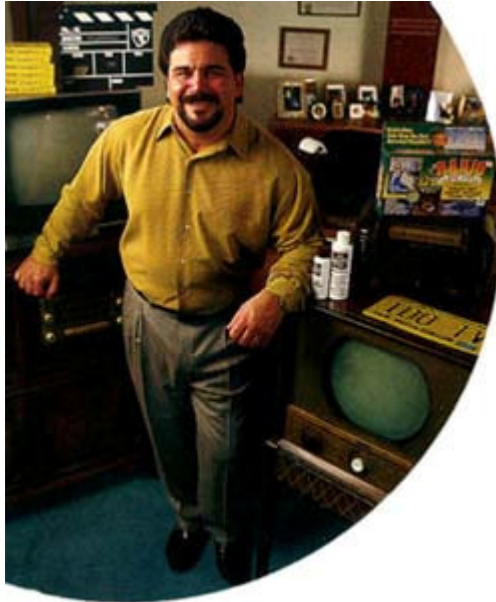


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F A M O U S F I R S T S



Cannella (in his office) encouraged stations to run infomercials instead of late-night test patterns.



Frank Cannella

30-Minute Infomercial for a Product on Broadcast TV, 1982

Insomniacs and channel surfers owe a debt to Cannella. In the spring of 1982, the Chicago TV-airtime salesman ran a 30-minute national commercial for New Generation-a hair-growth product manufactured by Nevadan BobMurphy-testing FCC regulations limiting the length of ads. In doing so, Cannella



jump-started an industry that each year now sells about \$75 billion worth of juicers and access to psychic friends. The FCC eased its rules in 1984, but "Frank got things going," says Phoenix marketing executive Nancy Langston. Today, Cannella, 41, a father of three, lives in Burlington, Wis., where he is linking TV and Web sites so people can choose which infomercial to watch.