



## General Information

### Publication of Rate Card

1. Rate Card #44 Effective May 1, 1978.  
This rate card is published for convenient reference and is not to be considered as an offer. All data is subject to change without notice.
2. **Station Ownership and Location**  
WOR is owned by RKO General, Inc., a subsidiary of The General Tire and Rubber Company. WOR Radio studios and offices are located at 1440 Broadway, New York, NY 10018. Phone, (212) 764-7000.
3. **Power-Frequency-Time**  
WOR, a clear channel station, operates full time on frequency 710 KHz with a power output of 50,000 watts.
4. **National Representatives**  
RKO Radio Representatives
5. **Agency Commission**  
15% to recognized agencies on rates shown; no cash discounts. Bills due and payable when rendered.
6. **Station Personnel**  
Vice President and General Manager—Rick Devlin  
Vice President-Assistant General Manager—Bob Biernacki  
Program Director—Bob Bruno  
Local Sales Manager—Milt Melinger  
National Sales Manager—Kevin Lyons  
Director of Merchandising—Dick O'Toole  
Director of Advertising and Promotion—Sheila Evans



# WOR RADIO 710

THE HEART OF NEW YORK  
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# WOR RADIO

## 710

THE HEART OF NEW YORK

### RATE CARD #44 EFFECTIVE 5/1/78

GRIDS	AAA 5-10 AM M-SAT		AA 3-8PM M-F		A 10 AM-3PM M-F		B 2-8 PM SAT 1-6 PM SUN 8-12 M M-SAT	
	60 sec	30 sec	60 sec	30 sec	60 sec	30 sec	60 sec	30 sec
I	450	360	215	175	170	135	160	130
II	375	300	175	140	140	110	130	105
III	350	280	160	130	130	105	120	95
IV	325	260	145	115	120	95	110	90
V	300	240	130	105	110	90	100	80

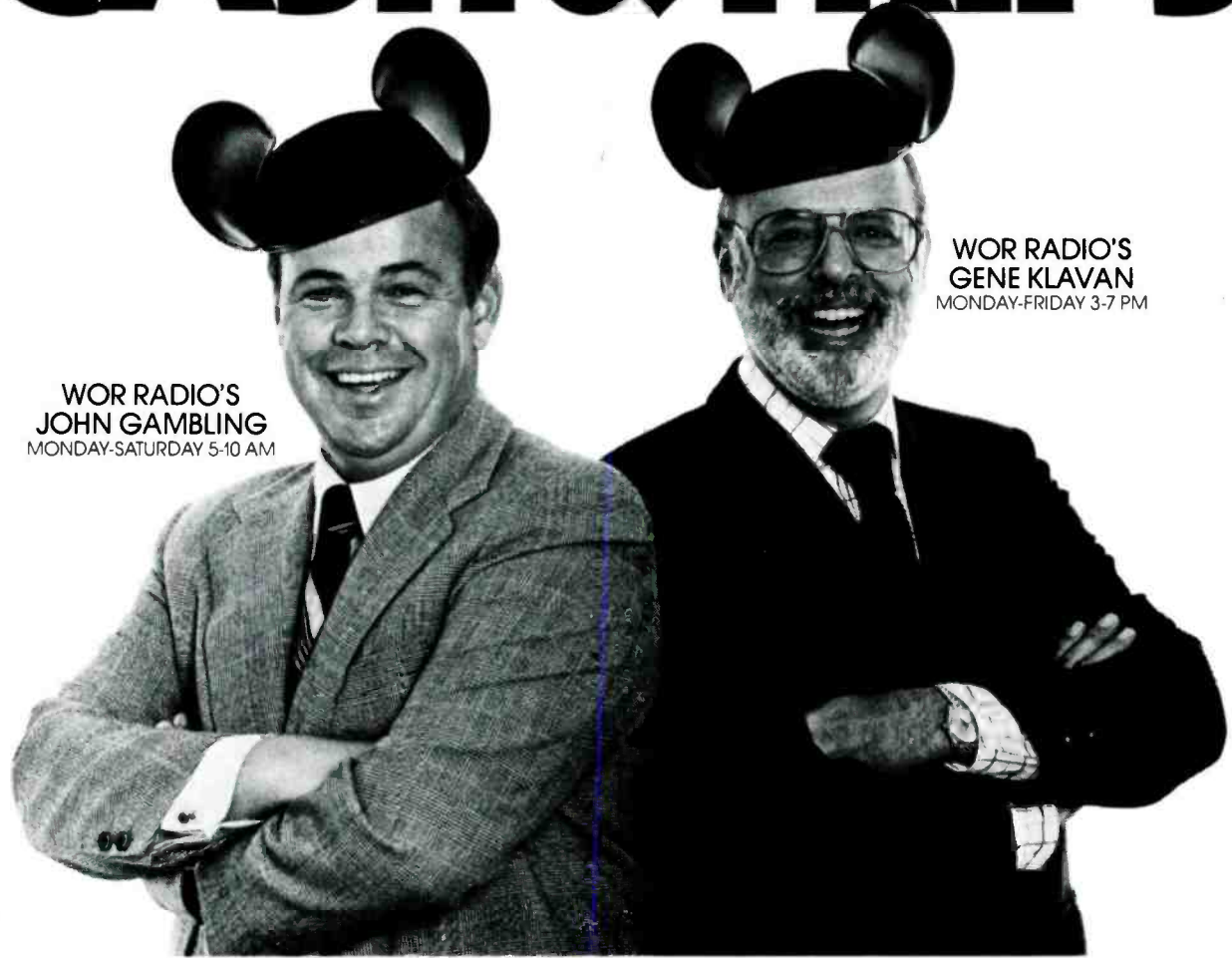
1. Special Features - rates provided upon request.

