

MEMORANDUM

October 11th, 1965

TO: ALL MANAGERS  
cc: All Employees

FROM: Gordon McLendon

SUBJECT: The Office Manager

Already, three of the radio organizations with which we are concerned-- KABL in Oakland and KABL-FM, San Francisco, as well as the sales offices of X-TRA NEWS over Los Angeles, have new executives bearing the title Office Manager.

Since all of the stations with which we are connected will ultimately have Office Managers, it is important that we define as precisely as possible, the duties, responsibilities and authority of the Office Manager.

The Office Manager's purpose is to relieve the General Manager--who is and should be heavily sales-oriented--of all possible detail and/or paper-work duties and to free him for outside sales work. In the same manner, the Program Director is to free the General Manager of detail work in connection with that department, the Chief Engineer is to free him of all administrative duties related to the Engineering Department, etc.

Henceforth, then:

- 1.) The Program Director will report directly to the Office Manager.
- 2.) The Chief Engineer will report directly to the Office Manager.
- 3.) The Traffic, Continuity, Billing, and all other employees of the station will report directly to the Office Manager.
- 4.) The Office Manager will determine those matters which he or she wishes to bring to the attention of the General Manager.
- 5.) The Office Manager (after consultation with the General Manager) will have the right, duty and responsibility for hiring and firing all except sales personnel and the decision of the Office Manager shall be unappealable to the General Manager.
- 6.) The Office Manager will make out all weekly reports heretofore prepared by the General Manager (subject to report on and approval by the General Manager).

(cont'd)

PUBB. SERVICE bl. Serv. :  
Gen'l Policy  
Spot Annuncs.  
TUTORIAL:  
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SURVEYS:

7.) The Office Manager will serve, as well, as the General Manager's Executive Secretary. In all cases, the decision of the General Manager is final and prevails over that of the Office Manager or any other employee.

8.) The Office Manager, except for emergencies, will report to the General Manager only once each day--in the late afternoon. The report shall then consist of a brief, verbal report on actions taken, recommendations for action, an occasional piece of correspondence from a listener to be particularly noted, FCC matters and whatever else the Office Manager chooses to bring to the General Manager's attention.

9.) On bookkeeping, billing, payroll, traffic and statistical matters, Home Office personnel will contact the Office Manager. Don Keyes will work through the Office Manager, as will Art Holt, on all matters save those having directly to do with sales. B.R. McLendon and Gordon McLendon will work through the Office Managers on all queries not absolutely and directly related to sales. When one manager wishes to call another station, he will call the Office Manager unless that call is directly pertinent to a sales problem.

10.) Personnel are not to contact the General Manager directly on any matter not connected directly with sales. The Office Manager will bring anything to his attention he or she believes important enough to require same.

For example:

Q.: I'm in billing. I've got a question about a spot that ran last month.

A.: Go to the Office Manager.

Q.: I'm a salesman. I just ran across a chance to effect a reciprocal space-time exchange with a good suburban newspaper.

A.: Go directly to the Sales Manager, if you have one, if not, to the General Manager.

Q.: I'm a secretary, and I need to change my working hours.

A.: Go to the Office Manager.

Q.: I'm the Chief Engineer. My DA is out of adjustment, and I need some outside assistance to get it back in line.

A.: Go to the Office Manager.

Q.: I'm the Sales Manager. Account Executive "B" says his client is upset because of our recent rate increase.

A.: Go to the General Manager.

Q.: I'm Traffic. We're overloaded Friday between 6 and 9 a.m.

A.: Go to the Office Manager (she'll bring it to the Sales Manager's and/or General Manager's attention if the two of you can't work it out).

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PUBB. SERVICE bl. Serv.:  
Gen'l Policy  
Spot Annmnts  
TUTORIAL:  
Gen'l Policy  
TUTORIAL:  
SURVEYS:

Q.: I want to buy a new Dokorder.

A.: Go to the Office Manager.

Q.: I'm Home Office bookkeeping. We're getting ready to issue checks and haven't received your payroll.

A.: Go to the Office Manager.

Q.: I'm Home Office, and we're making out billing. Your logs don't jibe with the time orders and we can't issue affidavits on this account.

A.: Go to the Office Manager.

Q.: I'm Head of Public Relations and Publicity. You wanted a proof of the new rate card by Thursday. It won't be ready until Monday and, besides that, the rate increases you wanted in SRDS can't get in this month's issue.

A.: Go to Office Manager on both matters.

Q.: I hear one of the competitive stations is about to protest to the FCC that we are now operating on 300,000 watts.

A.: Go to the Office Manager.

Q.: I'm the News Director. I'd like to spend some money to cover that big forthcoming space shot from Canaveral.

A.: Go to the Office Manager.

Q.: I'm Gordon McLendon. I don't like what I heard last night between 9 and 9:15.

A.: Go to the Office Manager.

Q.: I'm Bill Weaver. You are about to lose a major national account unless you take remedial action.

A.: Go to the General Manager.

Q.: To whom do I go with a good sales idea for either a local or a national account?

A.: To the Sales Manager, if you have one; failing that, to the General Manager.

Q.: I'm your New York (or Atlanta, etc.) National Representative. Schick has raised the following billing question with us and also, we have a chance to get Preparation M, if we'll do the following merchandising.

A.: First issue to Office Manager and second to General Manager.

Q.: I'm your attorney. I want to call to your attention a recent Commission letter to you which requires you to do certain things.

A.: This should be directed to the Office Manager.

(cont'd)



The Office Manager in many ways performs the functions of an Assistant General Manager.

The Office Manager arbitrarily answers all listener thank-yous and complaints (except those related to sales) without any consultation with the General Manager, and merely informs him afterward of her answers on the most important letters. He will be shown those letters which, in the Office Manager's discretion, it will be useful for him to see.

The Office Manager checks out and okays routine bills, calling to the General Manager's attention only those where there is a question in the Office Manager's mind. This, of course, includes telephone bills, line bills, utility bills, expense accounts (except the General Manager's expense account), etc. The Office Manager makes out all of the General Manager's report forms to the Home Office, referring to him for approval only those forms where the answer must be of a general rather than specific nature. The Office Manager (in concert with station's attorney) carries on Union negotiations. The Office Manager corresponds with Ralph Dippell and Marcus Cohn after whatever consultation the Office Manager may care to have with the General Manager. The Office Manager has no secretary; she is her own secretary and also the Executive Secretary to the General Manager.

The Office Manager reports to and is under the direction of the General Manager.

I trust that you will extend to me any questions or suggestions.

Gordon McLendon

GBM:us

PUBB. SERVICE bl. Serv.:  
Gen'l Policy  
Spot Annmnts  
EDITORIAL:  
Gen'l Policy  
SURVEYS:



PUBB. SERVICE  
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SURVEYS:

P.S.  
From: Gordon McLendon  
To: All concerned

Henceforth and immediately, all WUS public service announcements are to be personalized to Chicago and, wherever possible, with the inclusion of WUS call letters.

It will be WUS' policy, beginning 25 January, to air local public service announcements only where our call letters are included twice in the announcements and where the speaker specifically records the announcements for us, either at 230 North Michigan or at 8601 South Kedzie. Art Holt will be charged with putting the proper recording apparatus for this purpose in the conference room at 230 North Michigan so that we can record at either place. If the person who records wishes to adhere to our rules for localization of either a national or local public service spot, also including our call letters twice, we've no objection to their cutting the spots anywhere.

Try to get well-known local people--society women, celebrities, etc. If you have a list of the Board of a number of the Chicago charities, this should give you a running start. Now, we're going to have to get out and phone for these things until we get them flowing in. We're going to have to call and ask for them. It's a cinch to get once you get the people on the telephone--the the leaders you want to talk to.

