

078

STATION BREAKS

qpb

COMPETITOR PROMOTION ( Heber Smith, General Manager, KABL )

KYA - Using airline technique, announcing through filtered mike,  
"Welcome aboard flights 1260 ( dial position ) for San Jose, Santa Cruz, etc.,  
covering major cities and towns in coverage pattern.

# # #



STATION BREAKS ( Bob Vance, Asst. - 3 - Program Director, KILT )

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KYA - Using airline technique, announcing through filtered mike,  
"Welcome aboard flights 1260 ( dial position ) for San Jose, Santa Cruz, etc.,  
covering major cities and towns in coverage pattern. ( Director, KTSA )

# # #  
"Barefoot Confederate Army ( Fas Club ) did their annual  
60 mile march to New Braunfels, Texas, and back, a total of 14 hours. This  
promotion was promoted over the air, and in turn sold to two local sponsors--  
Self's Hamburger chain, and the Texas Theatre in connection with their  
latest showing "Advance to the Rear".

At 5:00 AM Saturday, with high drizzle and the threat of rain,  
Bob started his march with over 400 people. KTSA gave prizes for the best  
signs promoting KTSA and "Advance to the Rear" and Self's Hamburgers  
signs on "T" shirts.

Public and sponsor response to this was great.

\*\*\*

CREATIVE SALES IDEA ( Tom Van Brunt, Sales Manager, KABL )

I quote from Ted's report:

"We have produced a tape of typical KABL MUSIC which will be  
played in the main window of Oakland's largest department store--with a  
display of flowers which were grown to music alongside roses which are  
not. Naturally ours are larger and more beautiful. This was done in  
connection with the California Spring Garden Show, which was purchased  
by the store for distribution at the store saying 'We have growing them  
to KABL MUSIC'."

\*\*\*

nyh

STATION BREAKS ( Bob White, Acting Program Director, KILT )

"KILT...with a smile as wide as your dial..."

"KILT...Where music always heads our menu..."

###

PROMOTION ( Bruce Hathaway, Acting Program Director, KTSA )

"Barefoot Confederate Army Hike" -- Last Saturday, KTSA deejay Bob Sinclair and his Barefoot Confederate Army ( Fan Club ) did their annual 60 mile march to New Braunfels, Texas, and back, a total of 14 hours. This promotion was promoted over the air, and in turn sold to two local sponsors-- Self's Hamburger chain, and the Texas Theatre in connection with their latest showing "Advance to the Rear".

At 6:00 AM Saturday, with light drizzle and the threat of rain, Bob started his march with over 400 people. KTSA gave prizes for the best signs promoting KTSA and "Advance to the Rear" and Self's Hamburgers signs on "T" shirts.

Public and sponsor response to this was great.

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CREATIVE SALES IDEA ( Tad Van Brunt, Sales Manager, KABL )

I quote from Tad's report:

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PRODUCTION IDEA ( Don Keyes, Home Office, Dallas )

Audition all persons on staff and categorize for possible future production use. Surprising what character voices can be found. People sometimes sound different on mike than the way you're used to hearing them.

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PROMOTION ( Don Keyes, Home Office, Dallas )

"Mystery Mother" -- a promotion for Mothers Day. Arrange with mother of teenager then describe her throughout two days before Mothers Day. Or you might wish to start the contest earlier. Postcard entry with appropriate prizes.

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# # #

STATION BREAK ( Bob White, Acting Program Director KILT )

"KILT... Where the fun never sets..."

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CREATIVE SALES IDEA ( Earl Hawthorne, Sales Manager, KTSA )

"Jewelry Store 'Lucky Graduate' promo. Friends and relatives go to the store and register the May graduate for a drawing previous to graduation. Store furnishes all prizes. This will create traffic plus the natural tie-in of buying graduation gifts while they are in the store."

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STATION BREAK ( Don Keyes, Home Office, Dallas )

"KLIF... 1190 on your sun dial..."

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PROMOTION ( Bob White, Acting Program Director, KILT )

"Autographed Beatle Book Contest " -- I quote from Bob's report:

"We have obtained two autographed copies of Beatle John Lennon's book In His Own Write. We are giving these to some listeners. We are asking them to count the number of Beatle records played during the 6:00 - 9:00 or 3:00 - 7:00 show for one full week. One of the correct entries will be drawn on the 6:00 - 9:00 show and one on the 3:00 - 7:00. This prize is big enough to hold the listeners tight for the full week. There is no way they can get these autographed books except from us. It has really stirred up the talk and will run during Hooper week. The books were obtained from Simon & Schuster Publishing, 630 Fifth Avenue, New York, New York 10020."

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PROMOTION ( Bob White, Acting Program Director, KILT )

Bob reports that KILT is running the "Party Crashers" contest which I described in last week's Digest. He says that the mail pull daily has been upward of 60 letters and that mothers call all day asking the deejays to crash their teens party. He highly recommends the promotion and says it is a great public relations gimmick.

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STATION BREAK ( Bob White, Acting Program Director, KILT )

"KILT...where you get more smiles per hour..."

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CREATIVE SALES IDEA ( Earl Hawthorne, Sales Manager, KTSA )

"Why I Love My Mom" -- Best entry of 25 words or less wins major prize from sponsor and the 25 runners-up win flowers for their mother.

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STATION BREAKS ( Bruce Hathaway, Acting Program Director, KTSA )

"KTSA...more fun than the old swimming hole..."

"KTSA...putting the sizzle in summer..."

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PROMOTION ( Bob White, Acting Program Director, KILT )

I quote from Bob's report:

"With school out in just a few days, all seniors are busy getting things ready for graduation and probably some will not get around to each member of their graduating class to say goodbye and wish them luck. KILT will ask seniors to send in their name, phone number and school. We will call at least one from each school and let them record their good luck wishes to their senior class. These recordings will be played over the air during the morning, afternoon and night periods. I believe that this will be a good gimmick to generate much interest from all graduating seniors."

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PROMOTION ( Bob White, Acting Program Director, KILT )

Again, I quote from Bob's report:

"We will start running a promotion that has proved very successful in the past. We will ask graduating seniors to send in one of their graduation announcements. During the morning show, one will be drawn per hour and that senior will have 15 minutes to call the station and claim their prize. The prizes will be albums, theatre passes, tickets to our 'end of school show', and 45's."

###

HOT COMERS

KLIF

- 1.) "Every Little Bit Hurts"
- 2.) "A World Without Love"
- 3.) "Dream Lover"

Brenda Holloway	Tamla
Bobby Rydell (Peter & Gordon)	Cameo ( Capitol )
Paris Sisters	MGM



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STATION BREAK ( Johnny Borders, Program Director, KLIF )

"KLIF...the peoples' choice..."

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CREATIVE SALES IDEA ( Earl Hawthorne, Sales Manager, KTSA )

Earl suggests a June bride promo: Sell north and south side builder on showing a home furnished by local furniture store. Idea is to get brides or anyone to go to the homes and register for prizes to be given away by the builder and other participating stores. Lots of sponsors can be tied in such as clothing stores, meat companies, etc.

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PROMOTION ( Bruce Hathaway, Acting Program Director, KTSA )

"Final Examination" -- Bruce says the name is timely for that "getting out of school time of year." It will also have housewife appeal because of its challenge. The contest can be worked several different ways, one of which would be to get the listener on the phone, give him four letters, such as "p, s, o, t", and then give him ten seconds to make a well-known, everyday word such as "stop". If the listener wins, he receives \$5.50. If he loses, he receives a small pocket dictionary.

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PROGRAM-SALES IDEA ( Bruce Hathaway, Acting Program Director, KTSA )

"Scat from School" -- For sale to a drive-in or hamburger chain, "The KTSA Scat from School Spectacular". For one day only, the last day of school, the hamburger house would advertise a get-together at "Joe Doe's" hamburger stand. The merchant would have fantastic specials, such as buy two hamburgers and get one free, etc. Bring a carload, etc. KTSA will have certificates placed in some of the trays which would be good for theatre passes, records, etc., and one grand prize such as a \$25.00 bond.



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PROMOTION FOR VALENTINE ( Richard Wilcox, Manager, KABL )

On Valentine's Day, KABL will salute lovers everywhere with the romantic mating calls of various animals.

# # #

TIME CHECK ( Jack Fiedler, Manager, WYNR )

"WYNR Valen-Time...."

# # #

STATION BREAKS ( Jack Fiedler, Manager, WYNR )

- 1.) "WYNR...brighter than the Chicago skyline..."
- 2.) WYNR...faster than the Chicago rush hour...and lots more fun..."
- 3.) WYNR...putting the GO in Chicago...."

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PROMOTION ( J. Tyler Dunn, Program Director, WYSL )

"Instant Beatle Kit" -- The station will award kit containing Beatle wig, record, photo and shirt to best entry of "Why I Want to be a Beatle". Kit also contains a can of insecticide.

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COMPETITOR'S PROMOTION ( J. Tyler Dunn, Program Director, WYSL )

WEBR has begun newspaper advertising using the same idea as found in the book What's Going On Here? ( photograph or film still with incongruous cartoon dialogue plugging announcers ).

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The KTSA "I Crosta Contest" -- Write in contest wherein listeners are invited to send in their best "I Crostas". Example: "If you crosta owl with a goat, you would have a Hootenanny." Finalist will be read over the air once per hour, and five best will receive \$10.00 each.

###

CREATIVE SALES IDEA ( Earl Hawthorne, Sales Manager, KTSA )

Sell to meat company a package along with this promo. Listeners are invited to send in their favorite Hot Dogs recipe. The best three win free cookout with their favorite station deejay doing the cooking. Sponsor furnishes the Franks and the trimmings.

###

PROMOTION ( Jim Hamby, Manager, KTSA )

"KTSA Presents Beatles, Beach Boys, Leslie Gore in closed circuit TV Concert at Municipal Auditorium next Saturday. Worked through local promoters with absolutely no financial liability or expense. KTSA gets 10% of profit. Promoters ( local ) furnish all liability insurance with binder provided. Advance tickets went on sale yesterday and are moving well at \$1.50 advance, \$2.00 at door. Have firm contract covering all aspects and protecting KTSA."

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STATION BREAK ( Johnny Borders, Program Director, KLIF )

"KLIF...putting the 'zing' in Spring!"

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ryh

at Slenderbolic. It was fun! It was amazing! And in no time at all the pounds just melted away. Seems like overnight I went from dumpy to practically divine! Of course the Slenderbolic instructors talk about the importance of exercise for health, and thanks to Slenderbolic I do feel better than ever. But what really makes it worthwhile to me is...the inches off here...the inches off there...and that look in Willard Abernathy's eyes!"

Typewriter bell dings

# # #

PROMOTION ( Bob White, Acting Program Director, KILT )

"What's Cooking" -- A contest wherein the deejays give the ingredients to dishes at various times and the listeners are asked to write in and give what dish was being described. Winners ( two per day ) get a dinner for two at restaurant of their choice.

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STATION BREAK ( Bob White, Acting Program Director, KILT )

"KILT... The giant in your radio..."

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PROMOTION ( Bob White, Acting Program Director, KILT )

"We have just completed a very successful contest. We had listeners draw Beatle Wigs on pictures from newspaper and magazines. We awarded 150 Beatle Wigs to winning entries. Contest drew over 10,000 entries. It was a real fun contest and even the losers enjoyed entering. Some of the winning entries were put in the paper. Drew a lot of good comment. "

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STATION BREAK ( Bruce Hathaway, Acting Program Director, KTSA )

"KTSA... the station that creates... not imitates!"