- News                      •Bernard Meltzer                      •Ralph Snodsmith
- Weather                •Carlton Fredericks                •Joe Franklin
- Sports

2. Grids I, II, III, IV, and V are based on availability at time of sale.

3. Call WOR or your RKO Radio Representative for prevailing grid.

# WIN CASH & TRIPS



WOR RADIO'S  
JOHN GAMBLING  
MONDAY-SATURDAY 5-10 AM

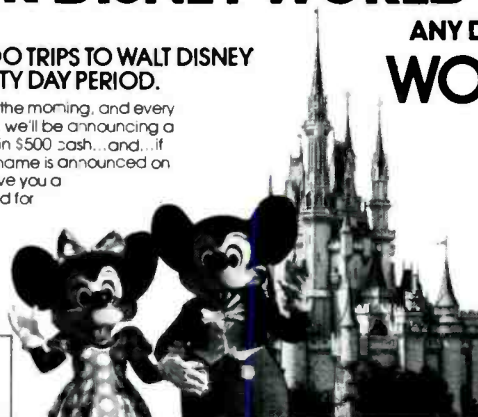
WOR RADIO'S  
GENE KLAVAN  
MONDAY-FRIDAY 3-7 PM

## PLAY THE WOR DISNEY WORLD BIRTHDAY GAME

UP TO \$180,000 IN CASH AND 100 TRIPS TO WALT DISNEY WORLD TO BE WON OVER A TWENTY DAY PERIOD.

Every hour on the John Gambling Show in the morning, and every hour on the Gene Klavan Show in the afternoon, we'll be announcing a different birthday. If your entry is chosen, you'll win \$500 cash... and... if you call us within 30 minutes from the time your name is announced on air, we'll **double** your cash gift to \$1,000 PLUS give you a chance to win one of 25 free trips to Disney World for a family of four.

You may enter as many times as you wish, and remember, if you entered the Spring WOR Birthday Game, your original entry makes you automatically eligible to win in the all new WOR Disney World Birthday Game!



ANY DAY CAN BE YOUR BIRTHDAY ON  
**WOR RADIO 710**

**MAIL TODAY!** NYP

WOR RADIO, P.O. BOX 720  
MIDTOWN POST OFFICE  
NEW YORK 10018

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE ( ) \_\_\_\_\_

BIRTHDAY \_\_\_\_\_

Contest winners will be required to provide social security no. and valid proof of birthdate. Contest details available upon request.