First of all, let's take what could be a typical local public service announcement and see an example of what can be done with it. Attached is the public service announcement that we are now running and would not under any circumstances run after January 25th. We should be adding one or two localized spots every day or so between now and January 25th, deleting one or two non-localized, so that by the time January 25th arrives, we have made the grade just in normal progression. Now, for heaven's sake, the following copy is just intended as an example and I don't want every one to begin, or end, or sound just like this one--all should be different, with varying twists, usage of names, call letters, etc. I don't want every one to start with "this is Mrs. John Jones...". Example:

"This is Mrs. John Jones of Lake Forest and I'd like to speak to Wnews listeners about babies: you know, the first step with a baby is an important one. And the first step is to see that every Chicago baby has a chance for a healthy, happy Chicago life by insuring medical attention at childbirth. This can be done by giving to the Chicago Maternity Center. Wnews advises you that the Chicago Maternity Center has teams of doctors and nurses always on call to deliver babies in the homes of needy Chicago families."

Note the working in of the call letters. Note the working in of two additional mentions of Chicago. Because here's how that spot came to us and would forever continue coming to us unless we insisted otherwise:

(continued)

Publ. Serv.:  
Spot Announcements  
EDITORIAL:  
Gen'l Policy  
SURVEYS:  
STAFF:



"The first step is the important one. The first step is to see that every Chicago baby has a chance for a healthy, happy life by insuring medical attention at childbirth. This can be done by ~~insuring~~ giving to the Chicago Maternity Center whose teams of doctors and nurses are always on call to deliver babies in the homes of needy families."

Now, which is better? Which helps the charity most? Which helps us most?

Henceforth, all public service announcements will be limited to a thirty-second length--they may be shorter, but not longer.

In the localization of our p.s.a.'s, let's use the voice of Mrs. Jack Burke on some of them, letting her go anonymous. And let's use the voices of Jack Burke, Ron Ruth and our salesmen on the other public service announcements, letting them use their names. A recording hour should be immediately set--on Saturday or Sunday by which time we should have a number ready to go. It can only help the image of our sales force to have their names identified with worthy civic and charitable organizations. Discontinue use of their announcements when enough others are in.

Now, let's take two national public service announcements which are given below exactly as these two little audience-murderers arrived at WUUS:

(1) Mental illness is called the nation's number one health problem. Why? Because it takes a greater toll in human suffering and financial loss than any other illness. Today, right now, this very minute, there are more people in mental hospitals than in all other hospitals combined. Contrary to popular opinion, mental illness does not affect only the old or middle-aged. It affects the young as well. In fact, the most widespread of all serious mental illnesses--schizophrenia--strikes primarily at teenagers and young adults. It also strikes thousands of little children--as young as two or three. As the number one health problem, it should have number one priority in public concern and action. Help research conquer mental illness. Help relieve the suffering of those already afflicted. Join and support your local chapter of the National Association for Mental Health.

Now that one is obviously a violation of every law of mankind except decency. No, it isn't even decent--nobody should abuse a charity that way. We couldn't even think of using it but it can be rewritten as we'll show you into two worthwhile announcements, localized to WUUS. And, by the way, after a while, you can insist that the charitable organization itself prepare the announcement, once you have told them the requirement and given them the prescribed NAB word-length. They'll be crying to get on and if they are not interested enough in doing so to provide us with the things we need, we aren't interested enough to run them. Salesmen: why not get localized WUUS p.s.a.'s, with our call letters, done by the top 100 decision makers (not agency people) who ~~are~~ also happen to be extremely well-known locally--guys like the head of Marshall Field, etc. It should be in their voices and you can take it on a portable tape recorder in their



offices. It is awfully hard to refuse someone who wants to set up a ten-minute period of your choosing to record you for a top Chicago charity--especially when you are on the board. And that's your excuse for calling them--they are on the board, and we are in the process of revising our policies so that all public service announcements are more personalized.

Now, how do you get a list of these boards? A dozen ways, but to start call the Chicago United Fund or Community Chest. The telephone number is in the telephone book. There is no move under way to suppress the list of members of the board of these organizations. Ninety-five of Chicago's one hundred business owners or toppers will be on one or, in most cases, several of these boards. Now, you'll have to write the announcements for them--try to have at least two different ones--and you'll have to record it in their offices.

Example number two:

"For twelve million arthritis sufferers, each day is an ordeal of anxiety and pain...This cruel disease is our country's greatestcrippler...It spares no age...Even children are afflicted... Hope for the future...discovery of a cure...lies in medical research...You can contribute to the breakthrough by giving, and giving generously, to your nearest chapter of the Arthritis Foundation."

That ought to knock them out of a few thousand dollars from people who had planned to give before they heard the announcement. I'd say the people who heard it should tear up their checks and make out new ones marked "mental health contribution", mailing same to the station manager who was dumb enough to air the spot in the first place.

Now, let's see what can be done about these little gems. Taking that first bit of undying prose on mental illness and trying to salvage it:

listening to W-News

"I wonder if Chicagoans/know that there are more people in mental hospitals here in Chicago than in all other Chicago hospitals combined. This is \_\_\_\_\_ of Marshall-Field (if he wants to use his business, so much the better; if not, okay, too), and those of us ~~active~~ here in Chicago who are active in the Chicago chapter of the National Association of Mental Health know that you want to relieve the suffering of Chicagoans. We would like to thank W-News for giving us this opportunity to urge all Chicagoans to join and support your ~~local~~ chapter of the National Association of Mental Health." Chicago

I'm not trying to cut them down to proper wordage length--just giving you the idea. In a thirty-second spot, you should get the call letters twice; once will do in a twenty-second or less spot.

What, now, about the second spot you could dredge up from that morass of wordage dealt you by the NAMH?

Publ. Serv.:  
Spot Annuncs  
EDITORIAL:  
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SURVEYS:

" This is Maury Levin. Most WNUB listeners might think that mental illness is only for the old or middle-aged in Chicago. But, mental illness affects the young in Chicago as well. For instance, schizophrenia strikes primarily at teen-agers and young adults in the Chicago population--and schizophrenia hits thousands of little Chicago children--as young as two or three. WNUB asks that I urge you to help research conquer mental illness--join and support ~~your~~ ~~the~~ the Chicago chapter of the National Association for Mental Health."

Cliff Johnson can help sales and WNUB programming by getting us into dozens of offices where top business people would love to do these. The society women who are leaders are simply a cinch.

The other day a lady from the League of Women Voters cut a specially tailored to Chicago announcement--not one mention of WNUB call letters. Why not? Why didn't someone just ask her to mention us?

Let's now do some surgery on that arthritis announcement :

Chicagoans who are  
"Here in Chicago, we have nearly two hundred thousand/arthritis sufferers--in anxiety and pain. WNUB listeners know that arthritis is a cruel crippler--Chicago's greatest crippler, in fact. This is \_\_\_\_\_ of \_\_\_\_\_ and all of you listening to WNUB can help the arthritis breakthrough by giving, ~~making~~ giving generously to your nearest chapter of the Arthritis Foundation."

If anybody has any questions, let me know. But, for heaven's sake, don't remain silent if you have questions or need further examples. Let's get this going and stop our deliberate effort to stamp out worthy charities.

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Spot Announcements  
EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:  
REVIEWS:



MEMO

TO: Jack Burke,  
Joni Walgren,  
Art Holt,  
GBM  
cc: Traffic, Continuity, Engineering

SUBJECT: Public Service Pgm

From: Don Keyes

DATE: 26 Jan '66

Effective this coming Sunday evening, January 30, '66, WNUS will start its' new series of Public Service programming. We will utilize to a great extent, the excellent programs offered by UPI Audio and special material to be supplied us by the University of Chicago. The programs and instructions concerning them are as follows:

Title: "Wnusworld, Part One, the United Nations Review"

Schedule: 10:30 to 10:45 PM each Sunday evening.