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PUBLIC SERVICE IDEA ( Ron Ruth, Sales Manager, WYSL )

I quote from Ron's Weekly Report:

"We are going to do something much like ABC did for the Olympics. We are starting a campaign for the Buffalo Zoo to get them a Bengal Tiger. This beast cost something like \$2000 and we will begin a spot campaign aimed at getting contributions sent to the Zoo in our name and we will in turn present it to the zoo. The spots will consist of the Mayor, the Parks Commissioner, and Zoo people. This should make us mildly heroic."

# # #

STATION BREAKS ( Johnny Borders, Program Director, KLIF )

"This is KLIF...where the action is!"

"KLIF...less hot air...more cool music!"

# # #

PROMOTION ( Bruce Hathaway, Acting Program Director, KTSA )

I quote from Bruce's Weekly Report:

"Starting next week, we are going to start promoting our 'KTSA Easter Egg Hunt', which is an annual affair. This year we are going to try to make it bigger than ever, with more and better promotion, a good location, and a better working together of us and the 'Hunt' sponsor ( such as displays of prizes in sponsor's store, banner signs, etc ). We are also trying to get the Light to help us promote with pictures before and after; also we are going to see if we can get a TV station to give us some news coverage. The day of the 'Hunt' we are going to promote the name KTSA by using good signs, stickers, etc. "

# # #

*npk*

PROMOTION ( Floyd Brown, Program Director, WYNR )

"WYNR Money Bunny Contest" --

Bunny gives away money each hour. The amount is designated by the listener telling the bunny when to stop.

###

STATION BREAKS ( J. Tyler Dunn, Program Director, WYSL )

- 1.) "This is WYSL... a symphony for Spring..."
- 2.) "This is WYSL... WHISTLE MUSIC... a sound for sore ears..."
- 3.) "The Spring fashion in Buffalo is WYSL... WHISTLE MUSIC..."
- 4.) "This is WYSL... WHISTLE MUSIC... a reflection of Spring..."
- 5.) "This is WYSL... the breath of Spring..."
- 6.) "This is WYSL... WHISTLE MUSIC... An arrangement for Spring..."
- 7.) "This is WYSL... Imagery in music..."

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ECONOMY IDEA ( Art Holt, Manager, WYSL )

Art suggests that for stations using Thermofax system paper, that they have found A. B. Dick is about 25% under MM and of comparable quality.

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KLIF

Did not receive a report.



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PROMOTION ( Johnny Borders, Program Director, KLIF )

"Easter Hunt" -- KLIF promoted with one-liners and Bugs Bunny character voice. KLIF Bunny hid Beatle prize certificates throughout greater Dallas. Deeja's broadcast their locations. Certificates worth Beatle albums, wigs, 45's, etc.

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STATION BREAKS ( Johnny Borders, Program Director, KLIF )

KLIF...the station that plays the super hits..!

KLIF...the station that put the "prize" in "surprise"...

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PROMOTION ( Floyd Brown, Program Director, WYNR )

WYNR personal phone invitations from the Disc Jockeys to listeners to listen to WYNR and their own show. Each jock calls ten homes a day.

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CREATIVE SALES IDEA ( Ron Ruth, Sales Manager, WYSL )

I quote from Ron's report: "We created a special annual theatre rate and sold a year's contract to a local theatre. This is the first time WYSL has done this and we hope this new rate will help us to get more annuals from the theatres."

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STATION BREAK ( Gordon McLendon )

"This is KLIF...the electrifying 1190..."

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PROMOTIONAL IDEA ( Jack Fiedler, Manager, KTSA )

"Elephant Jokes" -- KTSA has been having tremendous success with the "Elephant Jokes" craze. Fiedler reports excellent mail response. He has also come up with an album on the ROSCO label (LP 3150), entitled "Elephant Jokes". There is no address on the cover of the LP, but I am sure that Jack can tell you where to get it if you are interested.

Johnny Borders has sent a couple of good "Elephant Joke" station breaks to tie-in with the promotion.

Q: "Why do elephants listen to KTSA?"

A # 1: "Because it's the big sound in San Antonio-- they never forget!"

A # 2: "Because it's no fun to just watch!"

A # 3: "Because it's jumbo size entertainment!"

Fiedler is using album cuts which contain "Elephant Jokes" as promos wherein he requests listeners to send in their versions. He then selects them at random several times a day, reads them on the air, and awards \$1.00 to those aired.

# # #

STATION BREAK ( Jack Fiedler, Manager, KTSA )

"KTSA.....( capturing ) ( taking ) ( grabbing )  
San Antonio by the ear..."

# # #



CRITIQUE ( Larry Webb, Managing Editor, WYNN )

Larry noticed that newsmen were not logging L. D. phone calls on  
STATION BREAK ( Gordon McLendon )

"This is KLIF...the electrifying 1190..."

# # #

PROMOTIONAL IDEA ( Jack Fiedler, Manager, KTSA )

"Elephant Jokes" -- KTSA has been having tremendous success with  
the "Elephant Jokes" craze. Fiedler reports excellent mail response. He has  
also come up with an album on the ROSCO label (LP 3150), entitled "Elephant  
Jokes". There is no address on the cover of the LP, but I am sure that Jack  
can tell you where to get it if you are interested.

Johnny Borders has sent a couple of good "Elephant Joke" station  
breaks to tie-in with the promotion.

Q: "Why do elephants listen to KTSA?"

A # 1: "Because it's the big sound in San Antonio--  
they never forget!"

A # 2: "Because it's no fun to just watch!"

A # 3: "Because it's jumbo size entertainment!"

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Larry noticed that newsmen were not logging L.D. phone calls on newsroom phone log sheet. He wrote a memo suggesting that phone log be kept up to date at all times.

# # #

STATION BREAK ( Bill Peck, Copywriter, WYNR )

"This is Chicago's Winner...where the fun shines bright all day...and all night! "

# # #

COMPETITOR'S COMMERCIAL ( Del Markoff, Sales Manager, WYNR )

Del reports that Allied Hi-Fi on WIND opens with New Year's background noises -- beginning of new ( fiscal ) year for Allied with big annual clearance sale, etc.

# # #

SATURDAY AND SUNDAY SALES ( Art Holt, Manager, WYSL )

I quote Art's Weekly Report:

"Some occasional sales can result from the sale of adjacent spots in national religious programs to local organizations of like faiths. We haven't found this by any means an answer to the larger problem, but it is worth a few hundred dollars each year in otherwise unanticipated revenue for the station. Such groups as the Assembly of God are the likely prospects for these sales, either in saturation at the time of revivals or as a continuing spot for a local congregation."

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###

276

PROMOTIONS ( Bob White, Acting Program Director, KILT )

"Rings For Ringo" -- Since Ringo Starr is one of the most popular Beatles and has over 1500 rings, the all night man at KILT is asking teens to send in rings to send to Ringo.

Reports from Houston are that the kids have jumped on this thing and that it's turning out to be quite successful.

###

STATION BREAK ( Bob White, Acting Program Director, KILT )

KILT...the brightest thing about spring...

###

PROMOTION ( Bruce Hathaway, Acting Program Director, KTSA )

"What Kind of Fool Do You Think I am?" contest --

Since April Fool's Day is at the beginning of the KTSA April Hooper, they preferred not to run anything that would deceive or confuse the listeners.

They are running, instead, cute and catchy i.d.'s and deejay promos and a contest to run a week before and winner to be announced April 1st.

Each deejay asks his listeners the question and the best letter telling why "such and such" deejay is a bigger fool than the other deejays is the winner.

###

PROGRAM SALES IDEA ( Bruce Hathaway, Acting Program Director, KTSA )

"The KTSA Spring Clean Up" -- This promotion was sold to Sears who very seldom buys radio time in San Antonio. Listeners are asked to send in a card if they would like to have their yard Spring Cleaned by a KTSA deejay. At the end of the promotion, we draw one card as a winner. Sears is furnishing all the tools for the promotion, plus making signs to put up in the yard the day of the event. They have also given a power



ryb

STATION BREAKS ( Floyd Brown, Program Director, WYNR )

"We cannot tell a lie. This is WYNR Chicago where..."

( 1 ) ...you hear more music..."

( 2 ) ...listeners go to stay in the know..."

# # #

SALES IDEA ( Al Lurie, Sales Manager, KLIF )

I quote from Al's Weekly Report:

"KABL sent us some 15 to 20-second exotics on the Chinese New Year, which began February 13. These exotics contained Chinese music behind a voice in Chinese wishing a 'Happy New Year'. We sold these to Jolliffe's, a Chinese art store, adding only a brief commercial message to fill out a 30-second spot."

I am sending each of you a dub of this.

# # #

REJECTED COMMERCIAL ( Al Lurie, Sales Manager, KLIF )

Rejected one spot on movie schedule for "The Victors". The soundtrack insert said, "Don't act like a virgin."

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COMPETITOR'S PROMOTION ( Bill Weaver, Manager, KILT )

"Battle of the Beatles" on KNUZ -- Promotion on Beatles to determine if the Beatles are more popular than Elvis Presley. It is a vote write-in. Elvis leads a while, then the Beatles, etc. Very good."

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STATION BREAKS ( Bruce Hathaway, Acting Program Director, KTSA )

"KTSA...winning your heart with much more music..."

"KTSA...playing cupid with cash and prizes in 'Record Romance'..."

"KTSA...loving you good...like a Valentine should..."

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nyb

ones featured in the movie ), Surfer Wagons, and girls in bikinis. The cars, after the parade, were put on display in front of the Texas Theatre along with the girls. The crowd for this simple but effective promotion was great and they had a full house for the movie. "

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REJECTED COPY ( Tad Van Brunt, Sales Manager, KABL )

Copy for the movie "A House is Not A Home" was rejected because it was overly suggestive and in poor taste.

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SPEC SPOTS ( Dickie Rosenfeld, Sales Manager, KILT )

KILT cut a spot built around the Beatles using the album from their movie "A Hard Day's Night" for Montgomery Wards. With the purchase of the album, Wards will give away a free ticket to the movie.

This is a one day promotion and Wards is going to use saturation for two days.

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COMPETITOR'S COMMERCIAL ( Del Markoff, Sales Manager, WYNR )

Dan Sorkin does a humorous sell for Republic Lumber on WAIT with pre-fab fences. Spot opens with Mondo Cane music background. Sorkin, in a monotone, "Does your neighbor have a dangerous child, do you want a backdrop for vines, or are you a nudist...?" then continues monotone sell.

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STATION BREAKS ( Bill Peck, Copywriter, WYNR )

( For September )

"This is Chicago's Winner...where music's our major...and news is a current event..."

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PROMOTION ( Johnny Borders, Program Director, KLIF )

ryh

"KLIF NAME-DROPPER CONTEST" -- Telephone game. If your name is Jim, be the first to call \_\_\_\_\_ to play. Bingo mix-up basket is used with deejay drawing alphabet letters from it. For each letter contained in the name Jim that the deejay draws from the basket, the contestant wins \$11.90.

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STATION BREAKS ( Johnny Borders, Program Director, KLIF )

"KLIF...star of the nation's great stations..."

"KLIF...the big listen, with a summer glisten..."

"KLIF...with a wealth of fun under the sun..."

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PROMOTION ( Ron Ruth, Sales Manager, WYSL )

I quote from Ron's Weekly Report:

"We pitched and are starting a contest in conjunction with a local meat packer. In 25 words or less, the listener writes: 'What Bologna means to me'. The prize is 200 lbs of bologna."

###

CREATIVE SALES IDEA ( Ron Ruth, Sales Manager, WYSL )

The WYSL sales force is devoting a portion of their morning sales meetings to politics. During this period they will go over each of the candidates for the various offices and at the same time make notes that can be transcribed into the political file for the FCC.

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OBJECTIONABLE RECORD ( Bob White, Program Director, KILT )

Bob feels the song "Gimme Some" by Bud & Travis on Liberty talks too much about beer and wine.