ALSO AVAILABLE AT  
ALL Abraham and Straus STORES

LISTEN TO WOR'S LIVE BROADCAST FROM DISNEY WORLD, TUESDAY OCT. 16, 10 AM-7 PM

# WOR RADIO

## 710

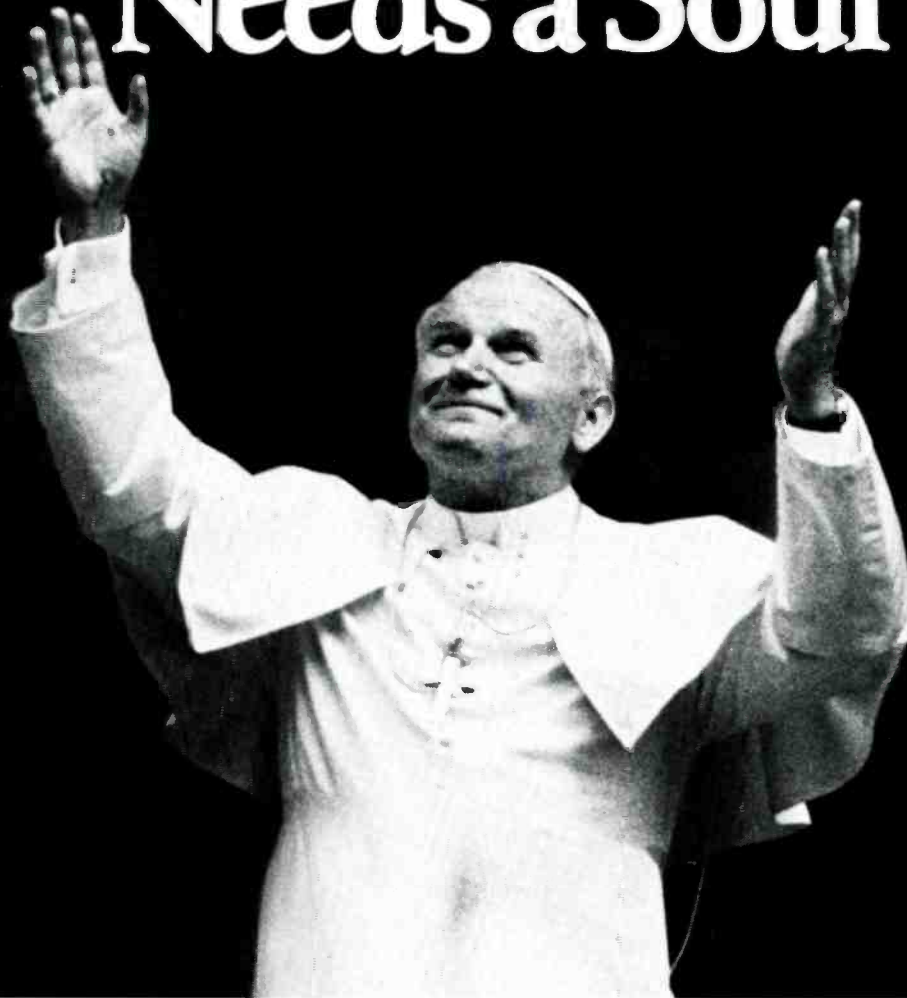
### THE HEART OF NEW YORK

is the  
**#1 STATION**  
in the  
**#1 MARKET\***

Mon-Sun	6AM-12Mid	Adults 18+	TSA & Metro
Mon-Fri	6AM-10AM	Men 25+	TSA & Metro
Sat	6AM-10AM	Men 25+	TSA & Metro
Sat	10AM-3PM	Men 25+	TSA & Metro
Sun	10AM-3PM	Men 25+	TSA & Metro
Mon-Fri	6AM-Mid	Women 25+	TSA & Metro
Mon-Fri	3PM-7PM	Women 25+	TSA & Metro
Mon-Sat	6AM-10AM	Women 25+	TSA & Metro
Mon-Sat	10AM-3PM	Women 25+	TSA & Metro
Mon-Sat	7PM-Mid	Women 25+	TSA & Metro
Mon-Sun	6AM-Mid	Women 25+	TSA & Metro

\*Source: April/May 1979 Arbitron - Average Quarter Hour Listeners

# A City Needs a Soul



**THANK YOU YOUR HOLINESS FOR SHOWING ALL OF US  
BY YOUR PRESENCE HERE HOW TO GIVE A SOUL TO  
OUR GREAT CITY. NO OTHER HUMAN BEING HAS EVER  
BROUGHT SUCH OVERWHELMING LOVE AND  
WARMTH TO OUR CITY—WE WILL ALL BE BETTER  
INDIVIDUALS BECAUSE OF YOUR VISIT AND YOUR  
WORDS OF HOPE FOR EACH OF US.**

WOR Radio is extremely proud to have broadcast the only live radio coverage of the entire visit of His Holiness Pope John Paul II. It was indeed

a great experience for everyone in the tri-state area and WOR Radio is honored to have broadcast these history-making events as they occurred.

**WOR RADIO**  
**710**  
**THE HEART OF NEW YORK**

A special thanks to the people who made it possible—

News Director, Reg. Latta; Executive Producer, Jack Frank; Program Director, Bob Bruno; Operations Director, Paul Seward; News Staff: Harry Hennessy, Paul McElroy, Jack Allen, Shelly Strickler, Bert Wilson, Rodger Skibenes, Denise Richardson, Peter Roberts; Newswriters: Michael Westman, Steve Dunlop, Walter Spencer, Charles Finley, Campbell Crawford, Bill Whitehouse, Angela Robinson, Larry Bearman; Assistant Chief Engineer, John Lyons; Technical Staff: Joe Fioravanti, Barry Luchkower, Herb Squire, Ed Zajac, Barney Beck, Tony Galano, Mario Sfogiano, Art Marko, David DeAngelis, Al Schaeffer, Mac Macallister; On-Air Hosts: John R. Canibling, Sherry Henry, Aylene Francis, Joan Hamburg, Jack O'Haran, Patricia McLann, Gene Klavan, Dick Oliver; Administrative Assistants: Kerry Miller, Dorothy Tedemann, Elaine Maronec, Keith Crichlow, Sandra James; Program Producers: Bill McEvilly, Kathy Szrak, Linda East, Jeff Byers, Dorothy Fields, Al Randall, Joan Bach, Jim Murray, Dave Garcia, Bruce Ebor; Helicopter Pilot, George Meade; Special Consultants: Monsignor Eugene V. Clark, Monsignor James Rigney, Monsignor John Nolan, Sister Lorraine Dougherty, Father James Henchey, Frank DeLosa, Father John Rooney, Father Gerald Sheehan, Father Joseph O'Hare, and Father Eugene O'Brien.

# WOR is talking its way to top in N.Y. radio

By COLBY COATES

**New York**—While the disco playing radio stations battle to be the last word in music and the first entry in Arbitron's New York diaries, WOR, which is skewed to the over-30 listener, is talking its way into the No. 1 ranking.

WOR's perspective on the top spot couldn't be better. The latest Arbitron book placed the station second only to disco king WKLTU-FM. But a Price Waterhouse survey of the top 20 grossing stations awarded WOR its prize as leader in ad revenues.

As "the No. 1 adult buy in the No. 1 market," WOR topped \$15,000,000 in ad revenues last year, according to vp-general manager Rick Devlin, who insists WOR isn't the least interested in the under-25 listener. And with revenues running 20% ahead of last year, there's little reason to change.

The linchpin of the WOR format, mostly talk and phone-in

with a dash of middle-of-the-road music in drive time, is its cadre of radio stars. Among them are actress Arlene Francis, funny man Gene Klavan, nutritionist Carlton Fredericks, financial wizard Bernard Melzer, the octogenarian team of the Fitzgeralds and New York's most famous radio name, John Gambling.

As a group, WOR's personalities are "so close to the audience that people believe and listen to them," Mr. Devlin observed. "Too many programmers make the mistake of talking down to their audience. But it's been proven time and again," he said, "if you don't relate to the audience you'll be a bomb." And WOR's personalities have been relating to the New York marketplace for years and years and years.

