

**FRANK STANTON**



*"The fact that television and radio stations are licensed by the government does not deprive the broadcast press of First Amendment protections."*

Frank Stanton's contributions to the broadcasting industry have been many and diverse, with a lasting impact both within and outside CBS, where he was president for 25 years. It was as Dr. Frank Stanton that he first arrived at CBS in 1935 with pioneering research on audience measurement. In 1960, his efforts resulted in Congress suspending the equal time rule, paving the way for the historic televised debate between John Kennedy and Richard Nixon in the studios of CBS-owned WBBM-TV Chicago. At numerous times during Stanton's tenure as president he singlehandedly took on those who would limit or regulate broadcasting's First Amendment rights. In the year before he became vice chairman, 1971, Stanton risked jail by refusing to hand over to Congress outtakes from the CBS News documentary *The Selling of the Pentagon*. The most renowned corporate residence of the Fifth Estate, CBS's "Black Rock," also bears Stanton's imprint, as does the design of the CBS eye. Seven years after retiring from CBS in 1973, the CBS President Emeritus founded the Center for Communications.

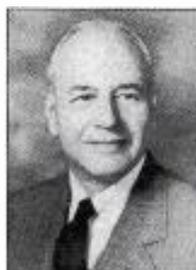
**TODD STORZ**



*"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."*

Todd Storz's "formula" was the format now known as top-40, and he "found" it in an Omaha restaurant. As legend has it, he was sitting in a restaurant in the late 1940's listening to people play the same few songs over and over on a jukebox, when he got the idea to program a radio station by spinning only top-selling records. He bought independent KOWH(AM) Omaha in 1949 (taking a chance by getting into a market where there was stiff competition from new TV's and established network radio affiliates), and programed it with a select group of songs, upbeat jingles and no dead air. The technique, which today has evolved into contemporary hit radio, quickly caught on; it soon featured fast-talking disc jockeys aimed at a young audience and a playlist confined to top-selling records. His station was a success and he did the same thing with two more. Combined billings of the three grew from \$100,000 in 1949 to over \$2 million in 1955. Storz died in 1963 at age 39. His father, Robert H. Storz, ran Storz Broadcasting until the last of six stations, WQAM(AM) Miami, was sold in 1985.

**GEORGE STORER**



*"There was a hominess, intimacy and corniness about radio that those who have been in it a long while never quite get over."*

George Storer started in the family business, the Standard Steel Tube Co., of Toledo, Ohio, but was soon drawn to the more glamorous charms of broadcasting. He purchased WTAL(AM) Toledo in 1928—an investment that laid the cornerstone for the nation's first major station group, Storer Broadcasting Co. Storer was also a pioneer in television—among the first to lease a major-market television station. By 1949, he had three television stations on the air, while most of his radio colleagues were still denigrating the new medium. Rather than fight cable, Storer embraced it, adding cable systems to the Storer portfolio.

The broadcasting industry called Storer to service often. In 1941, he was named assistant chairman of the Broadcasters Victory Council, which drew up policies for station operation on behalf of the war effort. In the early 1950's, Storer was active in developing the National Association of Radio and Television Broadcasters' new television department. He died in 1975, a few days before his 76th birthday.

**LOWELL THOMAS**



*"It was clear before midnight that Harding was the overwhelming winner; it took somewhat longer for Americans to realize why the broadcast was more important than the election."*

Even before KDKA(AM) Pittsburgh launched commercial radio in 1920 with its broadcast of the Harding-Cox election returns, Lowell Thomas was a well-known journalist and raconteur. He had made T.E. Lawrence (of Arabia) and himself famous with a series of illustrated lectures about Lawrence's exploits during the Great War—many of which he had witnessed. But it was broadcast news that was to be Thomas's vehicle to lasting fame.

Thomas's first broadcast report—the first aerial circumnavigation of the globe by four U.S. Army planes—aired on KDKA in 1925. Thomas's career in network news began five years later. His distinctive voice was heard nightly on network radio with newscasts that ritually ended with "So long until tomorrow." In the beginning, he was on both NBC and CBS. He subsequently did exclusive stints on each. Thomas was also on television with a CBS series, *High Adventure*, in 1957-59, and a 39-week telecast, *Lowell Thomas Remembers*, on PBS in the 1970's. He died in 1981.