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IDEAS FOR GREATER EFFICIENCY ( Charlie Payne, General Manager, KLIF )

Charlie suggests:

"Schedule brainstorming sessions each week with Department Heads including Chief Engineer. Full staff meeting once a month. Stress efficiency. Get staff ideas on money saving, time saving ideas."

###

STATION BREAK ( Jim Randolph, Program Director, WYNR )

"This is Chicago's cool spot... WYNR..."

###

IDEAS FOR GREATER EFFICIENCY ( Jack Fiedler, General Manager, WYNR )

Jack suggests that we watch for new inter office memo envelopes and see that holes are punched in them to determine if filled. Otherwise there is chance they may be considered empty and filed.

###

SATURDAY AND SUNDAY SALES IDEAS ( Art Holt, General Manager, WYSL )

"Sold 55 minutes on Sunday night at seven for \$100.00 for an interview about G. B. Shaw to a group staging a three week Shaw Festival at Niagara On The Lake, Ontario. Program will discuss 'The Irish Theater', will have adequate class to fit our image in the market, satisfy a few FCC requirements, and bring in the \$100.00."

###

HOT COMERS

KLIF

- |                                     |                    |               |
|-------------------------------------|--------------------|---------------|
| 1.) "Ft. Worth, Dallas, or Houston" | George Hamilton IV | RCA           |
| 2.) "Just Be True"                  | Gene Chandler      | Constellation |
| 3.) "Dizzy Miss Lizzy"              | The Escorts        | Fontana       |

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COMPETITOR'S PROMOTION ( Bob White, Program Director, KILT )

"A Year Ago Today" on KNUZ. This is being run on Saturdays and Bob says it is one of those promotions he wishes he had thought of first. They play Classics from a year ago that day. Only the Top 20 songs from that year ago are played and they refer to each by its rating on that day.

###

PROMOTION ( Johnny Borders, Program Director, KLIF )

Listener given opportunity to win "Beatle Cash" in "Beatle Picker" contest for teen times. Telephone game. Excerpts taken from 33rpm Capitol pressing of their open-end interview. Listener guesses next Beatle up... deejay hits cart..."Hi, this is Paul...", etc. If guess is correct, listener wins cash--Beatle record or comparable prize.

###

STATION BREAK( Johnny Borders, Program Director, KLIF )

"This is KLIF! Turn us up...and we'll turn you on!"

###

CREATIVE PROGRAM-SALES IDEA ( Johnny Borders, Program Director, KLIF )

For Camera or Film Store -- FLASH BULB REFUND. Promote that store would offer 1¢ refund or one new flashbulb, for two used ones, etc. Used bulbs must be returned in original sleeve carton bearing store's imprint. Credit applied to cost of new flashbulbs, or purchase of developing and printing.

###

LOCAL NEWS STORY USED AS  
SPRINGBOARD FOR COMMENT ( Charlie Payne, General Manager, KLIF )

West Coast report broadcast exclusively by KLIF that John Lennon was leaving the Beatles. Charlie cabled him offering a job. Good wire copy.

###

LOCAL NEWS STORY ( Jay Schatz, General Manager, WYNR )

WYNR got a tip that the child of a socially prominent family had been kidnapped. This was verified and WYNR went on the air with the story ahead of anyone else.

# # #

STATION BREAK ( Floyd Brown, Program Director, WYNR )

"This is WYNR Chicago....putting the Ray in Radio..."

# # #

CREATIVE SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

A spot was created for Mr. Hamburger Drive-ins in Houston with the use of a talking bun. The bun described how he felt when a big, juicy, delicious hamburger was placed on it. He then described the sensation when the tantalizing sauce was applied.

Dickie feels this will be a successful campaign.

# # #

STATION BREAK ( Dick Lahm, Program Director, KILT )

"KILT.....in the state of happy listeners...."

# # #

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

KNUZ for Owens Country Sausage -- They are using a new approach to the soft sell and not mentioning price but talking about how good the product is, how long they have been in business, how the kitchen was run by the family, etc., etc. Mention is also made of profit sharing plan.

Dickie says it is well done and really a soft sell. If you are interested in hearing this, ask Dickie to send you a dub.

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Ryle

PUBLIC SERVICE CAMPAIGN ( Ron Ruth, Sales Manager, WYSL )

WYSL ran NCSA's calling attention to Rosh-ha-shonah. This can do nothing but create goodwill.

# # #

ECONOMY IDEA ( Jack Schatz, Manager, WYNR )

Schatz points out that, "Typewriter ribbons cost us \$2.75 each unit, lasting about a month. We can purchase them at \$1.91 a unit by buying a coupon book for \$137.52, payable in advance. So that on the purchase of 72 units, we would save \$60.48. We simply requisition the units as we need them."

# # #

STATION BREAK ( Floyd Brown, Program Director, WYNR )

"This is Chicago's back-to-school station.... WYNR ....where music's our major and news is a current event....."

# # #

HOT COMERS

Henceforth, I will list in this area the three hottest comers from the Top 40 stations as reported by the P.D. If you are not playing these, you should give them extra close attention.

KLIF

- |                        |              |         |
|------------------------|--------------|---------|
| 1.) "Fools Rush In"    | Ricky Nelson | Decca   |
| 2.) "New Mexican Rose" | Four Seasons | Vee Jay |
| 3.) "Speed Ball"       | Ray Stevens  | Mercury |

KTSA

- |                       |               |               |
|-----------------------|---------------|---------------|
| 1.) "Little Eef Anny" | Joe Parker    | Sound Stage 7 |
| 2.) "Hey Lover"       | Debbie Dovale | Roulette      |
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PROMOTION IDEA ( Johnny Borders, Program Director, KTSA )

"Deejay Football" -- Five different plays put on tape cartridge. Each play has a different conclusion--"forward pass", "fumble", "field goal", "touchdown", etc. Listener on telephone gets a chance to pick outcome of the play. Cartridge is then started and play-by-play announcer describes the situation, i.e., "Ricci Ware fades to pass and he fires to Bruce Hathaway. It's a forward pass." If the listener has guessed that "forward pass" would be the outcome of the play, he wins the prize for that hour.

Obviously, the plays must be pre-recorded. As you readily recognize, this is identical to the old "Deejay Derby" idea except that the deejays are playing football instead of running a race. Very clever and very timely.

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STATION BREAK ( Stan Richards, Program Director, KLIF )

"KLIF.... a festival of fall fun...."

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PUBLIC SERVICE PROGRAM ( J. Tyler Dunn, Program Director, WYSL )

"Buffalo Business Digest" -- Promos have been cut for this program by the head of the Buffalo Chamber of Commerce and a bank president. I do not know what the program is exactly, but am asking Dunn to send me particulars.

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FALL PROMOTION ( Johnny Borders, Program Director, KTSA )

KTSA is issuing bumper stickers in the form of a pennant for all San Antonio High schools. They incorporate the call letters, the school colors, and the name of the football team.

I do not know the manner of distribution, but should you be interested, be in touch with KTSA.

# # #

PROMOTION ( Johnny Borders, Program Director, KTSA )

This would only apply to those stations which print and issue a Top 40 each week. KTSA has allowed space on their Top 40 Survey for the inclusion of the high school football schedules for all schools.

# # #

STATION BREAK ( Don Keyes )

Actually, I heard this on a KTSA air check and it struck me as rather funny.

"This is KTSA...the station the Paul Revered....."

# # #

PROMOTION ( Dick Lahm, Program Director, KILT )

"The Bacon & Lahm School Salute". Any school that presents Bacon & Lahm with a petition containing 50 or more signatures gets the morning show dedicated to them. Mention is made of this several times throughout the course of the show on the day that the school is saluted.

# # #



276

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KNUZ for Owens Country Sausage -- They are using a new approach to the soft sell and not mentioning price but talking about how good the product is, how long they have been in business, how the kitchen was run by the family, etc., etc. Mention is also made of profit sharing plan.

Dickie says it is well done and really a soft sell. If you are interested in hearing this, ask Dickie to send you a dub.

# # #



PROPOSED SALES IDEA ( Jim Hamby, Sales Manager, KTSA )

I think this is quite clever and I wish to call your attention to it emphatically since it pertains to accounts that always use radio.

The idea of a "Mobile Money Unit" for a local finance company was proposed by KTSA. Clients are invited to phone in loan applications. After their credit is checked, the loan company's "Mobile Money Unit" actually delivers the check along with the note for the client's signature to the client's house.

Yolanda points out as I dictate this that perhaps the idea is not good since the arrival of a Mobile Money Unit in a neighborhood points out to the people that the client is borrowing money. Thought I'd mention this since it might be presented as an argument. Perhaps, however, the idea is worth it just for the novelty of it. That is, it would make the loan company a loan company that is talked about as being progressive, novel, etc.

# # #

COMPETITOR'S PROMOTION ( Johnny Borders, Program Director, KTSA )

Frequently throughout the day, KONO announces that the "KONO request line" is open. The listeners call a special number, are put on the air and allowed to dedicate the next record that happens to be scheduled.

This might be good for our afternoon and evening shows, provided you do not do it over three times an hour, maximum.

# # #

STATION BREAK ( Johnny Borders, Program Director, KTSA )

"KTSA...where funzapoppin'.....!"

# # #

STATION BREAK ( Gordon McLendon )

"This is KLIF.... Like Sonny Liston.... the big hit  
in Dallas...."

# # #

SALES APPROACH ( Al Lurie, Sales Manager, KLIF )

Hancock Fabrics, which is a new account for KLIF, has been  
presented a commercial which depicts a mother and daughter engaged in con-  
versation about making back-to-school clothing rather than buying it.

# # #

PROMOTIONAL IDEA ( Stan Richards, Program Director, KLIF )

"KLIF Appreciation Days". These are four Saturdays during the  
month of September. Stan proposes that KLIF present a hop with recording  
stars and plan the day's activities, such as swimming, baseball, etc. I assume  
the locations he is talking of are in City Parks.

Personally, I like the idea of it but the execution looks to be  
awfully cumbersome.

# # #

PUBLIC SERVICE IDEA ( Stan Richards, Program Director, KLIF )

A concentrated Public Service effort urging youngsters to return  
to school this Fall. Obviously, this is to decrease the number of drop-outs  
each year.

# # #

COMMERCIAL APPROACH ( Jack Fiedler, Manager, KTSA )

The use of a child's voice concerning back-to-school accounts.

# # #



PROMOTION ( Stan Richards, Program Director, KLIF )

To strengthen weak time periods during rating week, use only classics during those hours. Rest of station on format as usual.

# # #

PROMOTIONAL IDEA ( Stan Richards, Program Director, KLIF )

They are asking a series of questions on one show and giving the answers on still another show.

This seems to be a good idea for continued tune-in.

# # #

STATION BREAK ( Stan Richards, Program Director, KLIF )

"This is KLIF....the four biggest letters in Dallas entertainment...."

# # #

PUBLIC SERVICE ( Al Lurie, Sales Manager, KLIF )

KLIF secured booklets from the Texas Chamber of Commerce, and displayed them in the lobby. The many visitors each week are impressed and it points out our state-wide Texas Triangle coverage.

# # #

PROMOTION ( Dick Lahm, Program Director, KILT )

"Mystery Caller" Contest -- A man calls twice a day from the same public telephone, giving clues as to his whereabouts. If a listener finds him while he is calling the station, he wins. The prize is scaled down from \$1,000.00 and additional clues are given regularly on the air.

# # #

STATION BREAK ( Gordon McLendon )

"This is KLIF...the electrifying 1190..."

# # #

PROMOTIONAL IDEA ( Jack Fiedler, Manager, KTSA )

"Elephant Jokes" -- KTSA has been having tremendous success with the "Elephant Jokes" craze. Fiedler reports excellent mail response. He has also come up with an album on the ROSCO label (LP 3150), entitled "Elephant Jokes". There is no address on the cover of the LP, but I am sure that Jack can tell you where to get it if you are interested.