Instructions: Engineering is to retain this program when it is fed from New York. If it has a UPI intro or close, splice them off and use our own intro which I will soon write and cart for you. There are no avails in this program whatever. Production of it will be a simple matter.

Traffic is to log it as "PA" and Network.

Title: "Wnusworld, Part Two, Perspective"

Schedule: 10:45 to 11:00 PM each Sunday evening.

Instructions: Same as for the ~~previous~~ program.

Title: "Wnusweek"

Schedule: 11:00 to 12:00 Midnite each Sunday evening.

Instructions: Engineering is to retain the following UPI Audio programs which will be incorporated into this program. We will also add a University of Chicago program (4 min.). Retain the following;

"From the People"  
"Washington Report"  
"Financial Review"  
"New York Interview"  
"The Week Ahead"

The program will be produced in this manner.

Lead off with "From the People". You'll note that it contains 3 PSAs. Delete them and substitute 3 one minute news items from the University of Chicago. These will be supplied to us in script form each Saturday morning. They will be voiced by whatever announcer happens to be on duty at that time. Stan Major tells me we have no conflict here.

Publ. Serv.:  
Spot Announcements  
EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:

Follow it with "Washington Report", a 15 minute program. It contains 2 avails. Strip in 2 University of Chicago items.

Follow it with "Financial Review", a five minute program. It contains 1 avail. Strip in 1 University of Chicago item.

Follow it with "New York Interview", a five minute program. It has one avail. Again, strip in a University of Chicago insert.

This brings us up to 11:55 PM. At this point, the announcer on duty for recording is to record 4 minutes worth of other University of Chicago items. This will be called the "University of Chicago Review". It has no avails.

Follow this with "The Week Ahead", a 1 minute capsule of what's expected in Washington the following week. That rounds out the "Wnusweek".

Traffic is to log it as "Wnusweek - Univ. Of Chicago" Live and Education.

Again, I will supply intros and closes for all programs that will serve as transitional bridges to link them all together. The problem is simply one of mechanics.

Further word on Religious programs and others will be issued shortly.

  
Don Keyes

Publ. Serv. :  
Spot Announcements  
EDITORIAL:  
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MEMO

TO: Jack Burke,  
Joni Walgren,  
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cc: Traffic, Continuity, Engineering

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Follow it with "Financial Review", a five minute program. It contains 1 avail. Strip in 1 University of Chicago item.

Follow it with "New York Interview", a five minute program. It has one avail. Again, strip in a University of Chicago insert.

This brings us up to 11:55 PM. At this point, the announcer on duty for recording is to record 4 minutes worth of other University of Chicago items. This will be called the "University of Chicago Review". It has no avails.

Follow this with "The Week Ahead", a 1 minute capsule of what's expected in Washington the following week. That rounds out the "Wnusweek".

Traffic is to log it as "Wnusweek - Univ. Of Chicago" Live and Education.

Again, I will supply intros and closes for all programs that will serve as transitional bridges to link them all together. The problem is simply one of mechanics.

Further word on Religious programs and others will be issued shortly.

  
Don Keyes

Publ. Serv.:  
Spot Annmnts

EDITORIAL:  
Gen'l Policy  
POLICY: SURVEYS:

REV.



TO: ALL ENGINEERING PERSONNEL  
From: Gordon McLendon

P.S.

I'm happy to report that Marv Balousek has finally got the new three-year contract all typed up and it will be signed immediately--today, if I get a copy.

Yesterday I mentioned to Al a slight waiver that I'd like to request in the interest of just about everyone--charities, the station, commercial business, etc. We want to get Chicago's leading businessmen and socialites actually recording the public service messages that we broadcast: i.e., "This is James Forrest, President of Marshall Field, speaking over WNUS in the interest of the Chicago Cancer Fund, etc.,".

The experience we've had at other stations, even where our studios are actually downtown, is that you just can't get the really big names to come to your place to record charity messages, or anything else for that matter. You get some few of them, but not many. It is even more complicated here where we are so far south. And most of the time in other cities we can't get these people effectively even at their own place of business because we can't get appointments. About the only way we've found to grab a lot of them is at parties or social events or luncheons, on a chance and happenstance basis. Obviously, even if it were economically practical, ~~and~~ it is just impossible to have a recording engineer with you at all of these places. What I would like to do is to get ~~xxxx~~ everyone's agreement on arming the General Manager and all the salesmen with little recording machines so that we can get Chicago's top brass, male and female, on our station with public service messages. All that I am talking about here is charity recordings--you'd be doing the charity a favor as well as the station--and that means yourself. Obviously, I'm not trying to tread on your prerogatives because I'm not interested in our personnel uptown taking time away from sales to do a lot of recording, or any for that matter. But in the case of celebrity messages for charity, darned if I know any other way to do it. If you approve the idea (as Abe Lincoln used to say) fine and good; if you don't, it will all be as well.

Happy Eastern Orthodox New Year.

Publ. Serv.:  
Spot Annments:  
EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:  
REV. C.

Publ. Serv. :  
Spot Announcements

EDITORIAL:  
Gen'l Policy

SURVEYS:

REVIEWS



Publ. Serv.

URGENT

URGENT

URGENT

URGENT

THE FOLLOWING NEWS STORY IS TO BE USED EVERY HALF HOUR UNTIL 8 PM. ABSOLUTELY NO EXCEPTIONS UNLESS YOU ARE FURNISHED WITH RE-WRITE BY MITCH LEWIS. ALSO MUST BE IN EVERY HEADLINE. THIS IS IMPORTANT.

CITY NEWS

RETURN TO HOOK

FOR RELEASE: 1/14/66

FOR RELEASE: IMMEDIATE

Britain's Prince Phillip will be hosted at a major charity dinner in Chicago during early March, it was announced here today.

Nathan Cummings, prominent Chicago Industrialist and philanthropist made the announcement.

Cummings is chairman of the dinner committee which is sponsoring Prince Phillip's appearance here.

Cummings' committee represents the Variety Clubs, International, which give to prominent American charities. 75 percent of all monies raised, with the remaining 25 percent to go to international charities to be selected by Prince Phillip.

Cummings is a long-time supporter of various Variety Club and other charitable endeavors.

Cummings also announced that Prince Phillip's personal representative, ~~xxx~~ Colonel William Herold, was in Chicago today arranging for Prince Phillip's March visit to the Windy City.

In an interview with W-News ~~today~~ this afternoon, Nathan Cummings declared and we quote, "Prince Phillip's visit to Chicago is particularly timely ~~this year~~ since this year's Variety International president is a Britisher, James Carreras, of London.

MORE MORE MORE

EDITORIAL:  
Gen'l Policy: POLICY: SURVEYS:

Prince Phillip Visit

Page 2

Variety is delighted to have this chance to make another significant contribution to American charities."

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MORE

MORE

MORE

EDITORIAL:  
Gen'l Policy/

SURVEYS:

REV. C.

Prince Phillip Visit

Page 2

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EDITORIAL:  
Gen'l Policitorial: SURVEYS:



THIRD REWRITE - SUGGEST ALTERNATE WITH 1/15/ EARLY STORY  
REWRITE HEADLINES TO FIT ACCOMPANYING STORY

FOR RELEASE: Saturday 1/15/66 8-11 am

Chicagoans who felt slighted when Princess Margaret and Anthony Armstrong Jones bypassed the city last year can look forward to the coming of British royalty.

A major charity dinner in honor of Prince Phillip of England is scheduled for early March, according to an announcement made yesterday by His Majesty's personal representative.

