

# FIRST 100

## FIFTH ESTATERS



▲ **George B. Storer** launched the first major radio station group, Storer Broadcasting, with his purchase of WTAL(AM) Toledo, Ohio, in 1928. He was also a TV pioneer, among the first to lease a major-market TV station—he owned three by 1949—and adding cable to his portfolio while many others were dismissing that medium.



▲ **Todd Storz** is the father of Top 40 radio. In the 1940s, he got the idea of programming a station with only the top songs, having heard the same songs over and over on the local juke box. He bought KOWH(AM) Omaha (and eventually two more stations), added upbeat jingles and fast-talking disk jockeys, and contemporary hit radio was born.

▼ **Ed Sullivan** presided over TV's longest running, most successful (and really biggest) variety show. In the process, he gave countless future stars their first TV exposure. Sullivan showed remarkable tolerance for the new and different, and appearances by Elvis Presley and The Beatles became touchstones for the baby boomer generation.

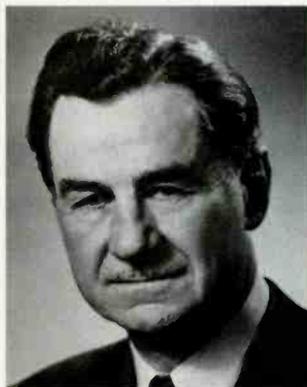


▼ **David Suskind** was one of TV's renaissance men. As a producer, he was one of the most prolific in the business and collected more than two dozen Emmys for productions ranging from *Death of a Salesman* to the miniseries *Eleanor & Franklin*. As a performer, he was host of his own talk show, *Open End*, for three decades.



▼ **Grant Tinker**, as head of MTM Enterprises with wife, Mary Tyler Moore, and later as NBC chairman, represented class in programming and management and embodied a commitment to quality programming. Under his guidance, NBC began its climb to the top in prime time with *The Cosby Show*, *Hill Street Blues*, *Cheers* and *St. Elsewhere*.

▲ **Brandon Tartikoff** was the youngest network programming head in the medium's history. He helped turn NBC from also-ran to front runner with programming instincts that made him the leading programmer of his generation. Hits on his watch included *The Cosby Show*, *Cheers* and *Hill Street Blues*, the last of which set the new pace for TV drama.



▼ Scientific-Atlanta chief **Sidney Topol** wanted his company to be a "catalyst for cable-satellite activity." Both the man and the company were as good as his word, helping cable make the move from landline to satellite transmission and teaming with HBO to change the face of cable distribution and help pave the way for the satellite revolution.



▲ Among radio's first rank of newsmen, **Lowell Thomas** made his first radio news broadcast in 1925 over the nation's first station, KDKA(AM) Pittsburgh. His first fame came from chronicling Lawrence of Arabia. He followed that with a network radio career in which his voice would be heard nightly for decades in newscasts that ritually ended with "So long until tomorrow."