Johnny Borders has sent a couple of good "Elephant Joke" station breaks to tie-in with the promotion.

Q: "Why do elephants listen to KTSA?"

A # 1: "Because it's the big sound in San Antonio-- they never forget!"

A # 2: "Because it's no fun to just watch!"

A # 3: "Because it's jumbo size entertainment!"

Fiedler is using album cuts which contain "Elephant Jokes" as promos wherein he requests listeners to send in their versions. He then selects them at random several times a day, reads them on the air, and awards \$1.00 to those aired.

# # #

STATION BREAK ( Jack Fiedler, Manager, KTSA )

"KTSA.....( capturing ) ( taking ) ( grabbing )  
San Antonio by the ear..."

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yph

STATION BREAK ( Dick Lahm, Program Director, KILT )

"A Houston tradition for music and news..."

"The Varsity Squad of Houston Radio..."

# # #

SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

" Meyerland Speedway was running out of steam...wanted something different. Due to football and baseball and everything else shooting at their crowds... We convinced the management to have a "Close of Season" race... We called it the "Summer Season Champion"... We cut special spots...raised the gate prices...He took the difference in profit and put up a trophy and bigger cash prizes for the drivers. He did real well--drew 5700 people and will make it an annual event. We sold him an extra schedule. "

# # #

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

"KTRH for Peden Iron and Steel. A woman switchboard operator answers the board with 'Peden Iron and Steel, valve department', 'Peden Iron and Steel, electrical dept...thank you', 'Peden Iron and Steel, structural dept...thank you'. She does this for five or six times( to show the many departments in the company ) then a male voice comes in and gives a short pitch on the company and its growth, and sells hard on the fact that Peden has been in Houston since 1890. This is an excellent method to mention the many products of a big company without sounding too commercial."

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PROMOTION ( Johnny Borders, Program Director, KTSA )

Johany calls this the KTSA "Take It From Me" Contest. Throughout the hour, the deejay gives the names of four prizes of varying value. The first listener to call the station and correctly name all of the four prizes, wins all four of them.

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PUBLIC SERVICE IDEA ( Johnny Borders, Program Director, KTSA )

Johnny proposes that each week KTSA give a token number of duplicate 45 rpm records to the youngsters wards in local hospitals. Taking his cue from Camels Cigarettes during the war, he proposes a line that says, "This week KTSA has sent records to Brooks Army Hospital. These records were furnished without charge to KTSA and are being donated to the hospital for their use."

# # #

STATION BREAK ( Johnny Borders, Program Director, KTSA )

"KTSA...where fall sounds like fun...."

# # #

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

KNUZ in Houston has 8 registered puppies which they had named after their deejays. The puppies are on display at a shopping center and listeners are invited to stop by and register their names in order to obtain one of the puppies.

This idea was accompanied by an ad from the Houston papers which pictured the deejays and the pups.

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PROMOTION ( Stan Richards, Program Director, KLIF )

On Columbus Day, KABL broadcast greetings from the Mayor of Genoa, Italy to the people of San Francisco. I have no further details on this but I assume that KABL contacted the gentleman ahead of time.

# # #

SALES IDEA ( Jim Hamby, Sales Manager, KTSA )

Jim has presented the following to a men's wear client. It is the "KTSA Treasure Girl". He proposes that a pretty model be placed on the back of a flatbed truck ( appropriately decorated ) and that the truck be parked at various busy intersections. Once per hour, the girl cuts into the KTSA broadcast and calls out the license number of a passing auto. If the driver of that car hears the announcement and drives back to the KTSA Treasure Girl, he wins a gift certificate from the sponsor.

This sounds a bit costly what with signs, truck rental, and model's fee, but perhaps it is worthwhile in the light of a pretty healthy budget.

# # #

REJECTED COMMERCIAL ( Jim Hamby, Sales Manager, KTSA )

Jim has rejected one cut from the commercials for the movie "Shock Corridor" due to the fact that it suggested nymphomania.

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STATION BREAK ( Dick Lahm, Program Director, KILT )

"This is KILT .... with a harvest of hits in Houston..."

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Jim did not think too highly of this promotion, but I think it's at least different and therefore worth calling to your attention. KONO calls it the "Yakity Cash". The first person to call in from a given exchange is given a subject to discuss, such as "Halloween". The person must then talk on that subject for 30 seconds straight without interruption in order to win the hourly prize which in this case was \$8.60 (860 kc ).

I like this contest because it not only requires listener participation but has an entertainment factor as well; that being, that the audience will find it entertaining listening to an amateur struggle to ad lib for 30 seconds.

# # #

PROMOTIONAL IDEA ( Don Keyes )

This has been done many times in the past but I feel that it is worth calling to your attention again what with the winter months approaching. Your afternoon deejay should ascertain the time of sunset and 20 minutes before that time should advise listeners who are driving to turn on their headlights.

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"This is KLIF...the four most exciting letters in the alphabet...."

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ECONOMY IDEA ( Jack Fiedler, Manager, KTSA )

Jack suggests that you check for leaky plumbing in your building--  
faucets, toilets, etc.

# # #

STATION BREAK ( Floyd Brown, Program Director, WYNR )

"This is WYNR in Chicago....where fall is a ball!"

# # #

COMPETITOR'S PROMOTION ( J. Tyler Dunn, Program Director, WYSL )

WGR in Buffalo is giving away a power snowblower to the person who  
correctly guesses the date of the first snowfall of one inch or more.

# # #

PROMOTION ( J. Tyler Dunn )

WYSL has four 16 volume sets of the American Heritage History  
of the United States. The station will attempt to tie in an essay contest  
with the City Board of Education and give these away. This should result  
in good P. R. and Public Service.

# # #

COMPETITOR'S COMMERCIAL ( Ron Ruth, Sales Manager, WYSL )

A local moving van company has a feature called "Billboard of  
Homes" on WEBR in which homes for sale or rent are advertised. The mover  
hopes that the person responding to one of the homes offered will utilize the  
services of his company. That is, the actual moving of the furniture.

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Rph

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"This is KTSA....the 4 biggest letters in San Antonio entertainment...."

# # #

NEWS STORY ( Larry Webb, Managing Editor, KTSA )

KTSA scored an excellent scoop the other day. I quote from Larry's report:

" Friday night KTSA newsmen Jerry Moon proved what a telephone means to a newsmen. A father shot and killed his wife and child. Moon criss-crossed the address, telephoned a neighbor, and had the complete story and first-person beeper on the air before Sheriff's investigators even arrived on the scene. When they did reach the scene, Moon got another first-person report with the neighbor and the sheriff at the scene of the slayings. By newstime, all other stations were reporting the shooting; KTSA was reporting the complete story with beepers."

# # #

COMPETITOR'S PROMOTION ( Dickie Rosenfeld, Sales Manager, KILT )

A Houston station is running a promotion with a shopping center which strikes me as quite up-to-date and clever.

Each person who makes a purchase in the center gets an IBM card ( it occurs to me at this point that this must be a lottery; therefore, should you do it for heaven's sake please revise it ). When they finish shopping they are invited to put the card in an IBM computer. If the lights flash and the cannon goes off, they win a mink stole.

As you can see, this is nothing more than the old fashioned drawing, but the use of the IBM card and computer gives it an up-to-date flavor.

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SALES PROMOTION for December/January (Jim Hamby, Sales Mgr., KTSA)

A tie-in with the local Jaycee Christmas Orphan's Shopping Tour. A special Christmas spot package for retailers only. Sold on the basis of giving 5% of the gross to the Jaycees for the Orphan's Tour. The money would be given in the name of the client purchasing the schedule. This, of course, can be adapted to any charity in your area. This can also be construed as a public service of sorts.

OBJECTIONABLE COPY (Jim Hamby, Sales Manager, KTSA)

They rejected a schedule and copy on the movie "I Hate Your Guts". Jim says the spots are grossly misleading and the copy is strictly "sex" with implication of race issues.

STATION BREAKS (John Borders, Program Director, KTSA)

"KTSA--Taking out the Yak, bringing music back"

"KTSA--The Radio Class of '63, where our Principal is much more music!"

PROMOTION (Stan Richards, Program Director, KLIF)

They are running a very interesting, required listening contest called the "KLIF Crossword Contest". Each hour from 7 am through 6 pm they play four songs, appropriately introduced as "Crossword Records". The first person calling in after the last record is played with a sentence utilizing every word in all four titles wins \$11.90. Stan reports a phenomenal response.



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SALES PROMOTION IDEA (Al Hart, Program Director, KABL)

I'm attaching a copy of a promotion idea that they used to get business out of a beauty show. It is very clever and readily adaptable for all other markets.

PROMOTION IDEA (J. Tyler Dunn, Program Director, WYSL)

With the proven popularity of "Oldie but Goodie" records, etc., this sounds like an excellent idea adaptable around the circuit. They have a promotion scheduled for October called "Memory Lane Month on WYSL". They are going to run all of their old exotics in a "Remember When" campaign.

STATION BREAK (J. Tyler Dunn, Program Director, WYSL)

"This is WYSL, the Fall Fashion in Buffalo"

PROMOTION IDEA (Floyd Brown, Program Director, WYNR)

They have produced a series of very funny spots using cut-ins from the new Cassius Clay album on Columbia "I am the Greatest".

WEEKLY REMINDERS

- 1.) How long since you have checked your proof of performance against your promises to the FCC to be sure all categories are in order?
- 2.) How long since you checked to be sure that the DJ's are actually spending time preparing their shows?

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BS:us  
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In conjunction with the recent billboard campaign, "This is KTSA....seamless....for sheer enjoyment...."

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While this idea is identical to the old "KLIF Jalopy" promotion in which an old used car is given away to teenagers, I like Johnny's title much better. It is called "A KTSA Klunker".

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PUBLIC SERVICE IDEA ( Cecil Tuck, Managing Editor, KILT )

Two KILT deejays are working in conjunction with the YWCA in a show promoting water safety. The jocks are learning to scuba dive and are talking it up on the air. Timely, topical, and a good example of how to effectively participate in community affairs.

# # #

SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

Merchant Park Bowling Lanes was having trouble attracting customers after midnight. Now a KILT special bowling rate of \$1.50 for as much bowling as customers care to do, is being advertised during the night show on KILT.

This idea is certainly applicable in all of our markets.

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CREATIVE SALES IDEA ( Al Lurie, Sales Manager, KLIF )

Leon's Bar-B-Q is opening a new location and is proposing a one cent sale on soft drinks when the customer buys a hamburger. KLIF deejays will serve as carhops for, I assume, one day.

# # #

STATION BREAK ( Johnny Borders, Program Director, KTSA )

"KTSA....talks less....says more...."

I would like to point out here that Johnny is rapidly becoming the grand champion of station breaks and most of them have been quite good. I would like to see more of these from our other Program Directors.

# # #

COPY APPROACH ( Jack Fiedler, Manager, KTSA )

While this idea was suggested by KTSA, I have thought of a different twist on it which I think you might find useful in selling an air conditioning account.

The commercial would open and close with this thought, "The temperature downtown right now is 94°; the temperature in front of a Philco room air conditioner is 72°." Obviously, this would have to be done live.

# # #

COMPETITOR'S PROMOTION ( Stan Richards, Program Director, KLIF )

As noted last week, attached you will find Stan Richards' report on the "Summer Carnival of Fun" contests being run by KBOX.

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COPY APPROACH ( Jack Fiedler, Manager, KTSA )

While this idea was suggested by KTSA, I have thought of a different twist on it which I think you might find useful in selling an air conditioning account.

The commercial would open and close with this thought, "The temperature downtown right now is 94°; the temperature in front of a Philco room air conditioner is 72°." Obviously, this would have to be done live.