Nathan Cummings, a prominent Chicago industrialist and philanthropist, will chairman a committee which will make complete arrangements for the dinner. It is certain to highlight Chicago's social year.

The committee will be comprised of members from Chicago's Variety Club, International, a show-business organization which devoted its energies to significant charity projects. Cummings said 75 percent of the proceeds from the dinner will go to prominent American charity groups while the remaining 25 percent will be delegated to charities selected by Prince Phillip, personally.

Chicago readies for England's royalty with the announcement of a glittering charity dinner to welcome Britain's Prince Phillip.

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EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:



Publ. Serv.

UR GENT URGENT URGENT

THIS REWRITE IS TO SUPPLANT AN EARLIER STORY AND SHOULD BE BROADCAST ON EVERY SATURDAY BROADCAST FROM 6 AM until 9 AM.

ALSO CARRY IN HEADLINES AND ALERT THE NEWSMAN FOLLOWING

FOR RELEASE: Saturday 1/15/66 6-9 am

Prince Phillip of England's personal representative, Colonel William Herold, was in Chicago Friday, confirmed to W-News a scheduled March visit by the ruling British monarch.

Colonel Herold conferred at length with Chicago industrialist, Nathan Cummings, who will act as chairman for an unprecedented charity dinner to be held in Prince Phillip's honor. Long known for his philanthropic projects, Cummings was acting on behalf of Variety Clubs International, sponsors of the affair.

Cummings said that the Variety Club will donate 75 percent of the dinner's proceeds to prominent American charities. The remaining 25 percent will go to those important international charities designated by Prince Phillip.

Cummings ~~reiterated~~ pointed out to W-News that it was particularly appropriate for the Chicago Variety Club to act as sponsor for the dinner. The club's current international president is James Carreras, noted showman from London.

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POLICE DEPARTMENT /CITY OF CHICAGO

Office of the Superintendent  
Public Information Division  
1121 South State Street  
Chicago 5, Illinois  
WAbash 2-4747, Extension 531



O.W. WILSON  
Superintendent

## NEWS RELEASE

MEMORANDUM:

TO: THE PRESS  
FROM: PUBLIC INFORMATION DIVISION  
RE: 21ST DISTRICT

January 21, 1966

*Tongue-in-Cheek  
adaptable to  
similar events*

The 21st District (Prairie Avenue) has requested cooperation from all media -- Newspapers, radio and television -- in alerting the public to the following situation:

There is much construction going on around 23rd Street and South Lake Shore Drive and will be going on for some time. Due to this construction there sometimes is a heavy backup of traffic all the way to 38th Street.

A police officer has been stationed at 23rd Street and South Lake Shore Drive to regulate the lights to ease the flow of traffic. He does this from his car. A connection from the traffic lights has been brought in to his squad car where he can observe conditions and regulate lights as traffic necessitates.

However, motorists who are not aware of his duties, have been calling to complain of the "heavy traffic backup" and that there is an "officer sitting in a squad car doing nothing."

Would you please tell the situation and explain that the man is NOT LOAFING, but directing traffic from his car.

#

EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:  
STAFF:

PAGE THREE--~~NEWS~~ PUBLIS SERVICE ANNOUNCEMENTS

The hope, you know, is real. This is Don Keyes of Wnews and we here in Chicago know that the fight against leukemia has good reason for hope. There are substantive research findings and they have provided new research-produced drugs which have extended many lives from months to year, many Chicagoans among them. Through proved, medically-sound principles, real progress has been achieved. Wnews urges ~~your~~ Chicago's support of the leukemia fight in seeking the solution for a cure and prevention. /Your maximum support ~~maximum~~ will mean that maximum research is available to speed along the long-sought breakthrough against leukemia. Do support the Greater Chicago chapter of the Leukemia Society.

\* \* \* \* \*

Do you have a child romping around your house? I do. This is Maury Levin on Wnews. If that child frolic<sup>Chicago</sup>ing in your/living room right now should get leukemia, he or she would be taken from you within an average of 18 months. There's no cure--yet. But Chicago researchers working with the Leukemia Society are hard at work on a cure. W-News urges that you /Help those researchers today, ~~with~~ Chicagoans, with substantial contributions to your ~~leukemia~~ Chicago Leukemia Society.

\* \* \* \* \*

This is female employee of Wnews urging that you <sup>Chicago's</sup> mothers and fathers take the children, or go alone, to/fascinating Brookfield Zoo. Brookfield is easy to get to--on the Stevenson Expressway, exit at First Avenue and go North. On the Eisenhower Expressway, exit at First Avenue and go south to Chicago's Brookfield Zoo. Those fast expressways here in Chicago will bring you directly to the Zoo's main gate. Always plenty of parking. Wnews urges you to visit the Brookfield Zoo here in Chicago--it's open every day at ten in the morning.

EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:  
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PAGE THREE--NEWS PUBLIC SERVICE ANNOUNCEMENTS

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EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:  
REV.

PAGE FOUR--Wnews PUBLIC SERVICE ANNOUNCEMENTS

Radio is the only ~~news~~ major news medium for the blind. That's why we at WNUS feel ~~even~~ that much closer to the blind. This is Mike Laughlin of Wnews reminding you that there is urgent need for friendly German Shepherds, Labrador and Golden Retrievers--such dogs are needed to enter the training program at the Leader Dog School, in Rochester, Michigan. ~~Any~~ Wnews urges that anyone having a potential Leader dog for the blind, a dog between the ages ~~one~~ of one and two years, please write the Leader Dog School, Rochester, Michigan, for a questionnaire form.

\* \* \* \* \*

female employee  
This is \_\_\_\_\_ at Wnews. There are no finer dogs than friendly German Shepherds, Labradr and Golden Retrievers. If you have a Labrador Retriever, between one and two years old, and fully grown, friendly and fairly nice-looking, your pet could become a happy Leader Dog for the blind. ~~anyone~~ Wnews urges that anyone in Chicago having a potential Leader Dog, ~~per~~ please write Leader Dogs for the Blind, Rochester, Michigan.

\* \* \* \* \*

This is Jack Burke, ~~offshore~~ Vice-President and General Manager of Wnews. Walking down the street the other day, I looked into a store window and was pleased to see two handicapped veterans happily working ~~in~~ at redecorating the window in a big Chicago department store. You know, a great part of the strength of our Nation is derived from the talents and abilities of veterans who have overcome severe handicaps. When you think of hiring, <sup>Chicago</sup> Mr./Employer, remember that truth--and hire Chicago handicapped veterans for their abilities.

EDITORIAL:  
Gen'l Policy: EDITORIAL:  
SURVEYS:  
NEWS



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Gen'l Policy: EDITORIAL:  
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OFFICE:

PAGE FIVE--WNEWS PUBLIC SERVICE ANNOUNCEMENTS

Don Keyes

Thank you. This is ~~Don Keyes~~ of WNUS. Right now, there are more people in ~~Cook County~~ <sup>Cook County</sup> mental hospitals than in all other hospitals combined. Mental illness affects little children/ too. In fact, the most widespread of all the serious mental illnesses--schizophrenia--strikes thousands of little children, as young as two or three years old. And schizophrenia hits primarily at young adults and teenagers. You can help research overcome mental illness here in Chicago. Wnews urges that you join and support your local chapter of the National Association for Mental Health.

\* \* \* \* \*

anyone in Chicago drives with their windows closed, ~~they~~ they've got a "silent passenger"--the threat of carbon monoxide poisoning. This is John Hoffman of the WNUS Engineering Staff. When ~~you drive~~ Chicagoans drive in a closed car it could well mean danger. Watch it if you get drowsy, light-headed or get a headache--get some fresh air immediately. Keep your windows open until the exhaust leak can be repaired. A public service announcement by W-News.

