

SCREEN

Old letters polished for new radio spots

Producer Shirley Feldmann of Feldmann's Flicks knows the best stories are true stories.

That's the philosophy Feldmann and Gurnee-based agency Laufman & Associates adopted for four 60-second radio spots for Weiman furniture care products. Resurrecting customer inquiry letters from as far back as 1984, Feldmann called the customers to record their testimonials. After sifting through the interviews, she called some of them back to obtain permission.

"We didn't tell them what to say, they just said what they felt," said agency head Herbert Laufman (a former TV show producer), and their responses were better than anything the agency could have scripted.

One doll collector uses the cream on dolls from the 1700s. Another polishes priceless violins with it, and a couple who own a lighthouse motel in Maine use it to spruce up the place for tourist season. Most of the letters were written to ask where the product could be purchased, since it was difficult to find in some areas.

The testimonials were intended for distributors, but they turned out so well

that the manufacturer, the Herbert Stanley Company, decided to air them.

The spots will air this fall in test markets Chicago, New York, or Los Angeles (or possibly all three) and in some smaller markets. Since the product is sold nationwide, the spots will eventually air nationally. The agency has more testimonials, so the final package will be undoubtedly larger.

The customers remembered the letters they had written, even the ones who had written over ten years ago. The company originally responded with an order form or a list of nearby stores where the product could be found.

Feldmann met Laufman, also one of Herbert Stanley's owners, when she worked as associate producer on the John M. Smyth's Homemakers

account with producer Paul Robinson.

Although Feldmann donned the producer hat for these spots, she is also a production manager, associate producer, assistant director, coordinator and floor director.

The spots were recorded at Streeterville Studios. Terry Schilling was the audio engineer. —Sasha Emmons ★



Producer Shirley Feldmann

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