# # #

COMPETITOR'S PROMOTION ( Stan Richards, Program Director, KLIF )

As noted last week, attached you will find Stan Richards' report on the "Summer Carnival of Fun" contests being run by KBOX.

# # #

rpl

COMMERCIAL COPY ( Richard Wilcox, Manager, KABL )

Simas Brothers gasoline has long had unusual commercials.

I am enclosing a piece of copy which Richard sent me concerning this account. Should you have a potential client for this approach, I am sure Richard would be happy to locate other examples.

# # #

COMMERCIAL REJECT ( Charlie Payne, Sales Manager, KABL )

Local film distributor wanted to run a commercial within the newscast which sounded like a news story. He wanted it to sound like a bulletin and without proper sponsor i.d.

Charlie converted him to a regular spot schedule on weekends.

# # #

PROMOTIONAL IDEA ( Al Hart, Program Director, KABL )

KABL, in keeping with its established tongue-in-cheek promotional approach, came up with a beautifully written exotic on "head hunting in the Phillipines".

Copy enclosed.

# # #

STATION BREAK ( Johnny Borders, Program Director, KTSA )

"This is KTSA.....love at first sound."

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"This is KTSA.....love at first sound."

# # #

TIGER PROMOS

WYNR

CUT # 1

*Typch  
station bills*

Control: ( WINNER Sig, hold under for... )

Annrc 1: "This is WINNER, WYNR..."

Control: ( tiger growl and roar )

Annrc 2: "The tiger of Chicago radio..."

Control: ( WINNER theme curtain )

# # #

TIGER PROMOS

WYNR

CUT # 2

Control: ( WINNER sig, hold under for...)

AnnCR 1: "This is WINNER, WYNR..."

ANNCR 2: "WINNER, The Chicago tiger!"

Control: ( tiger roar and WINNER theme curtain )

# # #



COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KPRC )

Ivy Russell Ford on KPRC -- Two cowboys are talking real cowpoke talk with Gordon McLendon in the background. They are talking about how they have to thin the herd before they take them to market. They are still going on with the cow Don Keyes when Bill Russell, the general manager of the Ford Company,

March 27, 1963

I have gone through the Policy Books and have noted below what I feel are some of the best promotional items to refurbish WYNR.

- 1.) Child Promos *Script + exp*
- 2.) Allowance Club *fav - script + exp*
- 3.) Dollar Scholar *fav - exp - by ad files*
- 4.) April Shower Singer *out dated*
- 5.) The "Big" Contest *no fav script - WP*
- 6.) Blessed Event Contest ( National Baby Week - April 27-May 4 ) *re dated*
- 7.) Klassic Week *exp only*
- 8.) Coddled Coed *script + exp.*
- 9.) Famous Name Promos *done*
- 10.) Flagpole Sitter *exp + further exp.*
- 11.) April Fool firings -- Swap with WIND? *old*
- 12.) Headline intros -- "WINNER Instant News" *exp.*
- 13.) Freshening of live formats *exp.*
- 14.) Lucky Telephone -- \$100.00 per hour *type copy - exp*
- 15.) D.J.s make 10 calls per day before going on the air *exp.*
- 16.) Make It or Break It *exp.*
- 17.) Money Street *type copy -*
- 18.) The new WYNR *exp*
- 19.) Instructions on use of call letters *exp*
- 20.) Numbers Game *you have this*
- 21.) Rear Windo *good you've got*
- 22.) Mystery House Number *type exp*
- 23.) Easter Basket *out dated*
- 24.) National Pickle Week *copy + exp*
- 25.) Pennies For Political Posters *sent to research to analyze*
- 26.) Bruce Brown Show -- D.J. cut-ins from other cities *exp*
- 27.) Senior Souvenir -- Four weeks before graduation *fav*
- 28.) Three To Get Rich *fav exp (check for copy)*
- 29.) Woolly Mastadon -- 10¢ all winners
- 30.) Scavenger Hunt on Saturday afternoons *fav copy*
- 31.) Why I hate Bruce Brown
- 32.) Fingerprint Contest
- 33.) 12:00 to 3:00 PM Show from poolside *exp -*

STATION BREAKS ( Floyd Brown, Program Director, WYNR )

New Station breaks :

- 1.) "WYNR... Nashville Chicago..."
- 1.) "This is Wonderful Winner...."
- 2.) "The No. 1 sound in town...."
- 3.) "The new WYNR...."



Rpb

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

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###

STATION BREAK ( Rex Jones, Program Director, KLIF )

"KLIF...new cheer for a New Year..."

###

PROMOTION IDEA ( Don Keyes, Dallas )

It wouldn't be a bad idea to occasionally see what you can do to help the record business in your town. The record business is down some 10 - 12 % from last year and some of these distributors are beginning to feel the pinch. We have been quick to call upon them for records for various purposes over the years and I think a letter of appreciation might be in order, if not some specific actions which might help the local record industry as a whole.

While I fully realize that we are not in the record business, I also realize that we are married to it by the very nature of our basic product. It simply cannot be avoided. You have got to make many points for yourself with such an effort; if for no other reason, no one else has ever done it.

###

STATION BREAKS ( Floyd Brown, Program Director, WYNR )

1.) "WYNR...funsville Chicago..."

###

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###

*Rpl*

STATION BREAKS ( Rex Jones, Program Director, KLIF )

- 1.) "KLIF...where fun spends the winter..."
- 2.) "KLIF...making music while the fun shines..."

###

HOT COMERS

KLIF

- |                             |                |          |
|-----------------------------|----------------|----------|
| 1.) "Vaya Con Dios"         | The Drifters   | Atlantic |
| 2.) "Talking About My Baby" | Impressions    | ABC      |
| 3.) "Slippin' and Slidin' " | Jim and Monica | Betty    |

KILT

- |                               |               |                 |
|-------------------------------|---------------|-----------------|
| 1.) "Gloria"                  | Kenny Bardell | Kenn<br>All Boy |
| 2.) "Cool Breeze              | Gerald Sims   | Okeh            |
| 3.) "Going Back to Louisiana" | Bruce Channel | Le Cam          |

KTSA

- |                                  |                 |          |
|----------------------------------|-----------------|----------|
| 1.) "See The Funny Little Clown" | Bobby Goldsboro | UA       |
| 2.) "I Want to Hold Your Hand"   | The Beatles     | Capitol  |
| 3.) "Custom Machine"             | Bruce & Terry   | Columbia |

WYNR

- |                            |               |         |
|----------------------------|---------------|---------|
| 1.) "Hi-heel Sneakers"     | Tommy Tucker  | Checker |
| 2.) "Think Nothing of It"  | Gene Chandler | Constel |
| 3.) "If Somebody Told You" | Anna King     | Smash   |

###

STATION BREAKS ( Rex Jones, Program Director, KLIF )

1.) "KLIF...where fun spends the winter..."

2.) "KLIF...making music while the fun shines..."

Sheriff, Chief of Police, Mayor, etc. # # #

HOT COMERS

KLIF ( Johnny Borders, Program Director, KTSA )

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PUBLIC SERVICE IDEA # # #

ys  
1/15/64



PUBLIC SERVICE PROMOTION ( Johnny Borders, Program Director, KTSA )

Since National Crime Prevention Week comes in February, KTSA suggests a series of short Public Service spots pointing up this fact done by the D. A., Sheriff, Chief of Police, Mayor, etc.

###

STATION BREAK ( Johnny Borders, Program Director, KTSA )

"KTSA...where fun's our feature...!"

###

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

Gulfgate Shopping Center on KIKK --

Owner: "Well, Jenkins, are we participating with all the other Gulfgate merchants during this fabulous January clearance?"

Manager: "Yes sir, we are clearing out all this merchandise so we can get ready for our spring lines. Just look at these low prices!"

Owner: "Good heavens, Jenkins! With prices like these low ones you'll bankrupt the company!!" ( Owner screams and cries ) "Jenkins, how could you?!"

Manager: "I hate to see a grown man cry, but come to Gulfgate now during this tremendous January clearance and you will see a lot of bosses cry as we store managers slash prices to practically give-away merchandise!"

###

PUBLIC SERVICE IDEA ( Dick Lahm, Program Director, KILT )

" Because of the President's assassination, the Christmas Seals Campaign fell short of their goal by some \$17,000. We pitched in with a count-down type promo until the money was raised."

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zpl

SPEC SPOT SOLD ( Ron Ruth, Sales Manager, WYSL )

I am asking Ron to send you a dub of the spec prepared for Music City.  
It is quite clever and will perhaps help you get a similar account in your area.

###

LOCAL EDITORIAL ( Art Holt, Manager, WYSL )

"University professors at University of Buffalo refuse to sign non-communist oaths because it impairs their academic freedom. This is, of course, wide open for editorial attack. "

###

CREATIVE SALES IDEA ( Tad Van Brunt, Sales Manager, KABL )

KABL proposed that the Bank of Tokyo sponsor headlines of Summer Olympics activity in Tokyo. Spec tape is being prepared. KABL will attempt to break first with this news in San Francisco.

###

STATION BREAKS ( Rex Jones, Program Director, KLIF )

- 1.) "KLIF...the right place for the bright pace..."
- 2.) "KLIF...Dallas' winter olympics of fun..."
- 3.) "KLIF...your winter fundial..."

###

PROMOTION ( Rex Jones, Program Director, KLIF )

"World's Longest Bowling Alley" contest by Charlie & Harrigan. The bowling ball is started rolling during the morning show, and listeners are asked to guess when it will strike pins in afternoon show. Prize: Bowling balls and bags.

Good cross-plug for traffic shows.

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###



2/26

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

Ben Franklin Savings on KXYZ -- "Spot starts with the flutes playing and the drums rolling with the sounds of the Revolution--'Yankee Doodle Dandy'. The announcer comes on with '...It was 1776...the United States was in its infancy. The British were beating the revolutionaries at all fronts...the situation looked hopeless. The new nation was without funds to feed its troops or buy arms, but alas a man with forethought had predicted this. He was Ben Franklin and history found him in France asking that great power for aid. Ben Franklin got that aid and, being the thrifty person he was, he took half the money and used it to get the revolution back on its feet and saved the balance for the coming winter. Had it not been for men like Franklin with thrift as a driving power, the new nation would have perished. So you too should be thrifty and save the Ben Franklin way.'" etc. etc.

###

COPY APPROACH ( Don Keyes, Home Office, Dallas )

I stole this line from a signboard in Chicago and I think you might get a lot of attention with it with a florist in your city. The tag line, "...where you can find any bloomin' thing..." is quite clever.

###

STATION BREAK ( Don Keyes, Home Office, Dallas )

"This is KLIF, Dallas...the fastest thing in the air..."

###

EXOTIC ( Johnny Borders, Program Director, KTSA )

"Bemidji, Minnesota" -- The spot urges you to spend your winter in snowy Bemidji, Minn. Talks about the low temperature, crisp winter air, etc.

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rylb

STATION BREAK ( J. Tyler Dunn, Program Director, WYSL )

"This is WYSL... a musical valentine..."

###

CREATIVE SALES IDEA ( Ron Ruth, Sales Manager, WYSL )

"For the grand opening of an exclusive French Restaurant, we used a variation of an old promotion. Inside the restaurant, there will be a model dressed in a French Can-Can outfit. She will have a supply of keys and a container with a lock. In the container are comps from the management for that evening's dinner and entertainment. If the key they get opens the box, they will win."

###

STATION BREAK ( Johnny Borders, Program Director, KLIF )

"KTSA... a wonderful way to enjoy lift...!"

###

CREATIVE SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

"Pitched Westmoreland Dairy, a small Houston dairy, urging housewives to write in to KILT and tell them who their favorite milkman is. To know next week."