\* \* \* \* \*

This is John Hoffman of the Wnews Engineering Department. What do you normally check when you stop at your favorite Chicago service station for gas. Oil...water...battery? Well, add the fan belt to that list, too. Your fan belt runs the fan that cools your radiator, operates the water pump and drives the generator of every Chicago car. And the fan belt may also supply power to your steering mechanism. Wnews urges that you take a second to check your fan belt--it may save a towing charge all the way across Chicago.

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EDITORIAL:  
Gen'l Policy  
SURVEYS:  
NEWS

FURTHER Wnews PUBLIC SERVICE ANNOUNCEMENTS

This is Ron Ruth of WNUS. ~~You must know~~ We in Chicago can be sure that inflationary times to the contrary, there are still ways in which to get value for your ~~expensive~~ dollars. In Chicago, Wnews commends to your attention the Chicago Maternity Center, now entering its 71st year here in Chicago. Your dollars, over the years, have helped the Maternity Center of Chicago send teams of doctors and nurses to deliver babies in the homes of needy families. Surely there is no better way for <sup>we</sup> Chicagoans to spend our money., Than to spend it with the Chicago Maternity Center. Today, the products are healthy, happy babies.

\* \* \* \* \*

The cry of a newborn infant coupled with the competent, reassuring voice of a medical attendant. Somehow those two have become the standard, at least in our Chicago way of life. This is Joan Walgren of Wnews. The principle that the woman should not be alone at birth, no matter how poor she is, has become part of our tradition. There would be some Chicago women who would be utterly alone if it were not for the Chicago Maternity Center. That unique traveling maternity hospital sends teams of Chicago doctors and nurses to deliver babies in the homes of needy families here. ~~Wnews~~ <sup>Wnews</sup> hopes that you will support the Chicago Maternity Center with your dollars.

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EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:  
PRIVACY

This is Jack Burke, General Manager of Wnews. There are many departments in Chicago plants and Chicago offices where personnel turnover is a problem. Wnews suggests to you that your answer may well be rehabilitated, handicapped veterans. You'll find these Chicago veterans punctual, steady--with excellent service records--and better than average workers. Chicagoans, for the sake of your business--see your Illinois Employment Service today. Wnews urges that you hire retrained, handicapped workers.

\* \* \* \* \*

This is Mrs. Gary Fuller of WNUS. May I say a few words about Goodwill Industries here in Chicago? You know, Chicago's handicapped workers must depend upon you to keep a steady flow of household and clothing discards coming into Chicago's Goodwill Industries Plant. ~~Now~~ The donations of Chicagoans provide training in over 110 different jobs, and a job means a paycheck. Help Goodwill's handicapped workers here in Chicago earn a paycheck. Wnews asks that you call SEELEY 8-3860 for a truck pickup.

\* \* \* \* \*

Did you know that a very important battle is being fought right here in Chicago? I refer to the March of Dimes fight against birth defects--a Chicago crusade to help babies from being born handicapped. This is Dennis Frazer of Wnus, urging that you Join the March of Dimes. When that Chicago Mothers' March volunteer rings your doorbell this Tuesday, January 25th, it's an important part of this fight all of us Chicagoans are putting up. That ~~March~~ Chicago Mother who rings your doorbell will be collecting funds to support a vital March of Dimes scientific research. But a marching mother can only ask Chicagoans--it's up to you to give.

\* \* \* \* \*

Few Chicago public service organizations are as highly-regarded as the Chicago Urban League. This is Mitchell Lewis of the WNUS staff urging that all Chicagoans remember Friday, January 28th, the date of the Chicago Urban League's annual meeting. The Chicago Urban League program will be at the Conrad Hilton Hotel at noon sharp. The theme of the Urban League's meeting will be --"The Urban League--the Revolution--And Beyond"...the meeting will not be, repeat not, a fundraising program. Wnews asks that those of you who wish to make reservations for the Chicago Urban League's annual meeting at noon on January 28th call Atlantic 5-5800--call for your reservations now--close to 2300 others will be there.

EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:  
REV.



U OF CHICAGO - PUBLIC SERVICE #1

This is Don Keyes of the W-News staff. The first experimental program in professional theatre comes to the University of Chicago, Friday, February 4th. It is a remarkable understaking. It's success can mean much to the cultural future of Chicago. A distinguished professional company will present the classic ~~stirv~~ satire, The Misanthrope, acclai~~m~~ed the greatest work of France's greatest playwright, Moliere. Moliere, himself said of The Misanthrope -- "I can not imporve on it, and assuredly never ~~wik~~ shall. " Friday evening at 8, the University of Chicago ~~Auditorium~~ Law School Auditorium, first of 29 perform~~ances~~ of the Moliere masterpiece... The Misanthrope. Tickets now at Goodman Memorial Theatre... I'm reserving mine now.

EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:  
REV. C.

U OF CHICAGO

- PUBLIC SERVICE SPOT #2

This, again, is Don Keyes of W-News. An important moment comes to Chicago on Friday, February 4th. The curtain will be raised on an experimental program to bring professional theatre to the University of Chicago. A cast of professional actors, many from Broadway, will present the premiere of Moliere's satiric masterpiece, "The Misanthrope". This classic comedy termed Moliere's superb achievement of wit and delectacy. 28 performances will follow...every evening except Mondays -- matinees on Saturdays and Sundays. Tickets are now at the Goodman Memorial Theatre, co-sponsors of the program with the university of Chicago. It is a significant contribution to the cultural growth of a many faceted Chicago. Plan now to attend.

MIZ-AN-TROPE

P.S.  
EDITORIAL:  
Gen'l Policy/EDITORIAL:  
SURVEYS:  
REV.



# BROADCAST EDITORIAL

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For further information

or photographs, contact:.....

SUBJECT:

As a special service to Chicago attorneys and all other interested parties, Wnews in conjunction with the Chicago City News Service will present each weekday morning Chicago's courtroom calendar for the day. The Chicago courtroom calendar will be a service feature of Wnews' 7:30 newscast each morning.

EDITORIAL:  
Gentl Polioeditorial.  
SURVEYS:

# BROADCAST EDITORIAL

5,000 WATTS @ 1390 KC • 24 HOURS / DAY



FIRST ALL-NEWS RADIO IN U.S.

**W-NUS** ALL-NEWS  
CHICAGO!

230 N. MICHIGAN AVE. • 726-1566

For further information  
or photographs, contact:

SUBJECT:

~~The article from Chicago~~

Minor Wilson, the Aide to Chicago's Police Superintendent, has asked Wnews to call Chicago's attention to the Police Department's Recruitment drive which continues through next Saturday. As Minor Wilson pointed out to WNews, young Cook County men, 21 through 31--or veterans up to 34-- can enjoy a challenging future with the Chicago Police Department-- Wnews hopes that police applicants will security, education, advancement, public service, and variety. /Apply before Saturday at Central Headquarters, 1121 South State Street, or at any District Station or Room 107 in City Hall. Join the Chicago Police force today!

\* \* \* \* \*

Saturday is ~~End Day~~ F-Day in the Chicago Police Department's Recruitment Drive. F for Finish, for Saturday is the end of the drive for Young Cook

County men who have a five-point opportunity for a challenging future--

Minor K. Wilson, aide of Chicago's police superintendents, request that security, education, advancement, public service, and variety. ~~Join the~~ Wnews

invite all young Cook County men 21 through 31--if you're a veteran, up to

34--to join the Chicago Police. /Apply before next Saturday at Central

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EDITORIAL:

Gen'l Policy

SURVEYS:

TELE.



