

In Miami...

VIA AIR MAIL

THE STORZ STATIONS
222 SOUTH 15TH STREET
OMAHA 2, NEBRASKA

WDCY MINNEAPOLIS
KOVH CHICAGO
WHL KANSAS CITY
WTR NEW ORLEANS
WQAM MIAMI

TODD STORZ
PRESIDENT

Memo to: Jack Sandier, General Manager; and ALL THE STAFF, at WQAM, Miami

I want to offer my heartiest congratulations to you on the newest Hooper survey for Miami which covers the months of October-November, 1956. As you know, it shows WQAM in first place. First place in the morning, 7:00 a.m. to 12:00 noon. First Place in the afternoon, 12:00 noon to 6:00 p.m., and, of course, first place in all-day average.

This has been accomplished in just a little over 90 days. Frankly, I can hardly express in words the pleasure and satisfaction this great achievement gives me. To see just how great an accomplishment it is, let's look at it in light of history. The objective of Storz Station programming has always been to provide the people served by our stations with programs of maximum interest and entertainment value. Pursuing this basic objective, each of our stations became--and remained--the most listened-to station in its area, according to numerous surveys and audience reports.

In the past we also broadcast several contests and "give-away" programs, feeling that in proper ratio to the overall broadcast day, these, too, had interest and entertainment value for our listeners. However, it was always our contention that contests and give-aways of themselves could not, and would not, build and maintain station audience. Unless overall station programming philosophy were sound, contests would add little, if anything, to the audience.

Shortly before our company took over the operation of WQAM, we became aware of information leading us to conclude that the Federal Communications Commission frowned on the broadcasting of contests and give-aways. Immediately, on all of our existing stations, we discontinued broadcasting such features. Under our ownership, WQAM, as you know, has never broadcast any give-aways, or any contests requiring the listener to be tuned in in order to win a prize.

This fact itself underscores the fabulous job done by WQAM. The credit for this achievement goes justly to every member of the WQAM staff. The tremendous and rapid growth of WQAM to a position of first place dominance is a direct result of the enthusiasm and dispatch with which you have executed the creative ideas. I know of no parallel anywhere in the radio industry. Again, my hearty congratulations for a difficult job, well done.

Our present audience position is reassuring, with an all day average of almost 30%, while the second station has 18%. But we are hopeful that this is only the beginning. Greater Miami, now grown to a population in excess of one million, is entitled to the best radio that our ability, interest and creative effort can produce. The programming committee has now developed 34 new programming ideas, which will be put into effect on WQAM as quickly as possible. Some will go on the air immediately. All should be in effect by next Spring.

Todd Storz
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TS/rep