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POLICY / W-4  
Progr./Planning/etc.

.D.'s/W-4

Almanacs  
W-4

# TALK RADIO IN DETROIT

It jabbars all day long, indulges in banalities and, sometimes, gets down to the nitty-gritty and delivers with a punch that leaves its rivals writhing in top-fortydom or pussyfooting through the hallowed halls of propriety.

By EDISON CHALMERS

A LITTLE MORE than a year ago Station WTAK changed its format and introduced Detroiters to a phenomenon that has had more than modest success around the country in the past few years: Talk Radio, a broadcasting facility that airs nothing but conversation from sign-on to sign-off.

Talk Radio, as conceived by WTAK, consists of several varieties of verbalizing — guest experts (listeners may call and ask questions of a veterinarian, tax consultant or stamp collecting expert), guest celebrities (listeners may call and ask post-interview questions of entertainers visiting town), "tradio" (a sort of radio want ad, free), syndicated columnists (Barry Farber and Joe Pyne, both of whom are introduced by "hang onto your hat, we're going to be controversial" ads) and the traditional news-weather-sports syndrome.

But the core of WTAK's talk format is the challenge proffered to listeners to "Sound Off," to call the station and talk about anything they wish — civil rights, Governor Romney, President Johnson, the war in Vietnam. On the surface, *Sound Off* appears to be no more than a letters to the editor column, but it carries a zing that the printed word, however presented, has difficulty duplicating.

Editorial page analogies, in fact, do a disservice to the man who runs *Sound Off*, Paul Winter. Exuberance personified, he laughs, sings and carries weighty topics on his back like a modern renaissance man bearing the joyful burden of gaining knowledge. A former philosophy instructor at Wayne State University, he has a disciplined mind that immediately singles out the germane and the vital from the prejudices and non sequiturs of his callers.

The combination of incisive mind and *joi de vivre* gives class to programming that otherwise might be no better than listening to your neighbor air his prejudices over the backyard fence.

Winter doesn't just listen politely and wait for the next call; he debates, explains, opines and occasionally exercises his absolute powers as moderator.

"Madam, you are a bigot. Good by." Click.

Winter reserves moments like that for only the most irrational and obtuse callers. Others he disarms with directness and devotion to logic. His ability to view a topic from several viewpoints, regardless of which one he happens to believe, often kills half a dozen phone calls.

"All street lights should be painted chartreuse," a caller may suggest.

"Yes, but the other alternatives are this, this and this," Winter will reply. Each "this" was a potential phone call. Calls are seldom lacking, nonetheless.

Twice a day, Monday through Saturday, Winter arms himself with a daily newspaper and walks into the broadcasting studio in WTAK's small, modern facility in suburban Garden City. Before answering any calls, he tosses

out a few tidbits of news and offers an opinion or two, tacitly asking rejoinder from the audience.

The remote, faceless arbiter that one might expect to be cast in such a role would get few phone calls and fewer listeners. Winter, on the other hand, is far from loath to mention his active participation in the American Civil Liberties Union, or to air his sympathetic appraisal of the plight of the American Negro. His political and social views are generally liberal.

He questions the moral grounds for our involvement in Vietnam, and he questions the formal basis for our commitment there. He abhors corporal punishment in our schools. He does not think the miniskirt has any inherent message about "declining moral values" in our society. He thinks aloud enough about religion to be occasionally deluged by people who want to read him Scriptures in hopes of remedying his "agnostic tendencies."

A few people have accused him of stacking his calls — selecting callers who are essentially in agreement with him. Actually he takes the calls as they come in. If his "mail" is running 50 to one against him, that's what the audience hears.

Joe Pyne, whose syndicated taped show is broadcast daily on Talk Radio, is a conservative by metabolism, and would probably express horror at the full beard which graces Winter's face. A listener once suggested that a Pyne-Winter confrontation would be interesting, and opined that Pyne would probably tear Winter apart.