###

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

"Bill McDavid Oldsmobile, car salesman, trying to sell a lady a new Oldsmobile. She keeps interrupting him, 'You sure are cute.' He keeps trying to sell, she keeps interrupting, 'Gosh, you're handsome'. He tries to sell her again and she keeps stopping him. Finally she asks, 'Are you married?' 'Well,' he answers, 'I'm not now.' The spot ends there, leaves you hanging."

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###



PROMOTION ( Floyd Brown, Program Director, WYNR )

"WYNR Trick or Treat House" -- Four Trick or Treat houses spread over the city and designated as WYNR trick or treat houses. Youngsters are advised to go from house to house and ask "...is this the WYNR trick or treat house?" The first one to find the WYNR trick or treat house wins a prize.

# # #

PROMOTION ( Mitch Lewis )

"Walking on Money Promotion" -- Jock gives a series of three numbers. First person arriving at studio with a used shoe containing these three digits, in sequence, receives cash prize. Could probably be sold to shoe chain. Prize: one or two pairs of new shoes.

# # #

ECONOMY IDEA ( Bill Weaver, Manager, KILT )

Bill suggests the following: "Sometime during the next two months, review the assessment of the property you own in your market, and try and seek a lower assessment. Most city and county tax departments will allow depreciation each year, and in many cases it is a simple matter of just asking for a lower assessment."

# # #

STATION BREAKS ( Dick Lahm, Program Director, KILT )

"Popular from Ghost to Ghost..."

"It turns you on..."

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STATION BREAK ( Johnny Borders, Program Director, KTSA )

"This is KTSA...the fall fashion in San Antonio listening..."

# # #

COMMERCIAL ACCOUNT ( Jim Hamby, Sales Manager, KTSA )

A few weeks back an idea was presented concerning loan companies and their use of a "Mobile Money Unit". Hamby reports that Great Western Finance finally bought the idea on the basis of using unmarked cars.

And so another idea from our Digest has resulted in new money!

# # #

STATION BREAK ( Dick Lahm, Program Director, KILT )

"This is KILT in Houston...full of tricks and always a treat..."

# # #

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

"For Wilson Office Supply: A salesman is calling on an executive. He notices the guards and time lock on the door to the suite. In talking with the receptionist the fact is established that the executive takes time each morning to admire his new office completely furnished by Wilson. Now, a beautiful but dumb secretary enters and asks a stupid question. The punch line is 'Wilson furnishes everything for the office but the secretary'. This spot was heard on KPRC."

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# # #

yph

COMPETITOR'S PROMOTIONS ( J. Tyler Dunn, Program Director, WYSL )

1.) WKBW: "Stork Club" -- expectant mothers write in name and date of expected birth. Name is drawn, prizes ( suitable ) awarded.

2.) WKBW: "Voice Choice Contest" -- man goes out and gets tapes of voices from people on street. Play back on air; if you identify your own voice, you win a prize.

# # #

STATION BREAK ( J. Tyler Dunn, Program Director, WYSL )

"This is WYSL...so nice to drive home to..." ( afternoon drive time )

# # #

REJECTED COMMERCIAL ( Ron Ruth, Sales Manager, WYSL )

" The spots for the movie ' A New Kind of Love' were very suggestive. I recommend a close listen to all cuts before putting this one on. It could upset some old, rich ladies, not to mention the FCC. "

# # #

PUBLIC SERVICE PROMOTION ( Ron Ruth, Sales Manager, WYSL )

"Watch for Kids on Halloween Night" campaign. Ron suggests that this campaign might be effective if done in a cute way and, at the same time, would make an impression on motorists to be especially watchful on that night.

# # #

COMPETITOR'S PROMOTIONS ( J. Tyler Dunn, Program Director, WYSL )

1.) WKBW: "Stork Club" -- expectant mothers write in name and date of expected birth. Name is drawn, prizes ( suitable ) awarded.

2.) WKBW: "Voice Choice Contest" -- man goes out and gets tapes of voices from people on street. Play back on air; if you identify your own voice, you win a prize.

# # #

STATION BREAK ( J. Tyler Dunn, Program Director, WYSL )

"This is WYSL...so nice to drive home to..." ( afternoon drive time )

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REJECTED COMMERCIAL ( Ron Ruth, Sales Manager, WYSL )

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PROMOTION IDEA ( Roy Nichols, Newsmen, KLIF )

Roy is a member of the KLIF news department and took time to send me an idea for a promotion that occurred to him. Rather than try to explain it, I am attaching fax copies of his note to me.

Seems like a good idea, especially with Christmas coming up.

###

SPEC SPOT ( Don Keyes, Dallas )

While in New York recently, I heard a commercial which opened up with Italian-type music--mandolins, etc--faded, and the announcer said, "Roman time XIV past VI. Time for Roman Pizza."

Perhaps there is a sponsor named Roman in your city to whom this approach might appeal.

###

CREATIVE SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

"Deer Lake Lodge is using a deer hunting lease as a wedge to sell 1/2 acre lots to prospective buyers. We created a spot with an opening attention getter of hunters' guns going off and then came in with two men who were driving to the lease talking of all the wonderful advantages of Deer Lake Lodge and how when they got their limit of game the wives could bring the kids up for a nice weekend."

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STATION BREAK ( J. Tyler Dunn, Program Director, WYSL )

This is for KABL only to be used only during the evening.

"This is KABL... A nocturne for November..."

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STATION BREAKS ( Jim Randolph, Program Director, WYNR )

- 1.) "WYNR...moving like a Fourth of July pin-wheel..."
- 2.) "WYNR...making more noise than a Tiny Tim firecracker..."

###

SATURDAY AND SUNDAY SALES ( Art Holt, Manager, WYSL )

We are carrying "The Shadow" sponsored currently. Also have recently been successful in selling our "Sunday Spectacular" and an evening show called "Saturday Showcast", all representing extra revenue because of the "program-sales" aspect that makes the sponsor feel he's buying something other than routine spots. No change in musical format is involved, just putting a name around the segment created the Saturday program.

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CREATIVE SALES IDEA ( Al Lurie, Sales Manager, KLIF )

Garland Car Dealers have a problem with the widening of Garland Road on which all of them are located. Suggested spots featuring heavy machinery sound effect. "For the adventurous, great savings the reward."

###

COMPETITOR'S PROMOTION ( Jack Fiedler, Manager, WYNR )

Last Wednesday every station in town received a black ( and expensive ) funeral wreath. There was no explanation. Leonard Chess called all stations to apologize and say neither he nor station sent same. Obviously, it was Montegue the Magnificent now 6-10 AM on WVON.

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COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

On KODA for Mel Grean Volkswagen Company. A Volks owner is talking to his Attorney about drawing up his will...

Volks Owner: "I want to leave the 25 miles per gallon I save on my Volks to my children."

Lawyer: "But you can't will something like that..."

Volks Owner: "I want my wife to have the \$100.00 per year I save on maintenance."

Lawyer: "That is no way to write a will..."

Volks Owner: "But I get so much mileage and save so much on maintenance I ought to be able to leave it to someone."

Lawyer: "Alright, alright, who are you going to leave the Volks to?"

Volks Owner: "Nobody. I'm taking the Volks with me...."

# # #

SPEC SPOT ACCOUNT ( Dickie Rosenfeld, Sales Manager, KILT )

Royal Homes has a new model that they are selling called the Space Princess. The commercial begins "Once upon a time.. not so very long ago... a beautiful Princess told her Prince Charming she wanted a new castle..." This in turn is tied in with the real facts of the copy.

# # #

STATION BREAKS ( Johnny Borders, Program Director, KTSA )

"KTSA... full of tricks and always a treat!"

"KTSA... for a spook-tacular Halloween!"

"KTSA... brighter than a Jack-o-Lantern!"

"KTSA... haunting your house with much more music!"

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PUBLIC SERVICE ( Ron Ruth, Sales Manager, WYSL )

Ron suggests a safe driving campaign with a sectional flavor.

"WYSL urges all the people in Kenmore ( suburb ) to drive safely."

The idea is to use all the surrounding towns and suburbs in the safety pitch.

Along these lines, I heard a series of breaks on WSB in Atlanta which went something like this:

"This is WSB, Atlanta, . . . . at 720 on the Decatur radio dial. . . ."

This certainly dramatizes the big coverage that they have.

# # #

COMMERCIAL IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

An idea for securing general insurance business. He pitched the Bill Thaxton Insurance Agency the idea of selling a package insurance plan to the general public on radio. On this plan you can get accident, auto, home, hospital and life insurance on one easy monthly payment. The on-the-air pitch is "You call Big Bill Thaxton for the Big T Plan. Regardless of your ratings or cancellations, Big T can insure you!"

# # #

MONEY SAVING IDEA ( Bill Stewart, Dallas )

I checked with Morris Mewbourn today and he says that to the best of his knowledge the only station taking advantage of the tax rebate on news calls is KILT. We should all be doing this and claiming a fluctuating percentage

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2/26

PROMOTION ( Dick Lahm, Program Director, KILT )

"Dick Lahm Sticker Sticker Contest" -- KILT printed up 3"x7" bumper-type stickers and have kids put them on their notebooks. These stickers are numbered and the numbers called from time to time for small prizes.

###

STATION BREAKS ( Dick Lahm, Program Director, KILT )

"The little ole hit-maker... KILT"

"You've got our number... 610..."

###

CREATIVE SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

Hunt Mattress Company is one of Houston's oldest bedding manufacturers but they have never put the image across that a Hunt Mattress is the ultimate in sleeping comfort at the lowest possible cost since they are the manufacturer and the retailer. KILT presented them with the following:

Music: ( Slow, dreamy strings )  
Girl: "Relax... close your eyes... drift off to sleep in sheer luxury... delicious comfort..."  
Annrc: "On your mattress by Hunt Mattress Co.... and after a night of restful comfort..."  
Music: ( bright )  
Girl: "Good morning.... what a wonderful day..."  
Annrc: "You awake refreshed every morning... when you sleep on a Hunt 'good morning' mattress and box spring. Buy direct from the factory and save on your Hunt Mattress. Today, see the Hunt Mattress with a ten year guarantee for only \$44.88. Budget terms are available. To see this mattress without obligation, call Hunt's Mattress Company at WA 3-5518 or MO 7-4557 for a presentation in your own home. "

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PROMOTION ( Johnny Borders, Program Director, KTSA )

"Tree Chop" -- telephone game where listener guesses how many chops it takes to bring down Christmas tree. If correct, wins a tree. Produced with Christmas music, chopping sounds, and "timberrr" in echo, etc. The trees are provided by a supermarket for air mention.

The promotion is inexpensive and timely and Johnny reports that listener response has been good.

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PUBLIC SERVICE PROMOTION ( Johnny Borders, Program Director, KTSA )

With more people's attention focused on politics and national affairs, Johnny thinks it would be timely for short, well-produced featurette on "The Presidents", giving brief history of each. He suggests the Walter Brennan album on Liberty as reference material.

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STATION BREAKS ( Johnny Borders, Program Director, KTSA )

"The Christmas Sound... sounds best on 550... KTSA!"

"KTSA... your holiday headquarters for fun!"

"KTSA... the sound wrapped for Christmas listening!"

###

PROMOTION ( Jack Fiedler, Manager, KTSA )

"We took the Powder Puff Paint Pageant exotic copy from KABL and ran a promotion ( for real ) on the Bob Sinclair Show. To our surprise in two weeks time on an every-other-hour schedule, it pulled more than 50 real works of art done in cosmetics. Prize included one year supply of Cover Girl makeup, courtesy of Noxema. The whole thing made a great merchandising piece in behalf of Noxema who should be delighted."

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STATION BREAK ( Rex Jones, Program Director, KLIF )

"This is KLIF... 1190 Mistletoe Row..."

