

5-1-77

W. Post

Interview's Salesmen Still Seek Sponsors

Backers of the David Frost interview with former President Nixon have been unable to sell a third of the advertising time available on the shows, Business Week magazine reports.

Syndicast Services, Inc., the sales organization for the series, had planned to sell six minutes of commercials on each of the four 90-minute shows. At \$125,000 a minute, total revenue was expected to be \$3 million. Overseas radio and other sales were expected to yield another \$1 million.

However, a week before the first broadcast, Syndicast had sold only four minutes, the magazine said. Seven companies had bought time, the report said, but three refused to disclose their identities. Advertisers known to have signed up are the Radio Shack division of Tandy Corp.; Datsun, the Japanese car maker; Hilton Hotels, and Weed Eater, Inc., Business Week said.

Greyhound Lines, Inc., "was involved in the show a few weeks ago, but isn't now," the magazine quoted a source as saying.

To try to increase sales, Syndicast sold one of its national minutes to the local stations carrying the interviews.

The total cost of the venture was believed to be \$2 million, the magazine said.