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Gen'l Policy/EDITORIAL:

SURVEYS:

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SUBJECT:

Ever since I was just a little boy, I've made frequent visits to ~~Chicago's Brookfield Zoo~~ the Brookfield Zoo here in Chicago. This is Jim ~~Chicago's Brookfield Zoo~~ Chicago young people Burke of \_\_\_\_\_ and ~~my father has always~~ know even better than anyone else that the Brookfield Zoo here is world famous. at Chicago's Brookfield Zoo, you'll see some of the rarest animals in the world. ~~From the Stevenson Expressway~~ To get to the Brookfield Zoo off the Stevenson Expressway, you just exit at First Avenue and head north. Off the ~~Stevenson~~ Eisenhower Expressway, slip off at First Avenue and right go south/to the Zoo.

Nobody who has ever been to the Brookfield Zoo in Chicago will forget what a wonderful time they had. Wnews urges you to pay an early visit to one of Chicago's most famous attractions--the Brookfield Zoo.

EDITORIAL:  
Gen'l Policy: POLICY:  
SURVEYS:  
NEWS:



EDITORIAL:  
Gen'l Policy  
SURVEYS:  
REVIEWS.

TO:

Don Keyes  
cc: Art Holt  
/Mitch Lewis  
ALL STATIONS

Feb 9th, 1966

FROM: Gordon McLendon

-----

Radio Moscow should end at close of business on Thursday, February 10th. The engineering department should now be notified that we wish to begin monitoring, looking to a similar campaign of English language broadcasts on Radio Peking and then, in no particular order, the English language broadcasts of other Communist countries. Since, no doubt, you will put this in memorandum form, too, a copy should be sent to KABL where reception of Radio Peking may be very much easier and, particularly so, considering the accessibility to huge RCA receivers which I personally visited.

With the end of Radio Moscow, we once again have no promotions on the air and, as far as I can hear, none planned. I think it is important that we continue to maintain the momentum we have already gained and think that we should forthwith get several new things on the air. It is all well to fight the day-by-day problems of improving the efficiency of the station and the staff, but right now we must continue to be the talk of the town. This, it seems to me, can be accomplished in 3 or 4 different ways.

1.) EDITORIALS. There is no question that the Jesse Owens editorial was the most effective thing we have done so far. By reading the papers one can generate 3 or 4 ideas. I believe that I would have an editorial of hard-hitting local significance on the air every couple of days. Jay Schatz is always a good source of advice on this point, although I would approach him with suggestions rather than leaving the germination of the idea to him.

2.) PROMOTIONS themselves. I think here of the International Pancake Race, Bachelor's Day, Valentine's Day, which is upon us, etc. I have been in contact by telephone with Mrs. Homer Hargrave, Jr., (the daughter of the still very active movie actress Colleen Moore), who is head of the Chicago Junior League. Although it was difficult to explain the Race to her over the telephone, I did the best I could and am sending her material in the mail today. She would be considerably easier to get on this project if we knew that other Junior Leagues around the country were going along. Therefore, I called Dave McKinsey at KABL, explained the project to him and am mailing the information to him today and am hoping that he will call you or Art to give us San Francisco's Junior League's go-ahead, at which time that information should be phoned to Mrs. Hargrave, so that she will have it for a scheduled Monday meeting with the Junior League. If they consent, then you can go all out and get the promotion going. If they don't consent, we should probably drop this promotion this year because only 8 days will remain from Monday, which is the 14th (Valentine's Day.) Now, there will not be time enough to get another group interested or, for that matter, time to publicize it. Once you have really gotten the promotion going, Aaron Cushman should be notified forthwith. One of the big ingredients of the promotion here is the possibility of outside radio, television and newspaper coverage because so many socially important names are involved. I told Mrs. Hargrave that I would be willing to put up a \$1,000.00 prize. I believe the idea is that for the first time next year we are going to make a challenge to the International Pancake Race Cup, and that this year we are just holding trials, and the fastest pancake racer, for the sake of encouragement, wins \$1,000.00 which, through prearrangement, she would donate to a charity of the Junior League's choice. All of the information I am sending you forthwith, and the moment

EDITORIAL:

SURVEYS:

NEWS:



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3.)

3.) A third method of achieving promotion of the station is through the use of exotics. I think they are still around and, if they are, I would put on, for the moment, Fortnum & Mason and Emilio Pucci. You may be able to think of a few others which you can write, and I am sending you herewith various KABL exotics, promotions, etc., that will stimulate your thinking. Both Art and I have looked through these, and you will agree with us that only a limited number will fit into this particular type of promotion. So much for that.

4.) Another method of promotion is simply to keep so many small things going, such as promos for the new News Cruizers we are bringing in, new advertising vignettes, etc., so that this, in itself, keeps everyone talking. I understand that somewhere in my files there is material for several more advertising vignettes. They are easy to write, as you know, and you should keep them on the air. Under no circumstances should these exceed one minute.

I go into all of this detail mostly because actually there has not been anything new on the station for more than a week now, and it is time we freshened up.

Incidentally, Don, when you get an idea for Bachelor's Day, and I hope it will be right away, please, for heavens sakes, let me know immediately, so that I can get with Jerry Rosenzweig at the Playboys Club.

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encls.

EDITORIAL:  
COPY  
SURVEYS:  
Gen'l  
VEYS:  
East Avenue

EDITORIAL



W-NUB



These follow as they are presented by the Western North American Union of Broadcasters and General Manager Jack Jones.

The following are the names of the stations and their respective owners.

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EDITORIAL:  
C o p y  
SURVEYS:  
Gen'l  
Knot Announcements  
VEYS:  
Knot Announcements



Edit.

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CHICAGO!

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SUBJECT:

There follows an WNUS editorial by WNUS Vice President and General Manager Jack Burke:

For the past three weeks, WNUS has been sifting and analyzing thousands of pieces of mail from Chicagoans. Those pieces of mail were thoughtful comments on whether Wnews listeners wished 20-minute or 30-minute newscasts.

The final vote was extremely close with advocates of twenty-minute newscasts slightly in the majority but more than thirteen hundred listeners replied that they were undecided. A final analysis ~~was made~~ did produce one striking fact--that ~~more than~~ over seventy-five percent of those who wanted 20-minute newscasts on WNUS wanted them particularly ~~from six to nine~~ during the so-called traffic times--from six through nine in the morning, and from five through seven in the afternoon. The vote to retain 30-minute newscasts during the middle of the day was equally heavy. Accordingly, WNUS will resume twenty-minute newscasts between six and nine a.m., and between five and seven p.m., effective ~~at~~ Wednesday, January 27th, and will retain thirty-minute newscasts at other hours.

On all 30-minute newscasts, late world and local headlines will be given each fifteen minutes. Wnews thanks the thousands of Chicagoans who provided us research and votes for this decision.

The foregoing was an expression of Wnews editorial comment by Jack Burke, Vice-President and General Manager of Wnews.

SURVEYS:  
Gen'l  
Foot  
Announcements  
IVEYS:  
Foot  
Announcements

W-NEWS EDITORIAL by JACK BURKE - 1/26/66 - Suspicious Persons

W-News puts before you this problem. Say, it's night. Colder'n a bathtub in an igloo. Already you're late for that dinner invitation. Just hopped off the El. You don't really know the neighborhood. You're late. You half run, half walk. You've got troubles. You're late.

Suddenly, a police car pulls up. Ahh...help, just when you need it.

But no. Suddenly two policeman pile out and back you up against a fence.

"Why are you running?" they ask. "What's your name"... "where do you live"... "what are you doing in this neighborhood"... "what's your job"... "what are you running for"... "what's your name"....

Suddenly your head swims with questions. You're bewildered. And, you're late.

Perhaps, the illustration is far fetched. Perhaps, it will never occur. But, under the current police campaign to question and classify what police observe to be "suspicious persons", it could. And W-News stresses this new campaign directly conflicts with a specific right granted by the Constitution. The right which denies search and seizure without due process of law.

