

Miami—an expanding market

(Part 1 of a special RTD Radio Report).

Miami area has experienced a record-breaking Summer season in just about every year.

The traditional Winter resort, Miami Beach now can be considered a year-round resort, and businesses of all types are reflecting the city. Tourism is now the area's number one industry.

Statistics show that the room-occupancy rate in Miami Beach set a record high of 74 per cent in August, the most recent month for which figures are available. In the last four years, this percentage has been attained only in February and March, the peak of the Winter season, according to the Miami Chamber of Commerce.

Officials say tourist officials had at least 1 million visitors in August alone, as compared with a total of 4,827,298 for the entire year of 1964.

As a result, railroads, car-rental firms and airlines report sharp increases in traffic. The airlines, which said their Summer airlift increased as much as 40 per cent, are Miami's largest industry and vitally interrelated industry.

Because of the year-round opportunity for maintenance, no fewer than 32 scheduled airlines make their homes in the area, in

addition to the 68 or so non-scheduled primarily engaged in cargo carrying.

Jay Clark of the New York Times reported recently that "the biggest single factor in bringing tourists to the area in the Summer was the airline package tour." Miami Beach, as a result, came within reach of millions from the big cities who otherwise would have been unable to tackle such a trip.

The Florida Development Commission reported that the estimated 14,484,692 visitors in 1964 spent some \$2,586,387—nearly three-quarters of a million dollars more than was spent in 1960 by estimated 10,794,842 tourists.

Station Earnings

According to FCC figures on 1963 station earnings, \$3,217,255 in local advertising revenue was earned by Miami stations. National and regional spot accounted for \$2,823,035, and \$61,583 was received from the networks.

With the market enjoying an all-year tourist boom the radio fraternity is projecting considerably higher earning figures for 1965.

Miami-Miami Beach is the nation's 23rd radio market, with a population of 1,125,000. If one includes Broward County (Ft. Lauderdale and Hollywood, the 68th radio market), which several Miami stations do, the area en-

compasses 1,546,000 people, ranking it between the 15th (Minneapolis-St. Paul, 1,597,000) and 16th (Cincinnati, 1,360,500) national radio markets.

Metro Miami has 13 AM and 8 FM stations. Ft. Lauderdale-Hollywood has 6 AM's and 4 FM's. Miami's contemporary music-formatted news-and-personality stations are WQAM and WFUN. Middle-road music and personality outlets include WINZ and WIOD. Conservative programming (primarily instrumental album music) is featured by WGBS and WSKP, with WVGC, Coral Gables, spotlighting semi-classical music.

Serving the Negro population are WAME and WMBM. Spanish-language stations are WFAB and WMIE. CBS affiliate WKAT is airing primarily talk and information, and the city's newest radio entry is WOHA (formerly WMET), which introduced a country music format Aug. 1.

On the FM part of the dial three stations duplicate sister AM's while WWPB programs the classics and WAEZ, stereo middle-road music. WTHS is an educational station. WKAT-FM, WMVJ (sister station of WMBM) and WEDR-FM (sister outlet of WMIE) program separately.

Sandler dynamic force in Miami radio scene

A dynamic force responsible for the success of Miami AM is its Vice President & General Manager Jack L. Sandler. Sandler is typical of the energetic and dynamic proselytizer who has been instrumental in the outstanding growth of the radio industry during the past decade.

A radio professional, Sandler knows, lives and appreciates the power of radio and his work in particular. Rarely does a competitor receive as many accolades from his colleagues within a competitive radio market. Sandler is both respected and admired by his Miami radio associates as the man who has spearheaded the effort to upgrade the Miami radio market and the value of area station rate cards.

Sandler is known as an executive who likes to get things done at the right time—and first! WQAM's slogan in the market reflects his ability to live by the motto.

Sandler's introduction to radio was in 1939 when he broadcasted the pro hockey games on WOW, Omaha. Following a four year hitch in the Air Force he returned to Omaha, and freelanced as a sports announcer on KOWH. He was doing a lay-by-play of Nebraska football and a hockey when Todd Storz purchased the station in 1948.

Sandler was selling and promoting his show on his own successfully and Storz soon realized Sandler was a natural for his sales team. In 1950 he moved into sales and in 1953 was appointed general manager of KOWH. In 1956 he was

promoted to Miami. Since then he has visited Istanbul four times, Bombay, twice, London six times and has been around the world many times.

The Sandler home is a showcase of his travels containing hundreds of priceless momentos of his overseas excursions.

Sandler's travels have become an important business asset. Few Miami residents are more in demand for speech-making appearances. The demand for Sandler travelogues became so great that he organized an elaborate film library for showing to civic organizations and visitors to his home.

Sandler and his wife Gail, who accompanies him on all overseas trips since their marriage five years ago have documented their safaris by co-authoring five travel books.

His constant desire to get to the root of



Jack L. Sandler, VP & GM of WQAM flanked by a portrait of the late Todd Storz and other trophies.

problems the station has spent well over \$50,000 on such special radio surveys.

"When I pitch the market I want to be armed with as many facts and figures as possible. When I pitch my station, I pitch my people specifically—it's people that make the ratings," said Sandler.

Sandler sets the break-neck pace for his staff when it comes to involvement in community affairs. He maintains a first-name relationship with virtually all of the area's business and community leaders. Walking or riding with Sandler in Miami is tantamount to being in a parade.

Sharp Business Acumen

An example of his business acumen is his handling of a tragic air crash in the Everglades. Sandler used the incident as a fulcrum to promote a better understanding of air travel, Miami's second largest industry. He invited representatives from three major airlines to discuss air travel and safety on three—three-hour special programs entitled "Fare or Fear."

He backed up the air time with a promotion—"The WQAM First Flight Club," which invited listeners to make a one-hour flight on the then new prop-jet Electra courtesy of Eastern Air Lines. Both EAL and its advertising agency got many valuable recorded testimonials from the "first fliers." In addition, the station tied-in with the airlines to issue to the passengers an industry informational booklet on the latest air safety measures in an effort to increase airline travel from the 10 per cent of the people who do 80 per cent of the flying on commercial airlines.

Sandler's most recent project is the Todd