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Consistency is the mark of professionalism and for a decade and a half STORZ Stations have led the field using their own "three R's" of broadcasting—Ratings . . . Results and Responsible broadcasting. No here-today-and-gone-tomorrow—programming. STORZ people are Professional, Alert, Inventive, Aggressive—four forceful words that also describe the STORZ Stations—a vital part of every worthwhile community project.