Winter replied that that was probably true, since logic is the only tool that can't be used when arguing with Pyne.

Such an assessment of a radio station performer by another performer for the same station is a good example of the sense of "aliveness" and freedom from taboos of the media that is so refreshing in the Talk Radio format.

The same freewheeling approach, of course, also creates some classic pieces of trivia and banalities which occasionally make the listener wonder about the sanity of a society which allows the stuff to be broadcast. If, for example, 75 people choose to call in to register a vote for apple pie or against dogs, not even Winter's patter and repartee can save the scene.

Some extremely articulate people are regular callers to WTAK, however, and at least three of them carry on a running conservative-liberal dialogue with Winter. One caller is at least near to being a black nationalist. One is a teenager who calls herself "Alice" and carries on a *Wonderland* gag. Such regulars give the show a whole stable of stock characters and provide continuity akin to a soap opera.

The one-time-only callers measure the citizenry's attitudes and indicate what's on their collective mind in a way that politicians and other people who depend on such

*continued*





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information might do well to observe.

The fact remains that *Sound Off* is basically a bunch of people expressing their opinions on matters often of less than resounding importance, the kind of thing that, when it's over, often causes participants to say, "So what did we accomplish?"

So what makes *Sound Off* click?

WTAK's own newscasts may provide some of the answer. Typical items cut from the wire services—"x" number of marines killed in Vietnam—skimmed over lightly and fed to the audience to do with what they will. It's a one-way street, in our media-minded society, where news-sports-weather are fed us in a several-times-daily ritual. Many people want to talk back, to form an opinion of what it means rather than absorb "the news" whole and undigested.

Some have suggested that *Sound Off's* popularity is based on less noble grounds, asserting that the audience merely enjoys the illusion of listening in on a private conversation.

Whatever the reason, Talk Radio—*Sound Off* and all the rest—is gaining an ever-larger Detroit audience. And whoever thought you could make money by broadcasting a good old bull session?

### Around Downtown

Continued from page 7

to mankind. The Egyptians believed the body must be preserved as it was in life so that it could serve as a resting place for the spirit in death. Greek and Roman settlers adopted Egyptian burial customs, but added realistic mummy portraits to strengthen the identity of the deceased. About 25 of these 1700-year-old portraits, painted on wooden panels in a technique utilizing melted beeswax, have been borrowed from 18 museums and private collections for the exhibit.

University of Michigan grads, who by now have received enough greetings and solicitations from the alma mater to be well aware of the institution's 150th birthday, can also visit the U. of M. sesquicentennial exhibit at the Detroit Historical Museum. The display includes 100 pictures and prints tracing the history of the university, on loan from the collection of several thousand items which have been preserved through the years in the U. of M. Historical Collections.

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COMPLETE MONTHLY LISTINGS

For years the distinguished FM stereo-  
phonic station, WDTM (106.7 mc),  
has published its own comprehensive  
monthly program guide, providing for  
thousands of readers its program list-  
ings in great detail. Now this outstand-  
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CAFRTZ BUILDING  
WASHINGTON, D. C. 20006

TELEPHONE  
STERLING 3-5880

CABLE ADDRESS  
COMAR WASHINGTON, D. C.

October 30, 1967

W4 has offered to record and broadcast telephone calls from listeners who either like W4 programing or protest our abandonment of classical programing. Here recorded messages is one of those ~~recordings~~ by a W4 listener:

~~Ymunkax~~

W4 has just presented another message from a W4 listener commenting upon W4's present and past musical programing.

SCHEDULE:

8-9<sup>PM</sup> OK 8:17 WD 30 OCT 67

9-10

10-11

7:30<sup>AM</sup> 4 OCT 67

Sincerely

Stanley B. Cohen

Keith Frantow  
Don Barrett  
Gordon McLendon  
B. R. McLendon

*Recorded  
30 Oct 67  
OK*

I.D.'s/W-4

Almanacs  
W-4



*Policy Book*

MARCUS COHN  
PAUL DOBIN  
STANLEY S. NEUSTADT  
STANLEY B. COHEN  
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LAW OFFICES  
**MARCUS COHN**  
CAFRITZ BUILDING  
WASHINGTON, D. C. 20006

TELEPHONE  
STERLING 3-5880  
CABLE ADDRESS  
COMAR-WASHINGTON, D. C.

