

# WWDC<sup>radio</sup> salutes Washington's finest



In July of 1963, Dallas sent Washington, D. C. a banker of great distinction, L. A. Jennings, who, prior to his Dallas experience, had been First Deputy Comptroller of the Currency for many years. Elected Chairman of the Board and chief executive officer of Riggs National Bank, Mr. Jennings brings us a world-wide banking skill, alive with the kind of leadership which has been a part of Riggs Bank thinking since 1836. We are proud that this largest bank in Washington, Riggs, has chosen WWDC Radio as an important way in which to talk to the people of this community about full banking services. Our thanks to them, and their advertising agency, Kal, Ehrlich & Merrick, for the confidence they've shown in WWDC, "the station that keeps people in mind."

Represented nationally  
by Blair Radio



WWDC RADIO WASHINGTON D. C.

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## OPEN MIKE

### A Todd Storz memorial?

EDITOR: Sometimes we can't see the trees for the forest.

Such is the case with the passing of Todd Storz. You, of course, know that I was with Todd when he first started the company in Omaha, Neb., 15 years ago. As a matter of fact, I was working with KOWH, as a sports announcer, when Todd and his father purchased the property from the *Omaha World Herald*. Therefore, I was in good position to see what Todd accomplished, how he accomplished it and, most important of all, and the point that everyone in the broadcasting industry has missed, the residual effects of Todd Storz's impact on the radio industry.

Competitors were quick to follow the Todd Storz formula, and today you have the McLendons, Metromedia, and who knows how many other companies around the country, all using the idea originally conceived by Todd Storz 15 years ago.

Now comes the most important part of this letter. Every time a modern music station came into a market it accomplished a number of things. In the first place, it made a lot of people aware that radio was not dead—that radio was entertaining, informative and immediate. This in itself opened up avenues which stimulated advertising.

It didn't take too long for other radio operators in the markets where these format stations were operating to come to one of several realizations. Many of them used exactly the same type of format in the same market in a sort of carbon copy effort to steal the thunder of the original station, whether it was Storz or not. With the format stations taking control of the dollars, the remaining stations in each of these markets were faced with a real problem—what could they do to combat the financial inroads of the modern music stations so that they could stay solvent? They had only one thing they could do and that was to come up with programing ideas that would be amenable to other segments of the radio audience, and whatever programing they chose had to be presented equally as well or better than the format stations. The net result of all this around the U. S. A., and Canada too, was the beginning of specialization by radio operators.

Who benefitted from all this—only one person, the listener. The competition in each market forced all radio stations to deliver a better product which could be enjoyed by all.

Thus, the efforts of Todd Storz, in