On network radio, for almost 20% less money than a primetime night time TV minute, you can reach 42% more adults, three times as often.



Fact 3. Network Radio Reaches Good Customers.

In education and income the avid radio listener far exceeds the avid TV viewer. This fact helps explain why so many major advertisers add network radio to their TV buys. Trading up, you might say.

Fact 4. CBS Radio Reaches More People With More People.

With an unrivalled array of the people other people pay attention to, the CBS Radio Network reaches over 21 million adults weekly, more than any other network. And has the largest adult audience per commercial unit of any network. Household names do it: Walter Cronkite, Arthur Godfrey, Phil Rizzuto, Dear Abby, Douglas Edwards, Mike Wallace, Dan Rather, Frank Gifford, Richard C. Hottelet, and a lot more like them. (Point for advertisers: On CBS Radio, the program content enhances the commercial.)

Fact 5. CBS Radio Reaches More People With Top Stations.

In the country's 50 top ARB-measured markets, more than half of the highest-ranking stations are network affiliates. More of these leading

stations are affiliated with CBS Radio than with any other network.



Fact 6. On CBS Radio You Get Everything You Pay For.

There wouldn't be much point to our fine stars and outstanding newsmen if your commercials were not broadcast within network time, within the favorable show-case you sign for. So CBS Radio guarantees and delivers program clearances within its winning network schedule. No other network makes such a guarantee.

Fact 7. Those Who Know Buy CBS Radio.

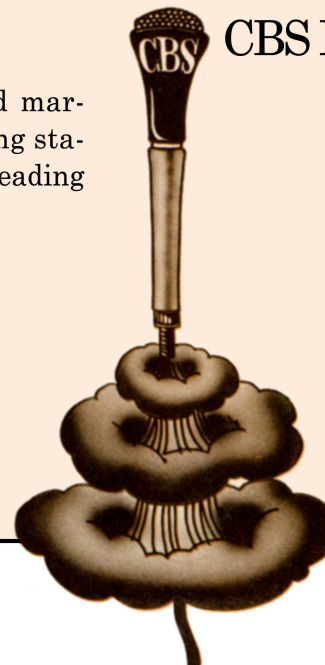
One indicator of a network's value, of course, is who uses it. At last count, 19 out of the top 20 advertising agencies (who accounted for about 50% of all U.S. billings in 1969) buy the CBS Radio Network.

Well, that's a big part of our story, although by no means all of it. But step inside and hear "The People Who Reach People" for yourself.

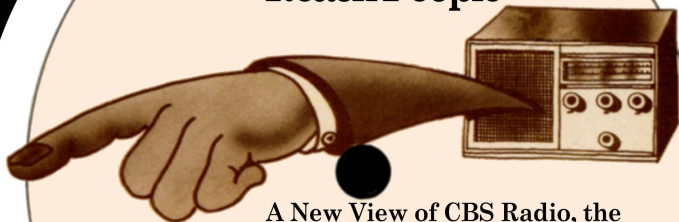
It's a lively document in sound, highlighting the main reasons why, in today's economic climate, network radio and especially CBS Radio, make good sense.

And right at the beginning, you'll also hear something else. A quick, but extraordinary panorama of the history of our times. That panorama of men and events which unfolds and changes with gathering speed. And which in itself explains why people everywhere need and depend on radio as never before.

CBS CBS RADIO NETWORK



**“The People
Who
Reach People”**



**A New View of CBS Radio, the
Nation's Leading Radio Network,
Just When You Need It Most.**

Produced for the CBS Radio Network
by Chuck Blore Creative Services,
Hollywood, California.

33 $\frac{1}{3}$ rpm / Stereo / CB 1882
Not licensed for broadcast.