October 30, 1967

Mr. Rick Johnson  
Radio Station WWWW  
2930 East Jefferson  
Detroit, Michigan 48207

Dear Rick

I have your letter of October 26, 1967 addressed to Marcus, and in his absence I will reply.

The situation you postulate is a program feature on restaurants. The feature includes the name of the restaurant, the type of food and the hours of operation. The programming matter is not paid for nor is it being run with any intention of soliciting business from these restaurants. Under these circumstances the program material is not commercial and need not be logged as commercial copy. Moreover, the correct logging will be to treat each such feature as a sustaining program in the category "other".

Sincerely

Stanley B. Cohen

cc: Keith Trantow  
Don Barrett  
Gordon McLendon  
B. R. McLendon

I.D.'s/W-4

Almanacs  
W-4

Men N' Mink

W4 Editorial

ONE EACH TWO HOURS

We sometimes wonder what women are trying to do to men...and what, on occasion, men are trying to do <sup>to</sup> ~~men~~ themselves. W4's latest Paris communique says ~~the~~ famous designer Christian Dior has designed a fur coat for men. Not the masculine old beaver coat like we used to wear in the days of flappers and moonshine...but soft, feminine Blue Iris Lutetia <sup>LU-TECHA</sup> mink! Doubtless many of our affluent males will be conned into wearing a mink coat....and if some members of the younger generation get one, it'll be impossible to determine gender--because of the long hair and high heel shoes. Granted the legendary King Arthur wore long hair; he may even have had his royal robes trimmed in mink; but he didn't go so far as to completely cover his masculinity. W4 now <sup>Detroit</sup> editorially calls upon Christian Dior to leave ~~American~~ males alone.

~~Exhibit this mink coat to the Detroit ladies~~ If he wants to put Frenchmen in silver mink...okay by us. But for Detroiters...we think it's too much. We confess a certain amount of weakness...and if our women decide we ought to be wearing mink...well, we just might. So...Dior...go home. And take ~~your~~ your masculine minks with you.

I.D.'s/W-4

Almanacs  
W-4



ONE EACH TWO HOURS

#### RATING BREAKS

To the scores of listeners who've telephoned W4 their appreciation and who are asking what they can do to help us, W4's answer is two fold: / first, make it a point to tell and telephone your friends about the new W4; / second, Keep in mind that important audience surveys of Detroit radio listening are being made each day by nationally-recognized audience measurement firms. / If someone calls you on the telephone at home, or visits your home to ask what station you are tuned to, should you in fact be tuned to W4 be sure to tell them by answering, "I'm tuned to W4", "I'm tuned to W4 music", or even, "I'm listening to 106.7 megacycles". / If you are, that is -- and you are right now.

.....

Should you be tuned to this station at the time that one of the nationally-recognized audience measurement firms calls you or visits you at home and asks, "what station are you tuned to?", you can most correctly answer by telling the caller or visitor, "I'm tuned to W4 music", /or just "W4", /or, even, "WWWW", this station's full call letters. / Your correct response to radio audience surveyors when you are listening to W4 will be both appreciated by W4 and also helpful.

.....

Myriads of new W4 listeners who've just found W4 music on their dials have been calling to ask what they can do to speed along W4's success. / One answer is to tell all of your friends. / A second and just as important thing you can do to help has relation to radio audience measurement surveys. / Such nationally-recognized audience surveys are being carried on virtually every day of the year in Detroit--conducted by people, mostly ladies, who call homes or visit homes and ask to what station you happen to be tuned. / Should you happen to be tuned to W4 when you have such a call or visit from a lady from one of the nationally-recognized audience measurement firms, we hope you'll remember correctly to state that you are listening to W4 music, / or W4, / or 106.7, / or in some other way identify W4 as the station to which you are then actually listening.

