



**J. P. MCCARTHY
WJR**

The trend toward specialized programming, with emphasis placed on a personality, is increasing in both television and radio.

This is not only true in network shows, but in local programming as well.

Stations have built up their own personalities, some of them as masters of ceremonies, some as weather men, as well as disc jockeys and newsmen.

Each of these radio and television personalities has a solid background in the business, each has his own style.

RADIO & T.V. THE MAGIC MEDIA

Two of Radio Station WJR's key men are J.P. McCarthy and Jimmy Launce.

McCarthy, who joined WJR on Oct. 1, 1956 as a staff announcer, became master of ceremonies of the 6:15 to 9 a.m. "Music Hall" program in 1958. Except for the little over a year he spent on a San Francisco station, he has handled the program since then.

In the spring of 1966, McCarthy became host of the noontime discussion program "Focus" where he interviews guests from all walks of life on a myriad of topics.

Interviews have also become a part of his morning show. Audience participation, via the telephone, is another feature of "Music Hall."

In addition to his on-air duties, McCarthy, last November, became program director of the station. In his "spare time" he has appeared on several television programs.

Jimmy Launce is host on the Afternoon Music Hall in which he involves his listeners in a wide assortment of topics. By inviting his listeners to talk on the air, give their opinions or ask questions on subjects, Launce makes his audience a part of the show.

For listener interest, Launce seeks

out the unusual. For instance, because he wants to find out what it's like to be a window-washer, he became one -- for 10 minutes.

Launce strapped himself into a harness outside the 22nd floor window of the Fisher Building and interviewed a man who washes windows for a living.

Once he flew an F-80 Jetstart and at the same time talked into a tiny recorder microphone placed in the oxygen mask.

Another example of specialized programming is WXYZ radio's Dick Purtan morning show.

His listener appeal lies in the fact that no one knows who will fall victim to his barbed comments which he aims at prominent personages, politicians, and prestigious policy-makers alike. No one is exempt from Purtan's buffoonery, regardless of name or stature.

Purtan began his broadcasting career in 1957 while working towards a Masters Degree in advertising at Syracuse University. His first radio job was at WOLF in Syracuse where he played country and western records as "The Buckaroo Sandman."

Housewives have an opportunity to



**DICK PURTAN
WXYZ**

phone in questions concerning household problems on Bob Allison's "Ask Neighbor" show heard mornings on WWJ radio.

On the program, listeners may inquire about a new cooking recipe, how to get the car started in the morning, what to do with a child who won't eat, or how to set time deadlines for teenage daters. The list of problems and solutions discussed on the show is almost endless.

Allison broke into broadcasting in 1949 while attending high school. He

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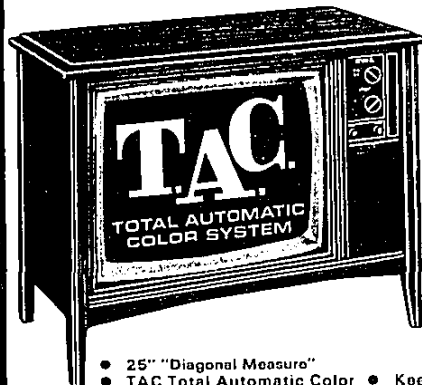
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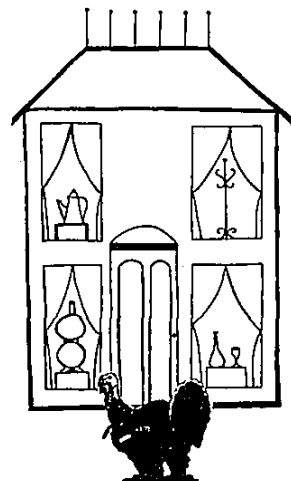
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