When he arrived at WOR three years ago from its fm album rock sister, WXLQ, Mr. Devlin found a staff that in some cases had become too comfortable. There followed a house cleaning in which a number of personalities

were cut loose, schedules were rearranged, sports was turned over to tv broadcaster Don Criqui and WOR began to get out in the community via a series of remote broadcasts.

Mr. Devlin also launched "selective sports programming" that saw WOR devote exclusive coverage to the New York Marathon; plan for staff coverage of the upcoming Olympics and decide to terminate broadcast of New York Jets football games when the rights fees soared to \$120,000, a price WOR was unwilling to meet after paying \$72,000 in 1978.

"Besides," Mr. Devlin said, "if it's a question of sports bumping Bernard Melzer then it's a question of whitling into our profits."

Mr. Melzer, who dispenses financial advice like your favorite uncle might, fetches about \$150 per 30-second commercial despite his 8 p.m. to 10 p.m. slot. By comparison, drive time 30s cost \$350, making WOR one of the most expensive buys around.

Moreover, Mr. Devlin claims

"there are no discounted areas on this station," one reason he said why retailers don't use much radio. WOR like most other major stations cleaned up during the newspaper strike. "But as soon as the newspapers came back the retailers all went back to them," he added.

Looking ahead, Mr. Devlin plans to continue his courtship of the 30 to 65 age bracket ("after all, they're the ones with the real

money") and fully expects that when the next Arbitron books are released, "We'll be No. 1." =

**WOR**  **RADIO**  
**710**

**THE HEART OF NEW YORK**

"All the News  
That's Fit to Print"

# The New York Times

## Advertising: A Friend of Clients

By PHILIP H. DOUGHERTY

"What I am is a salesman, basically," said John Gambling, 43-year-old, \$300,000-a-year broadcaster, who broke through the \$100,000 barrier when he was about 30.

And he's a good salesman, too, offering advertisers two qualities they are now beginning to cherish above all others—a believable environment and personalized communication.

"Believability. There's no substitute for it," he said yesterday from the cushioned desk chair in the slot of the horseshoe desk he broadcasts from for WOR Radio.

He had just finished six hours at the microphone with his friendly chatter, news, weather, a little music and traffic reports. The first five hours, starting at 5 A.M., were live. The last hour would become one-fifth of Saturday morning's taped broadcast.

John Gambling, who took over the "Rambling With Gambling" show in 1959 when his father retired after 34 years as host, is now working under a five-year contract with a firm guarantee and a percentage of the gross when the guarantee is exceeded.

A good reason for this friendly man to be friendly with advertisers. And he is. Just ask the people in the station's sales department.

He meets with advertisers two or three times a week when his broadcasting chores are done. Not for lunch, though, because, as he puts it, "by that time I'm a basket case."

For him reveille comes at 3:30 or 3:45 A.M. in his Man-



John Gambling on his early-morning radio program

hasset, L. I., home and that's where he returns after his morning activities for an hour's office work, lunch and a two-hour nap before joining the rest of the civilized world for cocktails and dinner at the normal hours.

There are 90 one-minute commercials during the Rambling morning marathon and about half are national advertisers, with the others local.

The rate each of those minutes commands (the base is \$230) is said to be the highest in local radio anywhere and, at the moment at least, it is sold out with advertisers waiting to get in. The average quarter-hour has an audience of 540,000, who tend to be more affluent and a bit older than the average radio listener.

John Gambling does about half the commercials himself.

"I like to get a fact sheet, pick out what I want and ad-

lib it. That's where I do the best job for the client," he said.

He has the right to refuse an advertiser and on rare occasions, having tried the product, has. He has found that his listeners tend to complain to him about an advertised product, not to the manufacturer.

Counting the news writers, editors, engineers, weather man, helicopter pilot and other hands, 24 people work on this show, which brings the station more than \$4-million a year in revenues.

The show has been called cornball, folksy and not the kind that will attract the sophisticated young. If that were true, it would have gone to broadcasting's Valhalla years ago.

Or, as its proprietor put it, "We can't be simply holding on all these years. We must be feeding them in from the bottom."

**WOR 710**  
THE HEART OF NEW YORK

AN **RIKO** RADIO STATION  
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# The New York Times

## Reality on Radio: Airing Your Problems

By ANN BAYER

Some years ago I wrote an article for *Life* magazine on a group of orangutans and chimpanzees who very much enjoyed looking at television. I had wanted to take a survey of which prime-time shows they preferred, but when I arrived at the Yerkes Primate Research Center in Atlanta I found that the apes went to bed at 5 o'clock. As for their daytime viewing habits, these were almost identical to my own. Except for moments of high drama, as when a game show contestant won a dinette set, they tended, like me, to pay only intermittent attention to the screen. Still, after I smeared the screen with a banana their attention span increased considerably, just as mine would if a person did that to my set.

Then, three years ago, I acquired a calm terrier. I hoped she would learn to like television as much as we primates do because it would give her a way to occupy her time. But a contestant could win a Lincoln Continental and my dog wouldn't know the difference, whereas if a master of ceremonies presses the time-s-up buzzer, she will go to the door and bark. It's the audio, not the video, part that sets her off. So to keep her entertained and to assuage my guilt, I leave the radio on when I go out. Most of the time my dog hears WJMC ("Real People Radio") or WOR ("The Heart of New York"). On Sundays she usually listens to hymns.