.....

I.D.'s/W-4

Almanacs  
W-4

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oooooooooooo

I. D. 's / W-4

Almanacs  
W-4



Reel #5

# RED DOT PROMOTION

On your FM radio, the red dot indicates reception of a stereo signal. But many folks don't have stereo sets, even though they do enjoy the brilliant sound of W-Four Music. If you'd like to enjoy stereo FM, naturally you need a red dot, don't you? To get a genuine red dot to paste on your radio, just write to W-Four and explain why you would like to listen to "red dot stereo". Remember, you're nowhere without that red dot. So get yours today. Simply send name and address to "Stereo Dot," WWWW, Detroit.

~~with stamped self-~~  
~~addressed return~~  
~~envelope~~

I.D.'s/W-4

Almanacs  
W-4

GORDON:

The Sound of Music album dropped from number 16 to number 29 from one week to the next in Billboard, so I believe it is safe to assume that it's something of a certainty that it's softly falling into the background to make room for newer albums. Even good old Born Free dropped about 6 places, and A Man and A Woman dropped from number 27 last week to number 36 this week -- which is the first time it's dropped since it hit the charts.

I've given Rick my copy of Billboard with all my endless markings in it, and have instructed him to acquire immediately all those indicated for listening, and if they're usable on the station, by all means use them. If not, of course, they're to be dumped.

Fortunately, Zhivago climbed a little, Claudine (containing Man and a Woman theme, Aujourdois c'est moi, etc.) stayed at number 33, and Man of La Mancha moved from 76 to 75. I've given Rick about six new albums to work from, as well as about eight or so singles to give a listen to, so at this point I don't personally think we need or should even have any of Sound of Music on the top tape, assuming it is indeed supposed to be topical.

RH

I.D.'s/W-4

Almanacs  
W-4



MEMORANDUM

GORDON:

The Ladies  
Rose Hutton

DATE: October 2, 1967

The Sound of Music album dropped from number 16 to number 29 from one week to the next in Billboard, so I believe it is safe to assume that it's something of a certainty that it's softly falling into the background to make room for newer albums. Even good old Born Free dropped about 6 places, and A Man and A Woman dropped from number 27 last week to number 36 this week -- which is the first time it's dropped since it hit the charts.

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RH

Cordially, -- and regretfully,

Andre Dunstetter  
Manager

I.D.'s/W-4

Almanacs  
W-4

MEMORANDUM

TO: The Ladies  
FROM: Rose Hutton

DATE: October 2, 1967

Gordon McLendon drafted the following letter which is to be sent to all complaining listeners, and should also be read to any who phone in with the following suggested comments (ad lib as you see fit): "We have received a number of letters besides your phone call. Here is the way we are answering the latter. May I read it to you?":

Dear \_\_\_\_\_:

Thank you for your letter. I know exactly how you feel since I am a lover of Classical Music myself. In fact, our company has operated WDTM (now WWWW) for more than a year at heavy monthly operating losses in a determined and dogged effort to make the Classical Music format profitable.

We thought this was possible even though the owner before us had lost tremendous sums on the same Classical Music format before we bought the station. However, our success was no greater than his; in our over twelve months of operation we have never had a single month in which we were anywhere near black figures.

In fact, when it was finally and reluctantly decided by all of us that we must abandon the all-Classical format to go to our present sweet music formula dictated for us by a survey of what community leaders wanted, this astounding situation prevailed:

All-Classical WWWW had less than 20 commercial accounts on the air—and even those were paying a small pittance of the rates charged by most other stations.

Our total monthly revenue last month was less than three thousand dollars. WWWW has never been able even to open its doors for less than eight thousand dollars per month.

The sad but inescapable fact which we must both face is that for one reason or another most major Detroit business institutions simply do not wish to advertise on FM classical music stations. And WWWW, and WDTM before it, made every effort to sell them on such advertising.

