

Biography - Jack L. Sandler
Vice President, Storz Broadcasting Company
General Manager, Radio Station WQAM, Miami, Florida

Jack Sandler was born in Toronto, Canada, December 27, 1915, and received his schooling in that city. His primary interest during the time spent in Toronto was various sports, which eventually paved the way for his debut in radio in 1939.

After leaving Toronto, Mr. Sandler did considerable traveling around the United States working in various sales capacities. His travels eventually led him to Omaha, Nebraska, in October of 1939. At that time Omaha received a franchise in the American Hockey Association. On a spur of the moment inspiration, auditions were requested at the then three Omaha radio stations, and was auditioned by WOW. Nobody in the state of Nebraska had heard much about hockey, much less seen a game. Because Jack Sandler had played and coached hockey in Toronto and fortunately had had sufficient speech training (debating and oratory), the net results on the microphone were quite good. During 1939, 1940, and 1941, Jack Sandler broadcast hockey over WOW and also acted as Publicity Director for the Omaha Coliseum Corporation (promotion of hockey, ice shows, and other ice events). Uncle Sam called September 5, 1941, and after four years and three months of service was discharged from the air force December 7, 1945.

Upon returning to Omaha, Mr. Sandler resumed his work with the Omaha Coliseum Corporation and did some free-lance sports work with various stations in Omaha. In the winter of 1946, Mr. Sandler created the idea of a Sports Hour which he produced, narrated, and sold for radio station KOWH. This was followed in the summer months of 1946 with the first re-created play by play major league baseball descriptions in the middle west. This was in addition to the actual on the scene play-by-play reports of the Omaha baseball team. At this point, Mr. Sandler gave up his position with the Omaha Coliseum Corporation and devoted his full time to sports announcing. This included the Sunday Sports Hour play by play of all sports events and a nightly sportscast. All of these were personally sold in their entirety by Mr. Sandler.

While living in Toronto, Mr. Sandler for a period of about a year lived with a family whose son was a very noted young Canadian composer. During that period a strong influence toward good music was started. With it started Mr. Sandler's somewhat fabulous record library, which has been growing ever since.

In addition to all of his on-the-air sports at KOWH in Omaha, Mr. Sandler also conducted a symphony hour each Sunday night, again on KOWH.

Todd Storz purchased KOWH in the summer of 1949 and Mr. Sandler remained with Mr. Storz and that station. In 1950, Mr. Sandler was doing as much selling of radio time as he was on the air. By 1951, sports announcing was secondary and selling radio time was most important. In 1952, Mr. Sandler was named Sales Manager at radio station KOWH and from 1952 until August of 1956 local sales continued to improve yearly with an all-time high reached in 1955.

During this period of time Todd Storz began to acquire additional radio properties, one of which was WQAM, Miami, Florida. Jack Sandler was named General Manager of WQAM in 1956 and named the Vice President of the Storz Broadcasting Company in 1959. After taking over the station in August of 1956 and making necessary program adjustments, the station climbed to a dominant #1 station in the market, which they have maintained for more than nine years.

In order to build a strong community image for the station, Mr. Sandler became actively involved in a number of civic organizations. Among these were the Dade County Development Board, a member of the Board of Directors of the Downtown Business Council (still active), an original member of the national Board of Directors for the Parkinson Foundation, active involvement with the United Fund, on three different occasions Publicity and Public Relations Chairman for the Combined Jewish Appeal, a member of several fraternal organizations, actively associated on behalf of the station with Variety Children's Hospital, and other community projects.

In 1957, Mr. Sandler was elected a member of the Board of Directors of the then University of Miami Symphony organization, and has since been re-elected a member of the newly re-formed Greater Miami Philharmonic Society. Mr. Sandler is closely associated with Dr. Arturo di Filippi, the General Manager of the Opera Guild of Greater Miami, and is presently an honorary trustee of the Opera Guild itself.

WQAM under the direction of Mr. Sandler has not only achieved a #1 rating according to Pulse and Hooper, but has also achieved a #1 Public Service image in the eyes of the South Florida radio audience. At the same time, Mr. Sandler has continued to make WQAM a profitable radio station for the Storz Broadcasting Company. In short, Mr. Sandler is not only synonymous with WQAM in South Florida, but also with radio per se.