Illinois legislatures have long and repeatedly refused to grant any such power. W-News doubts that they have changed. For this reason, W-News finds itself directly opposed to the campaign of Police Superintendent O.W. Wilson to corral "suspicious persons".

SURVEYS:  
Gen'l. Spot Announcements  
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Apartment dwellers, particularly those on the north lake front high rises can expect as much as a 7 and  $\frac{1}{2}$  percent raise in rents according to the real estate editor in today's Daily News.

A recent survey showing ~~that~~ only 33 vacancies in almost 5,000 high-rise apartment running from the loop northward in the vicinity of the lake.

By spring, according to president of one high rise renting company, increases will be in full swing in the choice apartments circling the ~~loop~~ city.

The Daily News writer, quoting William S. Everett, president of Browne and Storch, one of the city's largest leasing firms, who says, quote Tax rates have gone up 51 percent in the past 10 years. In this business we have to run fast/<sup>just</sup> to stand still."unquote.

Another property management firm saying where rents are not being beefed up, decorating concessions amounting to three quarter's of a month's rent being discontinued.

In Chicago today, apartment dwellers, in the face of a tight market, expecting a rent increase notices from landlords any moment -- so says the Chicago Daily News.

SURVEYS:  
VEYS:  
Gen'l Spot Announcements.



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SURVEYS:

Gen'l  
Spot Annmnts.

VEYS:

W N U S - EDITORIAL

ANNOUNCING THE DEATH OF RAYMOND W. DURST

BY

CLIFF JOHNSON - MANAGING EDITOR - W N U S

CHICAGO IS POORER TODAY WITH THE PASSING OF RAYMOND DURST. THE CITY LOSES ONE OF ITS ARDENT SUPPORTERS AND ONE OF ITS DEVOTED ENTHUSIASTS.

HIS DEATH AT THE AGE OF 62 COMES UNEXPECTEDLY AT A TIME DURST WOULD HAVE BEEN AT THE HEIGHT OF HIS CREATIVITY. TO THE MOMENT OF HIS UNTIMELY PASSING, RAY DURST WAS A MEMBER OF THE LAY ADVISORY COUNCIL OF THE UNIVERSITY OF NOTRE DAME AND WAS ACTIVE IN CIVIC BETTERMENT ORGANIZATIONS BEYOND NUMBER, FOR MANY YEARS. HAVING SPENT ALMOST HIS ENTIRE BUSINESS LIFE WITH HALLICRAFTER COMPANY, RAY DURST'S CONTRIBUTIONS TO PROGRESS IN THE BUSINESS WORLD OF ELECTRONICS WERE WIDELY RECOGNIZED. AS A PROMINENT AND ACTIVE DIRECTOR OF BOTH HENRY C. LYTTON AND THE RIVER FOREST BANK AND TRUST, HE WAS CONSTANTLY IN TOUCH WITH EVERYTHING THAT WAS CHICAGO AND KEENLY INTERESTED IN THE CITY THAT FLOWERED AROUND HIM. TO ALL OF THOSE WHO HAD THE PERSONAL PRIVILEGE OF KNOWING HIM, THE PASSING OF RAY DURST WILL COME AS A GREAT SHOCK. TO ALL CHICAGOLAND, HIS DEATH TAKES FROM CHICAGO A PIECE OF ITS HEART.

SURVEYS:

Gen'l  
Spot Announcements

VEYS:



W N U S - EDITORIAL

ANNOUNCING THE DEATH OF RAYMOND W. DURST

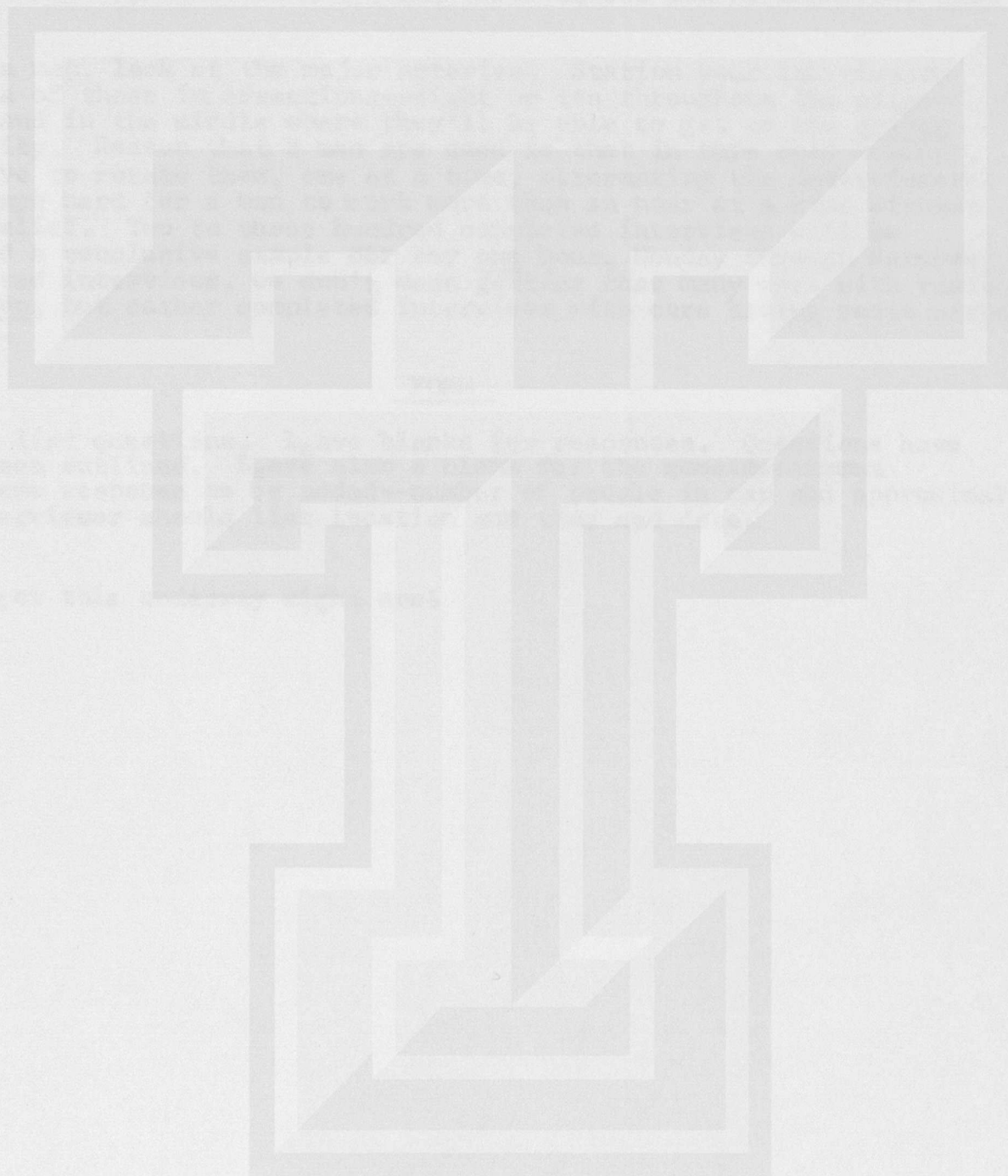
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SURVEYS:  
Gen'l  
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Gen'l  
Spot Announcements.



## MORE ON PILOT AUTOMOBILE SURVEY

Prepare form for interviewer as outlined below.

Use college students. ~~Assign form interviewers as outlined.~~ Should only try to use men. Students should try to get a look at the dials in cars where the radio is on. As form indicates, write down the number of people in the car and approximate age. Good interviewers can do a hundred cars an hour.