I'm twice as sorry as you are, actually. We gave it all we had for more than a year and the owner before us took an even worse beating.

The hardest thing I've ever had to do was to recommend to company management that it change from the classical format I personally adored. But I suspect that in good conscience you would have had to do the same.

Cordially, -- and regretfully,

Andre Dunstetter  
Manager

I.D.'s/W-4

Almanacs  
W-4



W-4  
Progr'

I.D.'s/W-4

Almanacs  
W-4

WITH THE NEW SPOTTER AND "FIVE MORE CHANNELS" WE COULD WORK IT THIS WAY:

SHORT PROMOS ON WILD TAPE DECK 6 FOR USE IN FLOW PERIOD ONLY, ALONG WITH FEATURES ON #9 AND FLOW IDS ON DECK 7.

MOOD INTROS AND LONG ~~INTROS~~ PROMOS ON DECKS 9 & 10. ALTERNATE FEATURES AND PROMOS HERE, WITH MOOD INTROS EACH QUARTER HOUR EITHER SHORT OR LONG.

COMMERCIALS, NEWSCASTS, WEATHER, ETC. ON SPOTTER 3.

(actually, Rick, Spotter 3 should have a number of 1-min and 30-sec avails and on.ly TWO or THREE five min avails for news, etc. Let's MAKE one from an ordinary spotter tpe.

WITH THE SUDDEN ADVENT OF RECORDING POSSIBILITIES ON THE RCA ~~RECORDING~~ CART PLAYER WE CAN USE IT FOR NEWS OPENINGS AND CLOSERS, SPORTS CAST OPENS, AND STOCK MARKET OPENS & CLOSERS. FIND OUT ABOUT THIS FROM ~~BOB~~ BOB. IT WORKED TODAY, APPARENTLY.

IN THE MEANTIME, WE CAN MAKE THE FLOW PERIODS SOUND BETTER BY ALTERNATING PROMOS ON THE SEQUENTIAL DECK THIS WAY:

THERE ARE four SIX DECK REQUIREMENTS EACH HALF HOUR. SO, LET'S DUB PROMOS ON THE DECK THIS WAY:

- 1: LONG (cluster)
- 2: SHORT (FLOW)
- 3: LONG (cluster)
- 4: SHORT (FLOW)

What I mean by this is dub GOOFY IDS, FORD PROMOS, SHORT RECIPS, "GREATEST THING", GOPHER THUKMPER", and any short material we have EVERY OTHER TIME TO FIT INTO FLOW and dub EDITORIALS, EXOTICS, CONTESTS, DUNSTETTER, LONG RECIP, etc TO FIT IN CLUSTERS. DIG?

THINGS THAT NEED TO BE CHANGED FREQUENTLY (LIKE THE ALMANAC) SHOULD BE ON A SPOTTER INSTEAD OF A SEQUENTIAL PROMO DECK. (EDITORIALS, TOO)