I bring all this up because the number of hours I myself listen to radio now exceeds the number of hours I look at television. My one-room apartment contains no fewer than four radios and, like the eternal flame, one of them is always lit.

I especially like talk shows. Just as with television, my mind tunes in and out, but even when I'm only half-listening, the chatter gives me the comfortable impression that there are people in the next room, or would be if I had a

next room. My favorite talk shows are those that have listeners call in. So far I've never telephoned, but I do like hearing other New Yorkers speak out on the issues.

Of course, each show elicits its own particular type of caller. Much depends on the radio personality's personality and also on what time of day the show is on. I've noticed that around midnight the callers' disembodied voices begin to grow increasingly lewd and belligerent. Most talk shows are on a seven-second delay, which allows time for the worst expletives uttered by the city's night owls to be deleted. Even so, the feeling some gets through. Every night I lie on my bed and my dog lies under my bed, and we listen to this nocturnal invective ricochet over the airwaves.

But it's quite another aspect of the city that reveals itself between 8:15 and 10 each weekday evening. That—plus four midday hours on Saturday and Sunday—is the time slot of a program called "What's Your Problem?" I've been listening to it for well over a year and in all that time I have yet to hear a single crank caller. I take this as a tribute to its host, Bernard Meltzer ("That's Selfie with an M"), who's generally conceded to be the most beloved man in broadcasting.

I've never been asked to list my most beloved broadcasters, but if I were, No. 1 on my hit parade would be Bernard Meltzer. I take particular pleasure in his opening remarks, which always go more or less like this: "Good evening, good evening. This is Bernard Meltzer. Welcome. The program is 'What's Your Problem?' It's a program of real people in real life situations. It offers guidance for living. It's a drama of the human experience beyond the imagination of any fiction writer. You're welcome to call me if you need help, advice or counsel,

or maybe you just want to talk to an understanding friend." He then recites an inspirational poem—here my mind wanders a little—segues into a couple of commercials and greets his first caller with a heartfelt, "Hi ya."

Virtually every caller begins by offering up a prayer of thanksgiving, which I second, for the mere fact of Bernard Meltzer's existence. "I preach your name wherever I go." "You were sent by God to serve mankind." "My wife and I are Meltzerholics." "You are a fountainhead of common sense."

There follows an outpouring of discontent. Sometimes a caller's problem is of such magnitude that I put on my glasses and stare at the radio. But most are just the normal calamities of everyday life. Last night was typical. A caller had hit her head on a wire basket in a supermarket and wanted to know whether she could sue. Another had squirrels in her attic. A man had had defective aluminum siding put on his house. A couple's apartment had been robbed. A husband had run away. A laid-off teacher worried if she could make a living clipping poodles.

If anybody came to me with one of those problems, I'd be stumped. But Meltzer, who has degrees in civil engineering and economics, always seems to know just what to do. His advice is sound and practical and interspersed with homey aphorisms expressed in his own inimitable style. "Ask not for whom the bell tolls," he said the other evening. "It tolls for you and I." The only error I've ever heard him make are grammatical. Nor does he lose his temper, though I did once hear him say to a caller who kept interrupting, "Please, sweetheart, stop listening with your mouth."

I consider myself a member of what Meltzer calls his radio family. There are nearly a million of us, most living in New York, the rest scattered up and

down the Eastern Seaboard and as far west as Pittsburgh. But no matter where we live geographically, acoustically we all live together within the sound of his voice.

Nor long ago I did something very unlike me. I telephoned Meltzer, off the air, and asked if I could come see him. It flustered me to hear that gentle avuncular voice coming through an apparatus that wasn't a radio. He graciously invited me to sit in the studio with him while he did his show.