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STATION BREAK ( Floyd Brown, Program Director, WYNR )

"WYNR Chicago... with more surprises than Santa Claus..."

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PROMOTION IDEA ( Johnny Borders, Program Director, KTSA )

"Billiminitor Contest" -- After Christmas, deejays announce the amount of a Christmas "bill". The first listener who calls in and has a Christmas bill of identical amount gets that bill paid by the station.

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SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

"Client just came out with new record album which is ideal for Christmas gift. Name of album is 'Sing Along With the Kingston Trio'. This particular album has no singing by the Trio, only the background music. People can either sing the regular words or make up their own lyrics. Capitol was presented the idea to furnish prizes for the best set of lyrics to the 'Tom Dooley' cut on this album. Contest runs, in their spot schedule, on the Jim Wood Show at night. Schedule runs for two weeks, plugging the contest, then Jim and Lee Trimble, the Capitol Manager, will judge the entries. Capitol bought the schedule and furnishes first prize money of \$50.00 and the second and third prizes each a set of Kingston Trio record albums, amounting to 19 albums."

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ryh

PROMOTION IDEA ( Johnny Borders, Program Director, KTSA )

"Valentine Sweepstakes" -- Since Valentine's is slanted primarily for females, so this promotion. The gimmick is for men to win prizes for wife or girlfriend, wife to listen if hubby can't. Couple or three prizes added to daily Valentine Sweepstakes. First person to send postcard to station listing ( to the penny ) correct retail value of all prizes announced, wins them for his sweetheart.

Example: "The latest KTSA Valentine Sweepstakes prize is a gorgeous ladies sport jacket, approximate retail value, \$45.00.." and on with spiel.

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STATION BREAKS ( Johnny Borders, Program Director, KTSA )

"KTSA...glisening listening..."

"KTSA...a holiday of sound, all year 'round!..."

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CREATIVE SALES IDEA ( Johnny Borders, Program Director, KTSA )

"For supermarket chain to initiate New Year push, chain gives away 1,964 pounds of groceries over six to eight week period. Promoted with radio spots, slogan could be: Piggly Wiggly, where you get more in 1964 and to prove it Piggly Wiggly is giving away 1,064 lbs of groceries. Shoppers register. Drawing held each week at different stores. Winners' names promoted in spots."

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yph

STATION BREAKS ( J. Tyler Dunn, Program Director, WYSL )

"This is WYSL...as glittering as tinsel..."

"This is WYSL...a wreath of holiday music..."

"This is WYSL...a holiday tradition in Buffalo..."

# # #

REJECTED COPY ( Ron Ruth, Sales Manager, WYSL )

Ron questioned the spots for "The Cardinal" because of their reference to the church. WYSL is running live copy which they wrote. The schedule was retained.

# # #

STATION BREAKS ( Floyd Brown, Program Director, WYNR )

"WYNR Chicago...giving you more in '64..."

"WYNR Chicago...your New Year's resolution..."

" WYNR Chicago...ringing out the old and swinging in the new..."

# # #

COMPETITOR'S COMMERCIAL ( Dickie Rosenfeld, Sales Manager, KILT )

Jacobe Pearson Lincoln-Mercury on KPRC --

Two men in neighborhood talking:

1st man: " Boy, who's driving the good looking Comet round and round the block?"

2nd man: "That's my wife. We just bought our new Comet from Jacobe Pearson Lincoln Mercury and she is so crazy about driving it she won't stop until she runs out of gas. Here she comes now! ( Sound of car coming to stop ) Oh my goodness, there she is with an extra gas can filling the tank and ready to take off again ( car starts ). Those Comets get so many miles to the gallon, I won't get to see her for another two days."

1st man: "That's great. I'm going to get my wife a Comet from Jacobe Pearson Lincoln Mercury so I won't have to see her for two days!"

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PROMOTION ( Johnny Borders, Program Director, KTSA )

"Guest DeeJay" -- At a designated time, the first teenager to call is given the opportunity to guess the next Top 40 record that's going to be played. If he is correct, he wins the prize and, via beeper phone, gets to intro and dedicate the record.

My only comment here is that the chance of guessing correctly is 1 out of 40 and, therefore, the odds are very much against the participant. I think the idea is basically good, but it needs greater refinement before it can be executed successfully.

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STATION BREAKS ( Johnny Borders, Program Director, KTSA )

- 1.) "KTSA...with more music galore in 1964!"
- 2.) "KTSA...your Happy New Year station..."
- 3.) "KTSA...as bright as the New Year!"

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SALES IDEA ( Del Markoff, Sales Manager , WYNR )

As you oldtimers know, KLIF has periodically sold its mobile unit broadcasts. Markoff's idea is to sell news bulletins. An arrangement would be made with the sponsor whereby certain number of bulletins, followed by his commercial, would be broadcast each week. During a slow week, you would simply make up the difference by scheduling spot announcements. Obviously you do not wish to use an intro to this feature, but simply follow the bulletin with the commercial.

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STATION BREAK ( Johnny Borders, Program Director, KLIF )

"KLIF, ..ear-conditioned for summer fun...!"

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CREATIVE SALES IDEA ( Al Lurie, Sales Manager, KLIF )

Al suggests that briefly clad girls walk downtown with a "follow me" sign on their backs. They walk into the remodeled Skillerns Drug Store. Everyone who comes in is given an inexpensive gift ( comb, key chain, etc. ). Supported by spot schedule.

###

CREATIVE SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

This commercial idea uses the "Lone Ranger" theme. However, instead of taming the west with his six-shooter, he soothes the bad men and Indians by playing his H&H guitar. He is known as "The Lone Raisin" because of his suntanned and wrinkled face. After he soothes the savage and saves the settlers, they want to know who the masked man with the Indian "Pronto" is and a settler says, "Why, don't you know that's the 'Lone Raisin' with his Indian pal 'Pronto' and his H&H Music Co. guitar...!"

###

SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

In Houston, the Tennessee Bank and Trust is going after new depositors by giving 3% automobile loans. They are saturating the air waves with ten-second quickies, and frankly admit the reason they are giving 3% loans is to get new depositors. If you have a bank in your area that is hurting for new business, this might get them to hustle new customers and make a steady radio user for the future.

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In Houston, the Tennessee Bank and Trust is going after new depositors by giving 3% automobile loans. They are saturating the air waves with ten-second quickies, and frankly admit the reason they are giving 3% loans is to get new depositors. If you have a bank in your area that is hurting for new business, this might get them to hustle new customers and make a steady radio user for the future.

###

Rph

STATION BREAKS ( Rex Jones, Program Director, KLIF )

"KLIF...filled to 1190 with Fall fun..."

"KLIF...filibuster of Fallfun..."

"KLIF...featuring new Fallfashions in fun..."

"KLIF...playing more music than a free juke box..."

###

STATION BREAK ( Floyd Brown, Program Director, KLIF )

"WYNR...as bouncy as a cheerleader..."

###

COMPETITOR'S COMMERCIAL ( Del Markoff, Sales Manager, WYNR )

Goldblatt's Auto Wash on WJJD -- Take-off on Walter Winchell's "Untouchables" narration. Concerns itself with undercover work, a dirty job ahead, car looks untouchable...etc.

###

SPEC SPOT ( Del Markoff, Sales Manager, WYNR )

Del sold Star Pontiac with this approach and I would think any client who had the word "star" in his business name would find this useful.

Commercial utilizes voice of various movie stars, then announcer's voice comes in and says, "These are all famous stars in Hollywood, but in Chicago the famous star is Star Pontiac..." etc. etc.

Sounds like a good attention-getting commercial.

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Sounds like a good attention-getting commercial.

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apl

STATION BREAKS ( Dick Lahm, Program Director, KILT )

Perhaps you can adapt this to NFL.

"This is KILT...Houston's AFL leader--Always Fun Listening..."

"This is KILT Houston...more people are voting for KILT...  
Lever 61..."

I would first check to make sure there is not a lever 61 on your voting  
machine lest we be accused of confusing an issue.

###

WEEKLY REMINDERS

- 1.) How long since you've checked your switch-  
board operator to determine her telephone manner  
and how the disposition of various calls is handled?
- 2.) How long since you've stopped by your station  
in the evening to make sure no unnecessary lights  
are burning?

HOT COMERS

KLIF

- 1.) "Rags to Riches"
- 2.) "Stewball"
- 3.) "Be Mad Little Girl"

Sunny & Sunliners  
Peter, Paul & Mary  
Bobby Darin

Tear Drop  
WB  
Capitol

KILT

Didn't send in a list

KTSA

- 1.) "I Could Of Danced All Night" Ben E. King
- 2.) "Be Mad Little Girl" Bobby Darin
- 3.) "Kansas City" Trini Lopez

Atco  
Capitol  
Reprise

PROMOTIONAL IDEA ( Don Keyes, Radio Office, Dallas )  
STATION BREAKS ( Dick Lahm, Program Director, KILT )

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PROMOTIONAL IDEA ( Don Keyes, Home Office, Dallas )

I wish to point out that if you did not use "Gregory the Gregacious Gobbler" during Thanksgiving, it is appropriate for Christmas. This, of course, providing you have the available turkeys.

###

STATION BREAK ( J. Tyler Dunn, Program Director, WYSL )

"This is WYSL... a cornucopia of melody..."

While this is peculiarly WYSL, I think it would sound pretty funny on the Top 40 stations as well.

###

PROMOTION ( Floyd Brown, Program Director, WYNR )

"Sick Call" -- What with cold weather bringing colds and flu, Floyd is devoting 15 minutes of his 9:00 to 12:00 Noon show each day to those children and adults who are home sick. He asks that they call in to inform him that they are in that condition and then he sends them a musical get well card on the air, mentioning their name and address, playing a song especially for them, etc.

On the first morning he did this, the telephone company called to complain that the deluge of calls broke down the operation of three central offices.

This is an original idea and one that should be explored by all pop stations.

###

STATION BREAKS ( Floyd Brown, Program Director, WYNR )

"This is WYNR... beginning to look a lot like Christmas..."

"This is WYNR... Chicago's musical Santa Claus..."

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PROMOTION ( Johnny Borders, Program Director, KTSA )

"Christmas Cash Catalog" -- done like "Maximilian" was done. Santa's helper, whose voice is recorded, thumbs through the pages of the Christmas Cash Catalog announcing different amounts of money. The listener stops Santa's helper and wins the next price which is coming up from the tape .

###

STATION BREAKS ( Dick Lahm, Program Director, KILT )

- 1.) "KILT...the sound of the holiday season..."
- 2.) "KILT...your home for the holidays..."

###

SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

Southwestern Savings was sold on an idea that now is the time for parents to give a gift of a new savings account to their children. They hoped to capture some of the children's cash that is given at Christmas and bolster their deposits with it.

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SALES APPROACH ( Dickie Rosenfeld, Sales Manager, KILT )

H & H Music Company bought a schedule due to a KILT produced spot which utilized various musical instruments playing off tune followed by the announcer saying that anyone buying a musical instrument from that company would receive lessons for the first month, free of charge.

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STATION BREAK ( Jim Randolph, Program Director, WYN-R )

ryb

WYN-R, Chicago... Where June is bustin' out all over.

WYN-R, Chicago... Bluer than Lake Michigan and twice as cool.

# # #

PUBLIC SERVICE IDEA ( Bill Peck, Continuity Director, WYN-R )

Getting Life Guards and Red Cross Water Safety Instructors to record swimming safety spots personalized for WYN-R.