Take a map, look at the major arteries. Station your interviewers at various of these intersections--eight or ten throughout the city--on an island in the middle where they'll be able to get to the driver most readily. Reason that 3 men are used is that in this cold weather, you'll have to rotate them, one at a time, alternating the interviewers. Stisser says hard for a man to work more than an hour at a time without getting relief. Two to three hundred completed interviews will be considered a conclusive sample for any one hour, Monday through Saturday. By completed interviews, we don't mean getting that many cars with radios actually on, but rather completed interviews with cars having radio either on or off.

### FORM

First, list questions. Leave blanks for responses. Questions have already been outlined. Leave also a blank for the ~~questionnaire~~ ~~response to be added--number of people in car and approximate age.~~ Interviewer should list location and time and date.

Let's get this underway right now!

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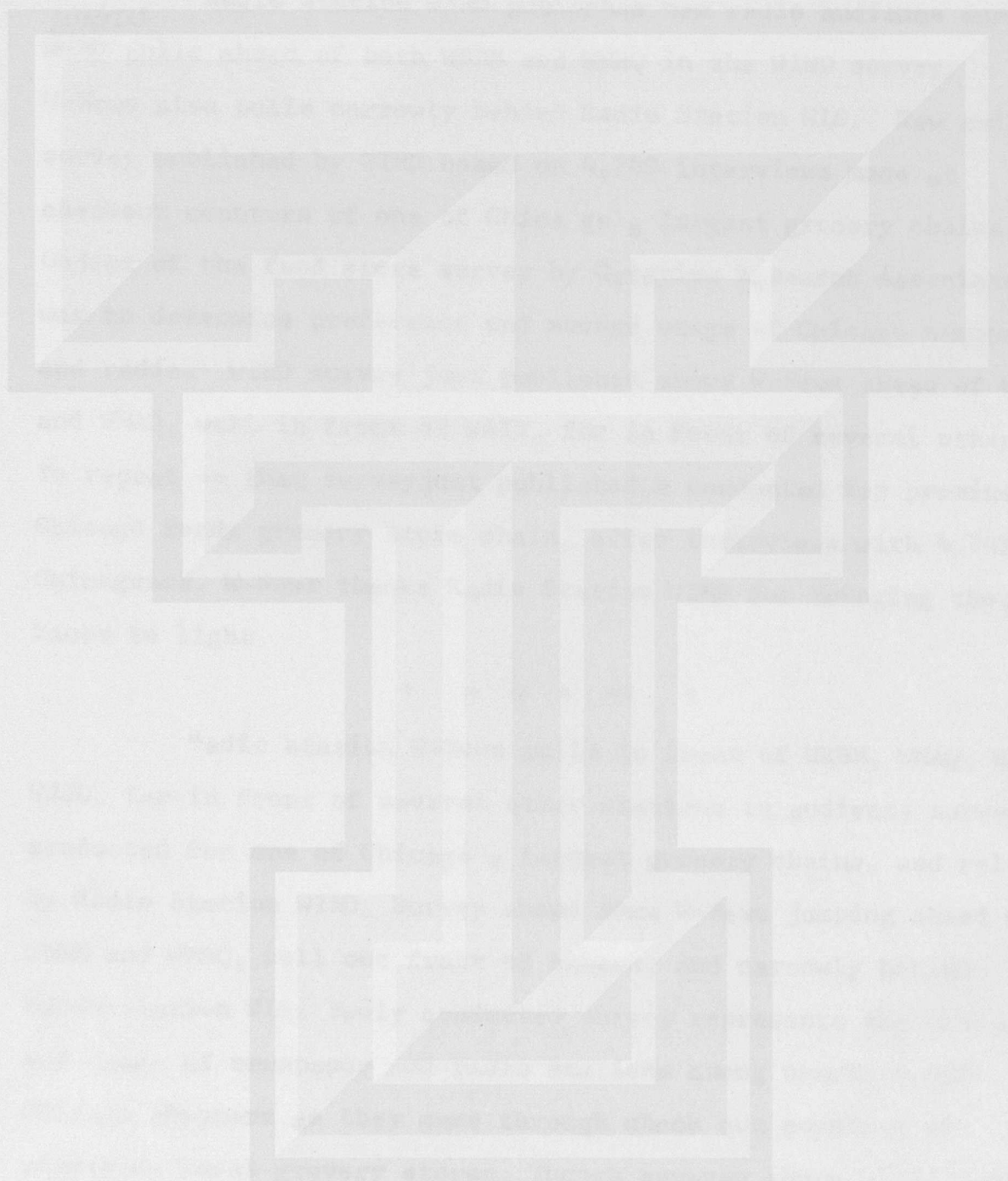
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SURVEYS:  
Spot Amounts.

WIND Survey spot --

<sup>WNews</sup>  
~~WIND~~ Radio station WIND publishes new radio audience survey,  
~~WIND~~ pulls ahead of both WBBM and WMAQ in the WIND survey.  
W-News also pulls narrowly behind Radio Station WLS. New audience  
survey published by WIND based on 4,749 interviews made at  
checkout counters of one of Chicago's largest grocery chains.  
Object of the food store survey by Creative Research Associates  
was to determine preference and usage of Chicago newspapers  
and radio. WIND survey just published shows W-News ahead of WBBM  
and WMAQ, well in front of WAIT, far in front of several others.  
To repeat -- that survey just published, conducted for prominent  
Chicago ~~food~~ grocery store chain, after interviews with 4,749  
Chicagoans. W-News thanks Radio Station WIND for bringing these  
facts to light.

\* \* \* \* \*

Radio station W-News pulls in front of WBBM, WMAQ, WAIT,  
WJJD, far in front of several other stations in audience survey  
conducted for one of Chicago's largest grocery chains, and released  
by Radio Station WIND. Survey shows that W-News jumping ahead of  
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Radio station WLS. Newly conducted survey represents the preference  
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Chicago shoppers as they came through check out counters of  
city-wide local grocery stores. Though survey shows WIND leading,  
W-News narrowly behind WLS, ahead of WMAQ, WBBM, WAGT, WJJD and  
others. W-News takes this opportunity to thank Radio Station  
WIND for publishing this revealing research information reflecting  
Chicago Radio Audience preferences.

" " " "



WIND Survey spot --

<sup>WNews</sup>  
~~WIND~~ Radio station WIND publishes new radio audience survey,  
pulls ahead of both WBBM and WMAQ in the WIND survey.  
W-News also pulls narrowly behind Radio Station WLS. New audience  
survey published by WIND based on 4,749 interviews made at  
checkout counters of one of Chicago's largest grocery chains.  
Object of the food store survey by Creative Research Associates  
was to determine preference and usage of Chicago newspapers  
and radio. WIND survey just published shows W-News ahead of WBBM  
and WMAQ, well in front of WAIT, far in front of several others.  
To repeat -- that survey just published, conducted for prominent  
Chicago ~~food~~ grocery store chain, after interviews with 4,749  
Chicagoans. W-News thanks Radio Station WIND for bringing these  
facts to light.

\* \* \* \* \*

Radio station W-News pulls in front of WBBM, WMAQ, WAIT,  
WJJD, far in front of several other stations in audience survey  
conducted for one of Chicago's largest grocery chains, and released  
by Radio Station WIND. Survey shows ~~that~~ W-News jumping ahead of  
WBBM and WMAQ, well out front of others, and narrowly behind  
Radio station WLS. Newly conducted survey represents the preference  
and usage of newspaper and radio stations among nearly 5,000  
Chicago shoppers as they came through check out counters of  
city-wide local grocery stores. Though survey shows WIND leading,  
W-News narrowly behind WLS, ahead of WMAQ, WBBM, WAIT, WJJD and  
others. W-News takes this opportunity to thank Radio Station  
WIND for publishing this revealing research information reflecting  
Chicago Radio Audience preferences.