



Accident victim is heard on the air minutes after mishap as WSB Atlanta reporter, who heard police report in mobile unit, interviews him at hospital. Speed like this is a radio-only quality.

of musical programming frankly designed for the family taste."

The guidepost of the Bartell operation is continual updating and refinement. "Ideas are eaten up week by week . . . program formats are devoured almost daily . . . transcribed stagings and settings for our music and features must be renewed and freshened continuously."

Majority of People

Todd Storz, president of the Storz Stations of four outlets, declares, "Our desire is that our stations shall please the majority of the people the majority of the time. We try to be a *Daily News* . . . not a *Times*."

Mr. Storz states, "Our format was built on the premise that it is not within our province to dictate, by censorship, programming tastes to the American public. . . . We felt that a control of music to the extent that we could not play certain selections because they didn't meet with our wholehearted approval would be very akin to thought control."

Specifically, this is what the Storz operation involves:

"Within the general framework," Mr. Storz says, "we also believe that the public has a great appreciation for a really progressive sounding operation. This means rapid-fire production, extensive use of produced e.t.'s, a top news department and,

most important, disc jockeys who can attain and keep a loyal audience following."

At KEX, Portland, Ore., the music programming philosophy is to "broadcast a continuous alert blend of predominantly popular music, paced and balanced by new versions of old standards and coming hits." The impression the station is trying to build is "warm companionship and friendly, courteous service," KEX indicated in its reply.

A popular trend in music today is the programming of current hit tunes. One such station is KEXO Grand Junction, Colo., which describes its programming concept as "strictly music."

"We use all national and local surveys to build our top 50—then we delete all the raucous, repetitious rock 'n roll, but use the better numbers from that category."

The goal of WVKO Columbus, O., is "faster-moving radio entertainment." The keystone of this concept is "good standard music."

Stays With Standards

Another station that programs standards is KIXL Dallas, Tex. "The station's music policy is that of good popular music with absolutely no rock 'n roll, western, hillbilly, race or religious selections. KIXL does not adhere to the top 40 or top 100,

or any other such designation; but stays with standard pop tunes and old selected favorites."

In its reply, WEW St. Louis, Mo., proves that one man's poison is another man's meat and potatoes. The station has aligned its music schedule to feature country and western music. WEW's concept has added significance because the wheel of music programming has taken almost a full turn at WEW. In 1937, it adopted a variety station approach with emphasis on old-fashioned hillbilly music. This lasted until 1951 when the format was changed to include only classical music. After four years, the station experimented and finally hit upon its present approach.

Since 1936

One of the stations that has programmed "good music" since it went on the air in 1936 is WQXR New York. As opposed to trying to reach a general audience, the station seeks out a specialized audience of music lovers. A key aspect of this programming rigidity is its advertising policy. In 1944, WQXR put a ban on singing jingle commercials which is essentially still in effect. In addition, certain standards are established to screen products and copy.

Locally-originated live music is another side to radio's myriad approaches, judging from the replies.