Getting Around

This was the first time WXYZ had used television to promote its radio personalities on such a scale. Most radio stations have promoted their music rather than personalities in ads appearing on TV, said WXYZ Advertising and Promotion Director Stu Goldberg. Working with show business funny-man George Burns was a fascinating experience for WXYZ radio personal-ity Dick Purtan. The pair got together to tape some TV spots in which Burns pornotes Purtan (rather than the local celebrity publicizing the big star, which is what you might expect).

Purtan, a Bloomfield Township resident, and Tom Ryan, a Birmingham resident, wrote the spots which Purtan and Burns taped. Ryan is heard on Durtan's show as the many character voices. The show airs 6-10 a.m. Monday-Saturday on WXYZ-AM (1270).

I watched the three 30-second spots,

with George Burns

Purtan yuks it up

GEORGE BURNS is in the spotlight, with Purtan gently in the background, for these hilarious bits. It's hard to say just why Burns is so funny, but he's an old pro with the master's touch.

old pro with the master's touch.

Purtan said he and Ryan originally laid out the spots with two that career in the tooke "Oh, God!"

"But he didn't want to do anything that played off that movie," Purtan said. "He thought it would be sacrilegious."

The revamped spots were taped at Television City in California.

"George Burns is 83 years old. He was just as nice in person as he appears to be," Purtan said. "He's an awfully sharp guy who took what we wrote and polished it."

Purtan explained that in one sequence he was to nod in agreement with what Burns had said, "I nodded slowly, but George told me a slow nod is condescending, and that I should do a fast nod because that's funny."

AFTER GETTING ADVICE on other bits in which "George was 100 per cent correct," Purtan told him, "I really thank you. I'm not an actor.

Burns replied, "If you've lived as long as I have and made as many mis-takes, you learn to do it the right

The TV spots also encourage listeners to tune in WXY2's Joe Sasso, who is heard each Monday-Saturday 2-6 p.m. The station calls Purtan and Sasso their drivetime personalities whom you listen to on the road.

plus two outtakes also being used, on a closed circuit at the radio station in Southfield. The spots are being broad-cast on Channels 2, 4, 7 and 50 during



Songstress



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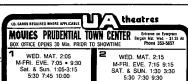
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'Pretty Baby'



George Burns takes charge, with Dick Purtan in the background, during TV spot promoting Purtan's radio show.

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