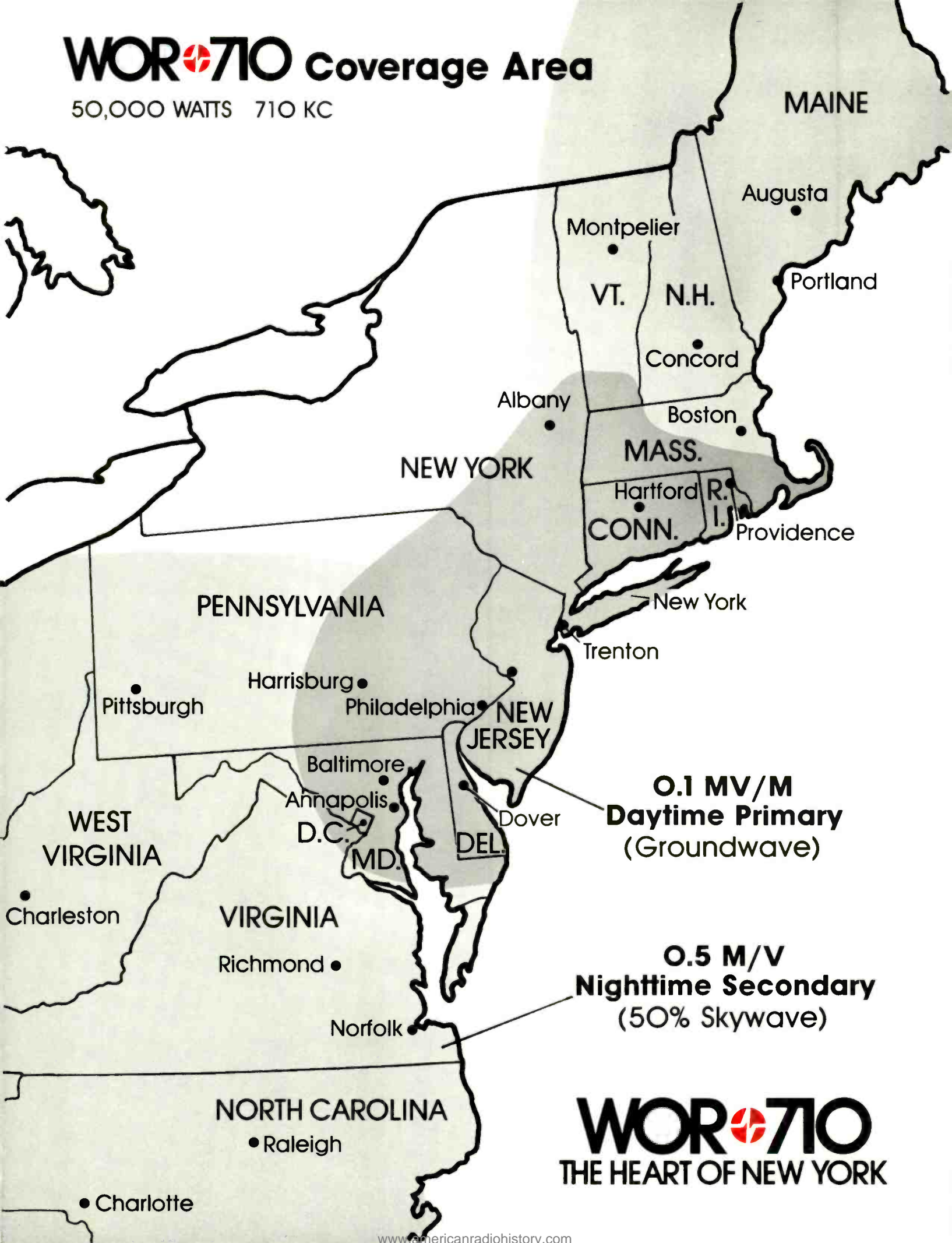
What prompted me to call him was partly curiosity and partly desire. I was curious to know what he looked like. I imagined him as looking like Father Time or perhaps Michelangelo's statue of Moses, and I wanted to see if I was right. The desire I had was to own one of his giveaway T-shirts printed with two hearts and the words "BERNARD MELTZER LOVES YOU."

Our encounter came and went and my life continues much as it always was. Only now when I listen to "What's Your Problem?" I see a clean-shaven pudgy man in his mid-50's wearing hornrimmed bifocals and a white-on-white shirt. He is sitting in WOR's Studio One, earphones clamped to his head, speaking into a microphone. At the moment he's talking to a widow who has been unable to obtain financial aid for her retarded child from her late husband's firm. "You write me a letter, mama," Meltzer is saying, "and let's see if we can't get some milk of human kindness out of these people." I am wearing the "BERNARD MELTZER LOVES YOU" T-shirt that he gave me during my visit. And suddenly I realize that I am a real person and that being alone in my apartment is my real life situation and that, at least for the time being, listening to the radio is the drama of my human experience.

Ann Bayer is a freelance writer who is about to buy her fifth radio.

# WOR 710 Coverage Area

50,000 WATTS 710 KC



**0.1 MV/M**  
**Daytime Primary**  
(Groundwave)

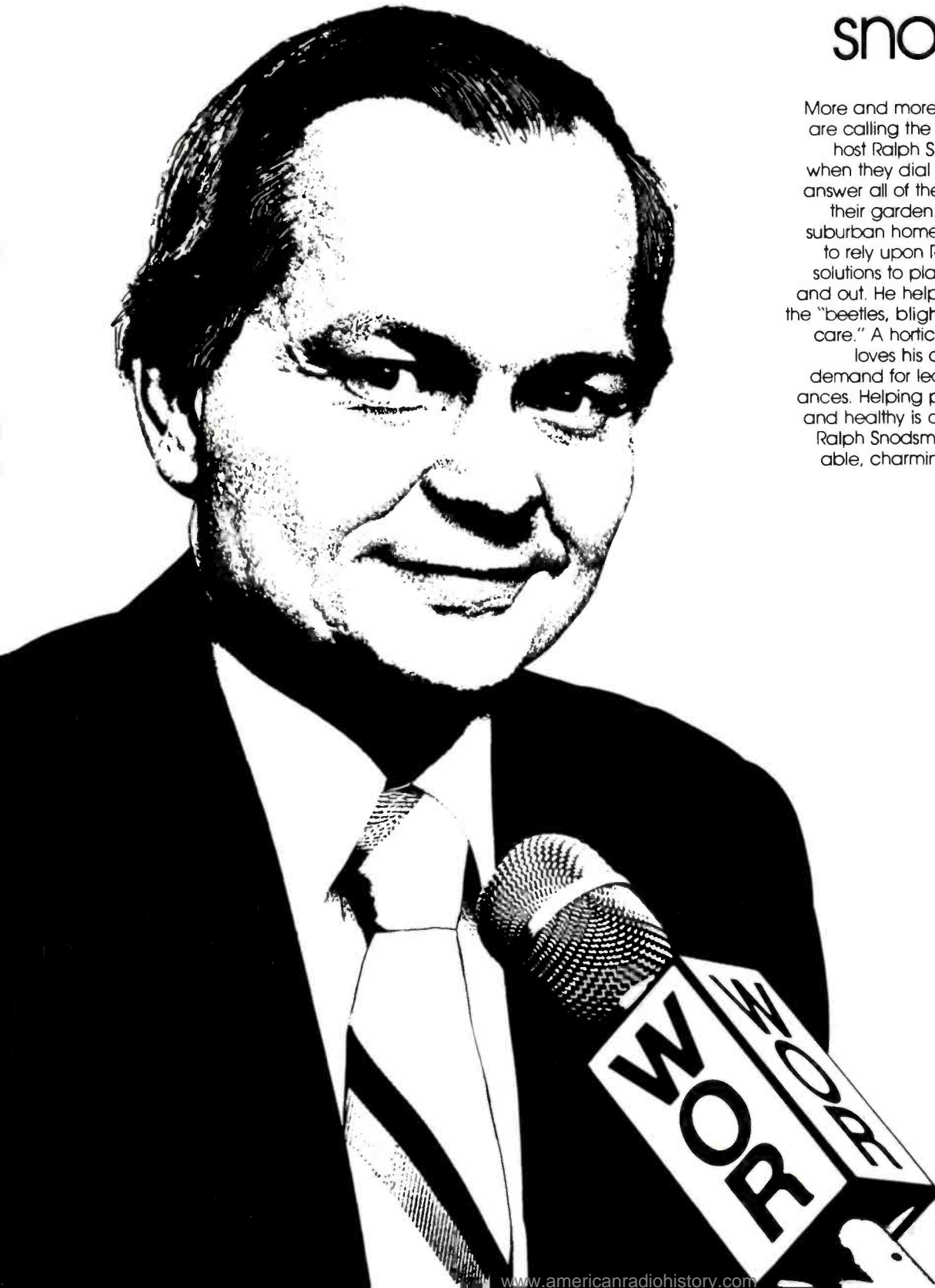
**0.5 M/V**  
**Nighttime Secondary**  
(50% Skywave)

