

"When you look up the word **redundant** in the dictionary, it says "see **redundant**."

— Robin Williams

## Ocean Toons®

Check out **Bobby Ocean's** creative website ([www.bobbyocean.com](http://www.bobbyocean.com)). Full of interesting ideas, links, quotes, production and voiceover demos. E-Mail Osh at [oceanvox@pacbell.net](mailto:oceanvox@pacbell.net)  
**Jeff Young's Radio 411** ([www.radio411.com](http://www.radio411.com)) is the *cyber-home* of *Ocean Toons* and the *Bobby Ocean Cartoon Gallery*.

### Programming Note

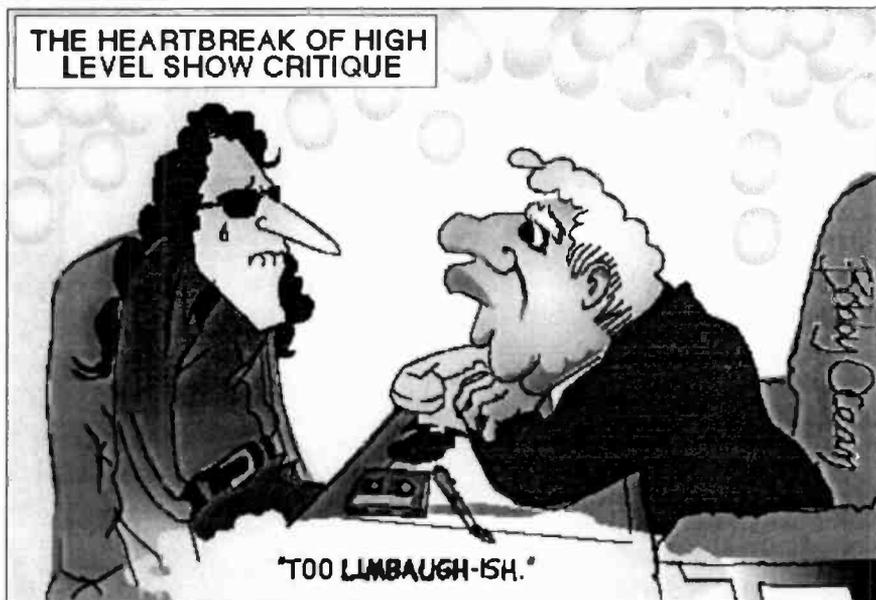
More!  
Morning Basics

Prep  
Pacing  
Spontaneity

Originally scheduled for this week will appear in the July 27th issue of

**"PD"**

#### THE HEARTBREAK OF HIGH LEVEL SHOW CRITIQUE



**"What we do for a living is a privilege!"**

— Jimmy Steal, PD, KDMX/Dallas

**Snap13!**  
The  
**REAL**  
Father of Top 40

The names **Todd Storz** and **Gordon McLendon** are generally credited with giving birth to Top 40 Radio in the 1950's. Not to take anything away from these legendary pioneers, perhaps it's time we salute a less-famous name who was the *real* "father of Top 40" ...  
the late **Bill Stewart**

The celebrated story is that in 1955 Todd Storz noticed the way the patrons of an Omaha waterin' hole kept playing the same 40 songs over and over on the jukebox all night long, so he decided to do the same thing on the radio station he owned, KOWH.

Truth be known, it was the razor-sharp mind of deep-thinker **Stewart** who actually noticed the jukebox-behavior – and, as PD of KOWH, suggested to Storz that this could be the basis of a radio format. (Credit Storz for seeing the logic of what was, at that time, a "way out of the box" concept!)

McLendon, upon hearing of KOWH's instant success (Hooper shares in the 60's!), hired Stewart to program his flagship station in Dallas, KLIF. It was there that Gordon and Bill, called by some the "Barnum & Baily of Radio" collaborated on designing efficient formatics (that gave listeners what they wanted and needed) and exciting promotions (to titillate their senses), turning KLIF into probably the most imitated station in the world in the late 50's and early 60's.

Stewart went on to become National PD for McLendon, where he established many of the "Top 40" basics that many other formats today embrace as their own. Like *"The 3 B's of Good Broadcasting: B Funny, B Informative, and B Quiet"*.

Stewart also set the standard for caring, yet candid, comprehensive critiques. **Ken Dowe** relates that Stewart would conduct a post-show critique of every set of Dowe's KLIF morning show, every morning.

End result: a constant raising of the bar which resulted in higher standards of excellence at every turn.

TW Tip #7071 and #6046