

LEADERSHIP in Baltimore's 3 STATION MARKET

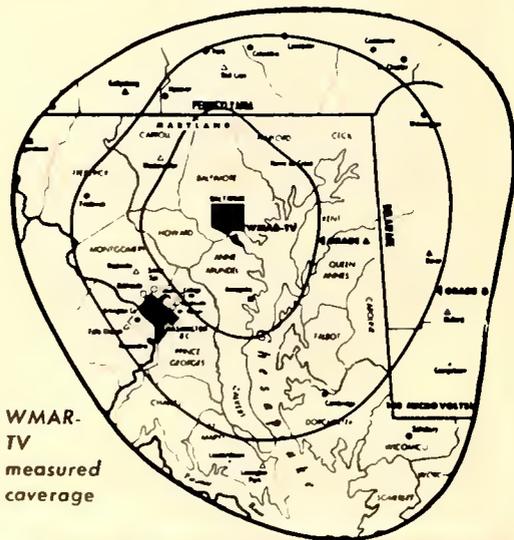
38,146,800* HOMES

 Aggregate of Quarter-Hour Homes tuned to WMAR-TV in One Week Sign-on to Midnight NIELSEN Jan. 58

QUARTER-HOUR FIRSTS**

	WMAR-TV	STATIONS B & C COMBINED
Daytime (before 6 P.M.)	159	127
Nighttime (6 P.M.-Midnight)	99	69
Total One Week, Sign-on to Sign-off	258	196

**The station reaching the greatest number of homes in each quarter hour is credited with a "quarter-hour first."



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bellion will depend on several factors:

(1) Surely a jockey who suggests people remove brass monkeys from their lawns in anticipation of a cold wave does not display the sense of responsibility to encourage management to permit jockeys an ever-freer voice on the air. Jockeys will, individually and collectively, get almost as much opportunity to be unrestrained personalities as their sense of responsibility indicates they deserve.

(2) The profit-and-loss success of formula programming as opposed to ad lib personality programming will determine how long formula radio, top 40 or any other kind, will last.

One fact in the convention developments struck me as interesting, and may be highly significant. I did not hear a single jockey who worked for any of the foremost formula groups, such as Storz, Plough, McClendon, Kluge, etc. beef about the restrictive handicaps of formula programming. Virtually all the beefing seemed to come from jockeys working for stations who are the imitators of the imitators, i.e., stations who had only a loose idea what "top 40" format actually is.

In other words while a Storz, Plough or McClendon format is, in a certain sense, restrictive, there are still literally dozens of areas in which the jockey is able to utilize and develop his own distinctive personality marks. Chuck Blore, program director of KFVB in Hollywood, I believe, said it best in a very fine talk on the specific subject "How Can the Deejay Maintain His Individuality Within the Framework of Conformity Required by Management?" (You can get a copy of this talk, if you like, by writing Chuck, c/o KFVB, since Bob Pursell of the station, taped the whole bit.) Blore called carefully planned and developed format programming, ". . . the love child of perceptive management."

To Storz—a vote of thanks

It seems to me that what is most needed to keep the jockey rebellion from turning into a purely destructive and unwholesome trade development is a much more thorough understanding on the part of all stations as to just what restrictive formula radio is, and what it isn't. Jockeys, too should have a thorough understanding of it, before slashing wildly away at it in all directions. Once it is clearly understood, jockeys can rebel at those phases of it which are really damaging to their greater effectiveness, and help improve those sections of it which are good. And so can station managements.

The Storz convention went a long way in this respect, and an even longer way toward spreading ideas and information generally. Todd Storz, Bill Stewart, Bud Armstrong and all the Storz personnel, who knocked themselves out virtually day and night for the run of the show, deserve the industry's thanks, and the thanks of radio advertisers, for that matter. For it's activities like this convention which will lead to program changes that will make radio ever more productive for sponsors.

I caught virtually every aspect of the show excepting SPONSOR editor and publisher Norman Glenn. Norm was on at the very last Sunday luncheon, and my wife and I had to catch a plane to Chicago to have dinner with my daughter. Incidentally, even though my wife, June Bundy, is on the music staff of The Billboard, and writes that paper's disk jockey column, I take a dim view of people calling me Mr. Bundy. And the next guy that does it, I will deal with harshly.