



Happy Birthday to us!

Next Tuesday, the 27th, will be Teavie's second anniversary (Teavie is our drum major up there in case you didn't know). Yessir, we've been marching through Georgia for two full years and rarin' to go into our third.

And what a two years it's been! But no need to go into all that stuff about getting started and growing pains and such. But we are mighty proud of what we've done (most of it anyway) and we're even more excited about the future.

Don't want to bore you with figures, but we think it's mighty interesting to note the set count as registered by this magazine. When WMAZ-TV went on the air back in 1953, there were some 52,000 TV sets in our coverage area. Today, those sets have increased to well past the 104,000 mark and still growing.

To us, that means people in Middle Georgia LIKE what they see on Channel 13. They're telling their friends, and they're telling theirs, etc., etc. And they're all buying new TV sets to watch Channel 13. So if your product needs an extra push in the prosperous Middle Georgia area, get with us during our third year on the air. See Avery-Knodel for all details.

*Cooks*

**SOUTHEASTERN  
BROADCASTING  
COMPANY  
MACON, GA.**

## our respects

to TODD STORZ



A LOOK at Todd Storz' five-year fling in radio station operation would seem to indicate he has a daredevil's preference for getting himself an independent in a metropolitan market and sitting it out under the guns of competing television and network radio affiliates.

A look at the records of the Mid-Continent Broadcasting Co., of which he is president, shows that he has performed this feat three times since 1949—in Omaha, New Orleans and Kansas City. The company's books show that he was far from foolish.

Mr. Storz and his father, Robert H. Storz, organized Mid-Continent in 1949 to buy the radio assets (KOWH Omaha) of the World Publishing Co., publishers of the *Omaha World-Herald*. The son became president and the father board chairman. Robert H. Storz serves in an advisory capacity but is active in other businesses.

The original capital invested was \$50,000 and capital today still stands at that amount, while additional capital has been derived from bank loans and earned surpluses.

Young Mr. Storz (he is 31) was not abashed by the fact that two new television stations started in Omaha in 1949. Neither was he afraid when the company bought WTIK New Orleans in 1953, where there were one pre-freeze tv and one post-freeze tv. The next year, in 1954, he showed the same disregard for tv competition when Mid-Continent purchased WHB Kansas City, where there were one pre-freeze tv and two post-freeze (1953) tv's.

### A Native of Omaha

Mr. Storz was born May 8, 1924, and is a life-long resident of Omaha. He went to Dundee Grade School and Central High School, both Omaha, and attended Choate School, Wallingford, Conn. He went to the U. of Nebraska at Lincoln one year and adds: "Balance of education courtesy U. S. Army Signal Corps."

He worked summers during high school in the mail room of the Omaha National Bank and got into commercial radio in 1945 when he joined KWBW Hutchinson, Kan., as announcer, salesman and engineer. In 1946-47 he was announcer and disc jockey at KBON Omaha and 1947-48 was on local sales for KFAB Omaha.

He first became interested in radio at the age of eight, when he owned his first shortwave set. After years of building radio equipment and finally getting into commercial radio, he still operates his own amateur station on CQ DX 20 meters. It is a 1,000-watt located at the KOWH transmitter building on the outskirts of Omaha.

Mr. Storz operates the amateur station by remote control from his desk in downtown Omaha. Some of his more recent voice contacts include other ham stations at Jinja, Uganda;

Bagdad, Iraq; Anskroun, Czechoslovakia; Jerusalem, Israel; Hong Kong, and Tahiti.

Each of the Storz stations operates as an entirely separate entity, he says, although all are owned by the parent corporation, of which he and his father own all the stock. Complete responsibility for each station's operation, he says, rests with the station manager: Virgil V. Sharpe, KOWH; George W. Armstrong, WHB, and Fred Berthelson, WTIK. "I've almost promoted myself out of a job," he says.

Mr. Storz is past chairman of the Assn. of Independent Metropolitan Stations and is a member of NARTB's Am Radio Committee.

Although Mr. Storz is somewhat younger than the medium he has chosen, his life-long interest in radio has not been without its rewards. Mid-Continent billings, which came to about \$100,000 during the first year of the corporation, today have passed \$2 million annually—a growth of 2,000%.

Each of the three operations, he says, has been almost as phenomenally successful as the other, "but I certainly do not take full credit for this. The fine staff we have has had a lot to do with it."

"But," adds the young radio executive, "the basic ingredients of success in our operation were cast in the die years ago as the tastes in radio listening began to change in the immediate post-war period. This change was hastened by the advent of television.

"The company's first station was an independent and it became necessary to find a formula that would succeed *in spite of* television and network radio. The formula found was one that succeeded *because of* network radio and tv, and each year has represented new records for each station in terms of audience as well as business."

Mr. Storz was married in 1947 to Elizabeth Trailer. They have a daughter, Lynn Ann, 6. Mr. Storz likes fresh water and deep sea fishing, but has to go out of Nebraska for both. For fresh water fish, it's the English River system in western Ontario; for deep sea fishing, off Florida and Cuba.

He feels this way about radio: "We do not believe that our mission in this world is to educate people because radio is a purely voluntary listening habit—that is, the listener is free to turn the dial or turn the set off. . . . Programming cannot be based on compulsory listening. We feel that a station's public service value is closely parallel to the station's rating.

"Our philosophy is that audience comes first. Audiences and sales are not always truly compatible. Sometimes it is necessary to sacrifice sales, at least for the moment, in order to take the long term approach to programming, product and audience."