**WOR 710**  
**THE HEART OF NEW YORK**

**WOR RADIO**  
**710**  
THE HEART OF NEW YORK

ralph  
snodsmith

More and more New York area residents are calling the **WOR Garden Hotline** with host Ralph Snodsmith. They know that when they dial (212) 398-9404, Ralph will answer all of their questions pertaining to their garden. Apartment dwellers and suburban homeowners alike have come to rely upon Ralph Snodsmith for quick solutions to plant problems both indoors and out. He helps the gardener deal with the "beetles, blights, and blunders of plant care." A horticultural expert who literally loves his craft....Ralph is in constant demand for lectures and guest appearances. Helping plants grow hardy, happy and healthy is one of his main joys in life. Ralph Snodsmith is not only knowledgeable, charming and courteous....he's a delight to listen to!



# WOR RADIO

## 710

THE HEART OF NEW YORK

# sherrye henry

She admits she is a nosy person. That's why she likes to ask questions. Her eyes smile impishly as she speaks. "I want to see if people are like me." Her soft tones are edged with a gentle southern drawl. Her manner is equally gracious. And her program is definitely incisive; focusing on issues that are crucial to everyone in this decade of quick change: Money (What is its importance?), Children (Do they need to have their mother around all the time?), Marriage (Has it become obsolete?), Careers (Is it too late to change at 30?). Sherrye Henry's guests range from prominent politicians, artists and male chauvinists, to women's liberationists, psychologists, educators, and actors. People who have strong convictions and feelings! Sherrye encourages listener response and allows air time for audience calls. She knows that questions are often stimulated by a personal need with a personal stake in the issue. She is not content with the surface. She is always trying to get beneath the skin.



**WOR RADIO**  
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THE HEART OF NEW YORK

## arlene francis

How can you resist charm, glitter and gaiety when it's real — and it always is, when it emanates from Arlene Francis. Her show is illuminated by headline personalities, show biz greats, distinctive celebrities of all kinds . . . and, above all, Arlene herself. Fan mail never stops! Maybe its because her rare, uniquely-Arlene quality makes every guest on her show sparkle. She always brings out the best in a person. The limitless energy she sends over the air waves creates excitement that never wanes. Arlene is a woman with a rich voice, a hearty laugh, and a vivacious manner. Her name is legend with her WOR Radio listeners.



**WOR 710**  
THE HEART OF NEW YORK

## the fitzgeralds

The entertaining and informative Fitzgeralds are the couple who broadcast their own program from their midtown Manhattan apartment. "Book Talk, Back Talk & Small Talk" is the subtitle of the program and it utilizes the format which the Fitzgeralds themselves pioneered, that of a totally ad-lib conversation between husband and wife. Ed and Pegeen Fitzgeralds' audience get the feeling that the Fitzgeralds are their friends or part of the family, and indeed the caring couple feel the same warmth toward their listeners. Ed Fitzgerald is a penetrating book critic with theatrical knowledge and an urbane wit. Pegeen Fitzgerald is a noted humanitarian and president of several organizations for the protection of animals. Together, they provide an enlivening show in a breezy, informal style.



# WOR RADIO

## 710

THE HEART OF NEW YORK

## joe franklin

A salute to the 30's and 40's is nostalgia at its best. Jimmy Dorsey, Glen Miller, Wayne King, Benny Goodman and many other great musicians from the Big Band era come alive every week with Joe Franklin. The sweet sounds of Louis Armstrong's horn and Benny Goodman's famous jazz ensemble wail some of that era's most popular music. Joe brings it all back on WOR Radio. He gives radio audiences a chance to hear superb and nostalgic music while hosting many of the greatest names from the Big Band era. The effect is lively. Each guest has something to say. Joe has something to say. Together the Franklin-nostalgia combo provides a rare listening experience.



