

TELEPHONE POLL is certainly the most reasonable and amazingly versatile polling device on the market. It costs your audience nothing to call in and vote, (no 50¢ charge for every opinion). . .there's only one number to remember and dial. . .you need no employees to answer or tabulate votes and you may use TELEPHONE POLL once a year or all day, every day, for the same price.

If you choose to use your existing telephone number for polling purposes, the phone company will charge you a one-time fee to extend and add a modular jack to each line of your rotary system to within four feet of the TELEPHONE POLL equipment. We supply the modular cords that go to each line of your rotary.

Should you elect to use a different phone number for polling, the phone company can install an additional rotary system for a one-time charge plus a small monthly fee for the new lines.

On radio or television there's hardly a time slot that wouldn't benefit from closer audience contact. . .news programming, talk shows, sports, special events, movies. . .you name it! TELEPHONE POLL can mean rating points as viewers register opinions and totals change!

## WHEN CAN YOU GET IT?

Electronics development is proceeding at such a fantastic speed that acquisition of state-of-the-art parts is a major consideration. Only a few dozen pieces of equipment can be produced each month and orders must be filled on a first-come first-served basis.

If you are interested in TELEPHONE POLL for radio, TV, newspaper or corporation use, or if you have any questions, contact:

**M.A. KEMPNER, INC.**  
4699 North Federal Highway, Suite 102  
Pompano Beach, FL 33064

Telephone TOLL FREE 800-327-4994  
In Florida: 305-946-7660

Now. . .

Do you agree or disagree that TELEPHONE POLL is a fantastic product?

Do you like or dislike the idea of closer contact with your audience?

Are you A. Perfectly satisfied with your station's present profile?

B. Interested in adding an exciting new element to your programming?

Are you for or against high tech methods of building an audience?

Is it true or false that you'd enjoy adding a point or two to your ratings?

Are you going to call Marv Kempner before your competition does? Yes or No?

Let us hear from you.  
We value your opinion!

During the life of your contract, and at no additional cost to you, we will continue to update your equipment as innovations are perfected:

**WORD RECOGNITION.** A new feature that will double the number of calls per telephone, per hour.

**REMOTE CAPABILITY.** Certain functions, such as turning the phone lines on and off or changing from percentages to totals to be controlled from locations remote from the rack-mounted equipment.

**RESULTS.** Audience members will be able to dial your TELEPHONE POLL phone number and hear the voice synthesizer give them final results from the conclusion of a poll until you reset for a new poll.

**YOUR CHARACTER GENERATOR.** If your system is compatible with R.S. 232-C you will soon be able to feed the system through your own character generator and use your own typefaces on screen.

M.A. KEMPNER

**TELEPHONE POLL™**



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