

Programming Life-Lessons

McLendon

Editor's Note: Many of the basic truths of radio listening, that are the very backbone of modern-day programming theory, were conceived, introduced, and perfected by the forward-thinking practitioners of format radio during its formative years. Chief among them was **Gordon McLendon**, who set the gold standard on many levels. In our continuing effort to help today's PDs get to know the philosophies and actions that have led to super-achievement by the greatest of radio's greats, I've asked **Ken Dowe**, the programmer who knew him better than anyone, to share his experience about the professional atmosphere and corporate culture engendered by Gordon. **TW**

'70s. Competitors whispered the five syllables with fear, envy, and enmity. "**Gordon McLendon**." Creator (with **Todd Storz** and **Bill Stewart**) of "Top 40" radio, originator of the all-news format, architect of EZ listening, and the genius behind all the amusing, off the wall, and incredibly effective promotional stunts that vaulted his
(Continued — see **Gordon McLendon** on page 2)

Cut Through Campaigns

How To Transform Endorsements Into Media Campaigns

We know that endorsement commercials by high profile air personalities are some of the most effective messages in a station's advertising arsenal. A big name radio celebrity can often coerce an otherwise unwilling prospect to alter their consumer
(Continued — see **Endorsements** on page 7)

Who In The World . . .

Was Gordon McLendon?

His name rolled off the tongues of fans and foes with admiration and awe during the '50s, '60s, and early

Continuing Education For The Dedicated Radio Programmer

Inside "PD" Issue # 49

- Page 2 Notable & Quotable: W. Clement Stone on Attitude
- Page 3 McLendon Lore
- Page 5 WWWWebWWWise: Streaming Video (KIIS, Mix 98⁵)
- Page 5 PDQ&A: 70s Music On Traditional Oldies Stations
- Page 9 How To Listen To A McLendon Station Today (Reelradio)
- Page 10 News/Talk & Surveillance: The Gabby Cabby
- Page 11 Ocean Toons: Are We Really Groovin'?
- Page 11 About TW Tips
- Page 12 Elements Of Stationality: Sweepers/Liners/Splitters/Bumpers



Programmer's Digest Publisher/Editor **Todd Wallace** is Director Of AM Operations for the AMFM Inc. Phoenix cluster. His programming consultation firm, **Todd Wallace/Associates** has served over 100 radio stations in the U.S., Canada, Australia, New Zealand, the U.K., and the Philippines. A broadcaster for over 30 years, he is internationally recognized as the "founding father" of the "callout" research concept and pioneer of the "P1" concept. Reach TW at **(480) 443-3500** or e-mail: **TW3tw3@aol.com**