**WOR RADIO**  
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THE HEART OF NEW YORK

## john gambling

Whiskers are being whacked off. Hair curlers are being undone. The sanitation department is making its clattering rounds. Countless cups of coffee are being sipped or gulped. And, in the New York dawn, radios are being turned on to the number one radio show in the greater New York area . . . "Rambling with Gambling". And they're tuned in to Gambling for good reasons. Like fifteen-minute newscasts on the hour. Traffic reports from Helicopter 710. Weather reports, latest sports, commuter information, consumer "best bets", school closings, non-jarring music and amusing talk. But, most of all, for John Gambling. His presence lights up the New York dawn. Lights it up for five tremendously listened-to hours. "A comfortable confidence" was one listener's description of Gambling's easygoing manner. It is his gentle approach to life that makes getting up in the morning a little less harried for us all.





# WOR RADIO

710

THE HEART OF NEW YORK

## joan hamburg

When Joan Hamburg, WOR Radio's uncompromising consumerist, gives her OK, her audience follows. Surviving the maze of city and suburban life today is Joan's specialty and she shares her secrets for successful coping on her morning segments on "Rambling With Gambling" and on her own daytime talk show.

Joan Hamburg searches all over the tri-state area uncovering bargains and shopping tips, reviewing restaurants and events in the entertainment world and coming up with suggestions on what to see and do as well as what to avoid. You never know what you'll hear on "How To Cope". One day she may be breaking a story on a dangerous chemical and the next day describing discos that are just for children. "How To Cope" provides a real service to the listeners by directing them to not only the major shopping areas but also leading the way to the small retailer with a unique line of goods or services.

Joan Hamburg's "How To Cope" gives listeners the tools they need to survive better in and around urban areas.



**WOR 710**  
**THE HEART OF NEW YORK**

## jack o'brian

Voted one of the five most influential radio and TV critics in the country, O'Brian brings "Critic's Circle" a vast intimate knowledge of the entertainment world, the world of fashions, sports, crime, politics, and current events. Candid, bold conversations are capturing the imagination of new listeners every day making it one of radio's top attractions. Twice nominated for the Pulitzer Prize in writing, O'Brian knows how to extract the colorful and fascinating from each personality.



**WOR**  **RADIO**  
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# carlton fredericks

Carlton Fredericks, internationally renowned nutritionist, broadcaster, lecturer, author and educator, brings a wealth of good health savvy to his program, "Design For Living". For over thirty years, he has been an educational broadcaster and his expertise and popularity — especially in this era of growing concern about foods and their nutritional values — has added great dimension and impact to WOR's schedule of meaningful programming. Recommended daily allowances of vitamins . . . processed versus unprocessed carbohydrates . . . fat content of the diet with consideration of the cholesterol controversy . . . food shopping criteria in an era of rising costs are just some of the vital issues factually dealt with and dynamically presented.



# WOR RADIO

## 710

THE HEART OF NEW YORK

# bernard meltzer

A refreshingly honest man hosting a refreshingly honest show. That's Bernard Meltzer's "What's Your Problem?" WOR Radio listeners call in with real estate questions on topics that range from general construction problems; leaky basements; best methods to finance; what to do and who to contact regarding defective products; false advertising claims and deceptive contracts; to how to save on mortgages. With an extensive background in Civil Engineering and Land Economics, Bernie is well prepared to give the answers. And if there is a problem Bernie can't answer, his apt staff will immediately search it out. Meltzer isn't afraid to speak up. His advertisers respect him for that quality and so does his audience. Some of their comments — "A refreshing delight to listen to"... "We needed someone to turn to for advice!" Bernie Meltzer — a very knowledgeable and straightforward guy... "What's Your Problem?" — a very informative and helpful program.



# WOR RADIO

## 710

THE HEART OF NEW YORK

# gene klavan

New Yorkers can count on a brighter afternoon with radio's most imaginative host, Gene Klavan. Whether you're driving home or already there, Klavan's easygoing style will ease the day's tensions and inspire a few honest chuckles. His comic genius has created over 45 comedy characters who come to life with the aid of Klavan's trick voices. Klavan improvises skits and exchanges witty "dialogues" with characters such as Amelio Perculator, a singer from Milan, and Dr. Isodore Isobar, the inebriated weatherman. It has been said that Klavan's incredible imagination makes the commercials the best part of his show. The Gene Klavan Show also provides listeners with up to the minute news, traffic reports, and consumer "best bets" interlaced with well-chosen musical selections.



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THE HEART OF NEW YORK

# patricia McCann

Patricia McCann is the third generation McCann to broadcast on WOR radio. Her grandfather, Alfred McCann Sr., started the program back in 1929 as a pure foods crusader. Her parents, Dora and Alfred continued the program with emphasis on food preparation and the romance of the good table. Today Patricia combines both approaches to continue the tradition of the past. She also has an avowed interest in medicine, psychology, child-raising, and the problems adults cope with daily. Patricia's thoroughness is respected as much as her infectious laugh is loved by her many loyal listeners. She has also widened the format of the program to include travel reports and celebrity interviews...all of which she handles with ingenuity and warmth.

