

today's continuing program development to its true roots is misleading at best.—*Bill Clark, general sales manager, KABL(AM) San Francisco.*

(BROADCASTING meant no slight to the contributions of Messrs. McLendon and Storz by omitting reference to them in its special report on Radio '71. Their impact, and that of the top-40 formats they pioneered, was probably the most significant single radio development of the 1950's. It does not detract from them or from the history of that period to say that the current pushers-back of radio frontiers have gone on from there. Messrs. Drake and Donahue, the opposites BROADCASTING cited as the ends of the spectrum of influences on today's radio, had perforce to follow what came before. As did their forerunners, each is trying to leave the medium better than it was when he found it.)

EDITOR: A great radio issue on June 21. I think you did a tremendous service to our industry.—*Ben Hoberman, vice president and general manager, KABC(AM) Los Angeles.*

EDITOR: Please accept our congratulations for a beautiful job, well done, in the June 21 issue. Your article was both well-researched and extremely well-written.—*Joseph P. Cuff, executive vice president, American Independent Radio, Canoga Park, Calif.*

EDITOR: The article was very factual in pointing out where radio is today and, most important, where it will be in the future. May I also suggest that further reports could be done on individual markets and in-depth studies of new formats appearing throughout the United States.

Thanks again. Keep more of them coming.—*Lee E. Zanin, general sales manager, WWTC(AM) Minneapolis.*

EDITOR: That was a great job on Radio '71. It makes me proud of our medium.—*Robert S. Smith, vice president and general manager, WOR(AM) New York.*

EDITOR: Without a doubt, Radio '71 was one of the finest, in-depth stories of our medium that I have read in many years. Please accept by warmest congratulations on a job well done. I am sure that this story will open the eyes of advertisers, media people and broadcasters alike. I am delighted that everyone in our industry will have the opportunity to see the results of your fine reporting.—*Stanley L. Spero, vice president and general manager, KMPC(AM) Los Angeles.*

EDITOR: Regarding your special report on radio: I thought you should be advised.—*J. Akuhead Pupule, KGMB(AM) Honolulu.*

(Mr. Pupule's letter was accompanied by a clipping from the *Des Moines Sunday Register* saying he had just signed a 12-year contract at \$400,000 a year, making him the highest paid personality in radio. BROADCASTING's special report had credited that crown to John Gambling of WOR(AM) New York at \$350,000.)

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THE BUSINESS SENSE OF TELEVISION AND RADIO

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1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone 202-638-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1933 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.

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