

mounting on radio from inside and outside:

Internally, the 1945 radio population of 1,000 stations (about 800 network affiliates) had exploded by 1949 to 2,600 outlets (with no gain in network stations). The demand was growing for better and more workable local programming.

Externally, glamorous television had been upstaging radio, particularly network radio. It was the prelude to a restructuring of network radio that placed greater program demands on the local station.

Even the die-hards could not ignore 1947 industry figures that reported local radio revenues exceeded network radio revenues for the first time, a trend that has never been reversed.

When and where top-40 programming started is not precisely documented. But there is agreement that the first to offer a successful refinement of the basic idea on a group basis was the Storz Stations of the Midwest and South.

The format is based almost entirely on record sales, reports from music dealers, charts of juke-box selections and other documented sources of listener preference. In many cases it was accompanied by a new-type announcer who held to a faster pace, deftly inserting the commercials and promos between the preselected records.

George W. (Bud) Armstrong, executive vice president of the Storz, recalls that when top-40 was started at KOWH-

(AM) Omaha, a daytimer then owned by Storz, it was a well-studied and planned step. The late Todd Storz, Mr. Armstrong and other Storz executives stipulated a policy that selections to be programmed would be based on the popularity indicators, but that final choices would be management-controlled. "We wanted what was really popular and not what the disk jockey liked," Mr. Armstrong explained. The decision, at the Storz stations and elsewhere, invariably led to charges that the creativity of the disk jockey was being stifled. But the policy stood, Mr. Armstrong said.

When the payola scandals erupted a few years later, with charges of pay-offs between record distributors and some disk jockeys, the owners who stuck to management-control policies were further vindicated.

Mr. Armstrong noted that the music has been only one part of top-40 station operation in that a high level of news and public-service programming must be maintained and that the listening needs of the entire audience must be considered. "At our six stations, we don't neglect the higher end of the demographics just to get the kids," he said.

The evolution of top-40 through the years was also traced by another industry veteran, Russ Sanjek, a vice president of Broadcast Music Inc. He pointed out that from its relatively simple beginning, the top-40 idea has proliferated into every conceivable type of music such as gospel, country-and-



By 1958 the tight-board, chart-based radio station had become a national fixture. Todd Storz (seated right) and his station group were sponsors of the first annual disk jockey convention in Kansas City. (The second, held the next year in Miami Beach, was the last. Record-company entertaining got out of hand.) Gordon McLendon (speaking in photo) was also an early innovator in the top-40 format.

western, middle-of-the-road, rock, etc. Where there's a top-40 chart of a particular form of music, there is a growing number of radio stations catering to that segment of the audience, he said.

Oct. 16: Grant of Miami ch. 10 to L. B. Wilson Inc. is final as Supreme Court denies appeal of National Airlines from lower court ruling.
Oct. 23: All-industry committee proposes new concept of music licensing to reduce ASCAP fees.
Oct. 23: Frederic R. Gamble retires as AAAA president; John Crichton, editor of *Advertising Age*, succeeds him.
Oct. 23: Importer of Hankey Bannister Scotch starts radio test.
Oct. 23: Canadian pay-TV losses are \$3,500 a week, Paramount Pictures president reports.
Oct. 30: KTVU(TV) San Francisco calls off sale to NBC; NBC-RKO deal may be upset.
Oct. 30: FCC finds CBS-TV compensation plan violates rules.
Oct. 30: Indifference of ABC, CBS toward color TV is major deterrent to expansion, BROADCASTING survey shows.
Nov. 6: GE, Westinghouse are asked to explain why broadcast licenses should be renewed after price-fixing convictions of corporate officers.
Nov. 6: Rush for VHF drop-ins swamps FCC.
Nov. 6: Ampex "electronic editor" permits inserts, additions to be made in videotape without physical splices.
Nov. 13: BBDO uses computer process for media selection.
Nov. 13: AT&T offers cut rates to ETV, annoys some commercial broadcasters.
Nov. 20: ABC-TV engineers develop process for immediate playback of videotape recordings in slow motion.

Dec. 4: Set makers oppose all-channel-set law.
Dec. 11: Transistors boost radio audience by 14.3%, special Hooper study for NBC Radio shows.
Dec. 11: Average U.S. family can tune in four TV stations, nine radio stations, Nielsen reports.
Dec. 25: All-industry committee goes to court to get ASCAP music on films cleared at source.

1962

Jan. 1: Six European countries permit TV advertising.
Jan. 8: FTC calls Rapid Shave sandpaper commercial "deliberate fraud" by Colgate-Palmolive and agency, Ted Bates.
Jan. 8: FCC approves plan to restrict station trafficking.
Jan. 15: CBS-TV signs new agreement for exclusive broadcast rights to National Football League games in 1962-'63.
Jan. 15: NASA, FCC differ on satellite ownership, operation, supervision.
Jan. 22: A. P. Management Corp. sues Young & Rubicam, 15 station representatives, 22 stations for \$16 million, charging conspiracy to destroy APMC service-for-time business.
Jan. 29: Violence on ABC-TV's *Bus Stop* brings Senate Juvenile Delinquency Subcommittee censure.
Jan. 29: More advertisers join P&G, General Mills in financing own pilots.
Feb. 5: NAB Board scuttles reorganization plan, approves study of radio "overpopula-

tion," opposes network licensing, favors all-channel sets.
Feb. 5: Cost of commercials rises, profits fall; producers blame union scale, agency bidding practice.
Feb. 12: Public has higher opinion of TV now than two years earlier, Roper survey shows.
Feb. 12: FCC commissioners blame ABC counterprogramming for many TV program ills.
Feb. 12: President Kennedy proposes publicly held corporation to own, operate space communications system.
Feb. 19: FCC proposes application filing fees of \$250 for TV, \$150 for radio.
Feb. 26: FCC picks Chicago for first hearing on local TV programming.
Feb. 26: Colonel Glenn's orbital space flight seen by 135 million on TV at cost of \$3 million to networks.
Feb. 26: Station representatives weather crisis as group owners set up own sales forces: special report.
March 5: Baseball broadcast billings hit \$83 million for season.
March 5: Young & Rubicam researchers find no evidence that program content influences commercial recall, impact.
March 5: FCC wants satellite owned by international common carriers, not public.
March 5: "Unusually good" programming wins license renewals for 14 Westinghouse stations, despite antitrust violations of parent company.
March 12: ASCAP offers reduced fees to TV stations if they'll drop BMI ownership.
March 12: Schwerin Research Corp. says