# # #

HOT COMERS

KILT - None

KLIF

1.) "Milord"	Bobby Darin	Atco
2.) "It's Too Late"	Sunny & The Sunliners	Teardrop
3.) "My Dreams"/Flip	Brenda Lee	Decca

KTSA

1.) "Walk On By"	Dione Warwick	Scepter
2.) "My Ringo"	The Rainbows	Dot
3.) "Alone With You"	Brenda Lee	Decca

WYN-R

1.) "Keep On Pushing"	The Impressions	ABC
2.) "Try It Baby"	Marvin Gaye	Tamla
3.) "Use What You Got"	Sugar Pie Desanto	Checker

lr

6/3/64

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6/3/64

rych

CREATIVE SALES IDEA ( Al Lurie, Sales Manager, KLIF )

Presented a contest to Dad & Lads store where kids write, in 25 words or less, why their dad should be honored on Father's Day. Best entry receives complete summer outfit for Dad. Schedule supports contest and Father's Day values.

# # #

PROMOTION ( Johnny Borders, Program Director, KLIF )

For evening show... "DOUBLE BEATLE"... Two Beatle records played back-to-back, with short produced intro-explanation. This feature, evenings only, could be some consolation to that huge amount of mail that says, "you don't play enough Beatle records."

# # #

STATION BREAKS ( Johnny Borders, Program Director, KLIF )

Cool off with the hot weather favorite, KLIF.

# # #

CREATIVE SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

Northline Terrace Homes sold with a prepared spec spot with a "Southern Colonel" type fellow talking to an announcer about Northline homes and playing on the word "North"... the only good thing the North ever did for the South, etc.... between the two voices, all the sales features of the Northline Homes were brought out in a clever manner.

# # #

CONTEST IDEA ( Bob White, Program Director, KILT )

KILT RECORD RANGLE. This is a contest that should draw much attention but costs the station nothing! After several contacts with Mercury Records, I have

CREATIVE SALES IDEA ( Earl W. Whiting, Sales Manager, KTRA )

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# # #  
Tape will be drawn each week. Amount paid by KLIF, or the sponsor.

STATION BREAKS ( Johnny Borders, Program Director, KLIF )

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nph

CREATIVE SALES IDEA ( Earl Hawthorne, Sales Manager, KTSA )

Proposed Aviation "Weather Casts" to local Beechcraft dealer.  
Information for casts to be taken from FFA continuous broadcasts.

# # #

STATION BREAK ( Johnny Borders, Program Director, KLIF )

KLIF and Dallas... Don't settle for one without the other.

KLIF... Our best reference is listener preference!

# # #

PROGRAM-SALES IDEA ( Johnny Borders, Program Director, KLIF )

"KLIF will pay your ( A&P, Safeway, etc. ) grocery bill"... put your name and address on the back of your grocery tape and send it to KLIF. One tape will be drawn each week and the amount paid by KLIF, or the sponsor pays for promos along with regular paid schedule.

# # #

CREATIVE SPOTS ( Al Lurie, Sales Manager, KLIF )

Proposed a marathon sale to last continuously for 72 hours. If a customer could catch a salesman sleeping in the showroom, the customer would get a free car. This was sold to Mohr Chevrolet.

# # #

COMPETITIVE COMMERCIAL ( Del Markoff, Sales Manager, WYN-R )

Lincoln-Mercury Comet. Man and woman in clever dialogue with humorous and ridiculous endings such as -- ( LOUD NOISE ) Man asks, "What was that?" Woman replies, "That was my charm bracelet." Man retorts, "Do you always wear a hub cap on your charm bracelet?"

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# # #

ryh

STATION BREAK ( Jim Randolph, Program Director, WYN-R )

This is Chicago's Winner...home of the happy happenin's.

# # #

PROMOTIONS ( Jim Hamby, General Manager, KTSA )

"Dedication Hot Line". Once per hour, on given cue, the first listener to call on the Contest Line gets to dedicate the next tune to the person of his or her choice. This should go over great with the kids.

# # #

INCREASED EFFICIENCY ( Jim Hamby, General Manager, KTSA )

More often than not, disc jockies on recording schedule fiddled away valuable hours if not actually recording. We now keep a current list of various projects needed to be done and - if within the realm of a jock's responsibilities - they devote their unused recording time to these projects. Example: Classic Library now filed by label. Many missing classics often requested have now been acquired.

# # #

PROMOTION ( Johnny Borders, Program Director, KLIF )

"Ku-Ku Week" - Tease that "Ku-Ku Week comes to KLIF, etc."

The week would be highlighted by zany promotions and prizes. Exotics would be broadcast once or twice per hour. Accent on fun, wacky happenings. Should be scheduled in middle of the month, away from ratings. It should be inexpensive and talk-provoking.

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# # #



cph

CREATIVE SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

The following commercial idea was proposed to Woolworth Garden Center:

PETUNIA: I'm just a poor little petunia in an onion patch.

ONIONS: Yeah, whatta you doin' here...this is strictly onion territory.

PETUNIA: If we had come from Woolworth Garden Center, this  
would not have happened.

ONIONS: Ain't it da truth...you're lousin' up our deal with your  
crummy sweet smell.

ANNCR: Don't let this happen to you...at Woolworth's Garden Center  
all plants are carefully graded, selected and separated.  
That's Woolworth's Garden Center ( address ).

# # #

CREATIVE SPOTS ( Dickie Rosenfeld, Sales Manager, KILT )

Sold a series of spots to Sears on safety. One of them is a  
screech of brakes and the crash...then silence and the announcer comes on with  
a soft sell... "that could have been avoided if a safe, good tire was on the car  
instead of the tired, old, worn out tire..."

# # #

STATION BREAK ( Bill Peck, Continuity Director, WYN-R )

This is Chicago's Winner - Smooth as sand and wild as the waves!

# # #

rph

PROMOTION ( Jim Hamby, General Manager, KTSA )

The 2520 Beatle tickets to A HARD DAY'S NIGHT were sold in 32 minutes. Jim went on the air in taped conversation with Cinema Art City Manager and "bought the house" at Woodlawn, 1020 seats. These were sold in 40 minutes. Jim went back on the air and bought Laurel Theater House, 810 seats. Half of these were sold in 20 minutes as of this writing.

###

PROMOTION ( Bob White, Program Director, WYNR )

"KILT BEATLE BUS" -- KILT is taking 25 listeners to see the Beatles perform in New Orleans. They will charter a bus, cater and chaperone the winners. The bus will be painted with signs saying "KILT Beatle Bus".

They will ask listeners to send in their name, address, and phone number, age and school on a postcard or a letter. Five times per day, from 8:00 AM until 7:00 PM, a name will be picked and called on the air. The listener has 5 minutes to call KILT and claim their trip, subject to parents' approval.

###

STATION BREAK ( Bob White, Program Director, KILT )

"KILT...it's funderful!"

###

CREATIVE SALES IDEA ( Dickie Rosenfeld, Sales Manager, KILT )

Meyerland Plaza Shopping Center needed an idea to capitalize on their "back-to-school" rush. KILT suggested that the shopping center stage a "hootenanny" on the mall. KILT will help arrange for the talent, and the shopping center will support the "hootenanny" with a large schedule on the station. This has been scheduled for mid-August.

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SPEC SPOT ( Dickie Rosenfeld, Sales Manager, KILT )

KILT sold Luke Johnson Ford Company on an idea of being the back to school car company. KILT is playing the fight songs of Rice University, Texas A&M, the University of Texas, U of H, etc., and telling the college students of the terrific used cars that are perfect for college students.

Luke Johnson was sold the idea that this could become an annual affair and that it would give his company the image of catering to the college crowd by playing the fight songs. Resulted in an \$1850 sale for KILT.

###

REJECTED COMMERCIALS ( Dickie Rosenfeld, Sales Manager, KILT )

"Not Tonight, Henry" and "Everybody Likes It" were rejected due to the suggestive titles.

###

STATION BREAK ( Jim Randolph, Program Director, WYNR )

"You're on cloud 139... WYNR..."

###

PUBLIC SERVICE IDEA ( Jim Randolph, Program Director, WYNR )

WYNR proposed to Lever Bros a public service program which would feature a thirty spot campaign weekly. The spots would be testimonials from drop-outs who have returned to school and have profited from their return.

###

PUBLIC SERVICE IDEA ( Del Markoff, Sales Manager, WYNR )

August and September are Child Foot Health months. A good tie-in with back-to-school and could possibly be sold if tied in with a department store or shoe store.

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all copy pitch was strictly of "sex" show variety.

This is a very delicate matter and I warn you to be on the look out for this kind of movie.

# # #

PROMOTION IDEA ( Johnny Borders, Program Director, KTSA )

"Housewife Hit Parade" -- Designed to run between 9:00 AM and 3:00 PM, housewives are invited to send on a postcard their three favorite records in order of preference to "Housewife Hit Parade". Then, several times per hour, their names are mentioned and the record ( from the existing play list ) is played. The deejay comments that it is from the Housewife Hit Parade and is a particular favorite of Mrs. So-and-So.

# # #

COPY APPROACH ( Ron Ruth, Sales Manager, WYSL )

Too late to run this year but you'll wish to check it next year. The entire advertising campaign for this particular store in Boston, Mass. was based on the line "When do the kids go back to school? As soon as they shop at Zayre's ".

# # #

STATION BREAKS ( Johnny Borders, Program Director, KTSA )

- ( 1 ) "This is KTSA...fun for Fall...fun for all..."
- ( 2 ) "KTSA plays the hits...and much more of them..."

# # #

all copy pitch was strictly of "sex" show variety.

This is a very delicate matter and I warn you to be on the look out for this kind of movie.

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Apk

STATION BREAK ( Johnny Borders, Program Director, KTSA )

"This is KTSA. . . . where the best things in listening  
are free. . . ."

# # #

LOCAL EDITORIAL ( Art Holt, Manager, WYSL )

WYSL came to the defense of the Seneca Indians when the State  
of New York moved to grab the Indian Reservation and use it for the site  
of a new dam without planning to repay the Indians for their land.

# # #

PROGRAM IDEA ( Don Keyes )

After a reasonably active growth period, Folk Music is becoming  
a tremendous fad and I think this Fall will see this reflected in various  
entertainment media. Note the growth of Folk Music singles and albums,  
Folk Music Festivals, and the various Hootenanny shows.

In order to cash in on this craze, I suggest that a program be  
made available once a week which would be called "The KLIF Hootenanny".  
I would suggest Saturday nights, any time after 7:00 o'clock and running  
one hours duration. The program would be restricted to Folk Music only  
and with some imagination, could be presented in a most interesting manner.  
Perhaps this would be salable to one sponsor. As you know, it is quite  
rare for our stations to enter into block programming, but in this case,  
the idea is topical and in all likelihood salable.



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zch

PUBLIC SERVICE IDEA ( Bob White, Acting Program Director, KILT )

"Recently in the Digest you suggested that we check with station personnel for gimmick voices. We are blessed with an abundance. I am writing a series of comedy PSA's using the various voices. It's different."

###

STATION BREAK ( Bob White, Acting Program Director, KILT )

"KILT...the happiest way to spend the day..."

###

PUBLIC SERVICE IDEA ( Bruce Hathaway, Acting Program Director, KTSA )

I quote from Bruce's report:

"With all the talk going on about school drop-outs and what can be done about it, a good PSA is to get prominent businessmen and owners to record short testimonies as to why you should stay in school. Showing examples of what an education would get you with their firm. The testimony is produced along with a short good production spot."

###

STATION BREAKS ( Bruce Hathaway, Acting Program Director, KTSA )

"KTSA...for fun in the sun..."

"KTSA...real cool sounds for a hot summer..."

( Recorded ) "Come on in...( sound of diving board and splash )  
...the music's great on KTSA..."

###

CREATIVE PROGRAM-SALES IDEA ( Johnny Borders, Program Director, KLIF )

Johnny suggests:

"Tie-in with store like Sears, Western Auto, etc. for an attempt to crack the world's 'riding lawn mower' record. DJ's ride the mower, or mowers, at stores. This is a natural with summer coming on and riding mowers becoming so popular."

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