- 2 -

October 1, 1967

M E M O R A N D U M

---

TO: WWW Resident Executive Staff

DATE: October 1, 1967

FROM: Gordon McLendon

THE PLANNING PROBLEMS THAT SHOULD BE  
FACED NOW BEFORE DEPARTURE OF VISITORS

1. What to do about future mood intros? Most of those cut are for October and there may not even be enough to avoid their getting a bit stale before the end of the month of October. Who writes more? Who is to instruct them in the style? Do they know about weekend mood intros and holiday mood intros? Once they are written, who is to voice them? How do the voices know when they are going to receive them and how quickly they must be transcribed and returned?
2. What happens to WCOS?
3. What about the theme music for "Limelight", "Gaslight", "Candlelight and Wine", and "The Wee, Small Hours"? What is coming from San Francisco -- or Dallas, or both?
4. What promotions are to follow "Expectant Fathers" and "National Indoor Games Month"?
5. What others--of the many exotics available to W4 -- are there on hand? Are they already transcribed by good voices? If not, who does same? When?
6. Who writes future almanacs? Have arrangements been made to get material from UPI and AP if transcribed material does not arrive? Have instructions for everyone been given to save this material? Has UPI been asked to send it to us weekly by mail in advance of the necessary preparation? Has WNUS been asked to send appropriate advance fax copies? How many almanacs are necessary for the average day? A suggestion would be four maximum, three minimum -- rotated.
7. Do we have on hand "Chronology of the Modern World" (Neville Williams; McKay), and "American Facts and Dates" (Edited by Gordon Carruth and Associates; Crowell) in case almanacs fail to reach us by any other means?
8. Do we have proper home numbers and hot lines for all stations and key executives of Home Office -- plus Don Keyes?
9. Are we well-equipped with written material for "Think About It's", "Useless Historical Facts", "Got It Right", and other features, in case some material does not arrive on time and has to be cut locally?

I.D.'s/W-4

Almanacs  
W-4



10. Have arrangements been made with KABL-AM-FM so that we are not only sent all new musical additions on tape or record but also in writing for our records?
11. How often will David Kludt provide provocative local editorials, theatrical and music reviews?
12. Who will be detailed to see that intros, flow I.D.'s, etc., are rewritten and sent to be re-recorded as they become stale?
13. Who will be in charge of keeping notes on various conversations program personnel, sales personnel, etc., have with community leaders and people-on-the-street about W4 and other Detroit area radio stations which we can incorporate and consider as part of our continuing radio surveys of this community?
14. Who has been acquainted with the continuing responsibility of maintaining WWWW's Public Files for ready scrutiny upon request?

GBM

GBM/rh

I.D.'s/W-4

Almanacs  
W-4

THE WAY TO DO THE NEWS ON McLENDON

GOOD MUSIC STATIONS

Standard Opening (except in San Francisco and Oakland on KABL-FM and KABL, respectively), where "Ladies and gentlemen" is omitted:

Ladies and gentlemen, here is Detroit's W4 news at time. Now, W4's        edition:

Standard close:

That was W4's        edition of ~~Detroit~~ news for Detroit at time.

Do not short-change the news. We have little enough as it is. While our news is only headlines it can actually be, instead of a mere headline, a short lead paragraph.

While W4 or any other of our stations is exceptionally non-commercial, one need not religiously adhere to the rule of one minute for newscasts which are sustaining—including intro and close—nor to the rule of one and three-quarters minutes, including intro and close, for sustaining newscasts in cluster periods where there are only two commercial announcements. ~~xxxxxx~~ Before we do get to full or nearly-full commercial content, nbbody is going to complain if newscasts run somewhat beyond these lengths.

Our news is always in headline, or at most first paragraph content.

Work "Detroit" and "W4" into any headline where you can sensibly do so.

Study typical McLendon news headline rewrite by GBM for October 2, 1967--copies available. Note the unusual way in which the weather is treated throughout and at the end.

Note further the style--headline style, in which articles and connectives are most often eliminated in headline style.

It is always better to be briefer so that you can get in more headline stories. Economy of wordage in radio has come to be a lost art in most stations.

Use a quiet, restrained method of delivery--calm but authoritative with the "hushed" and somewhat snooty tone characteristic of our good music stations.

Use the chime before your introduction, before every item, before the close and after the close. Rotate the four different tones of the chimes.



gordon mclendon

9/30/67

To: Dave McKinsey  
Rick Johnson  
Don Keyes

From: Gordon McLendon

Here are the voices we have  
on hand here and who should do  
each and every bit of recording  
which I do in order that Bob  
Daves has the maximum number  
of voices to rotate:

GBM  
Don Keyes  
Stan Webb  
Jack Danahy  
Edd Routh  
Rose Hutton

Additional efforts should  
be made to get ~~exact~~ material  
recorded by other good voices  
throughout the rotation. Stan

W-4 ( logo )

W W W W

Rate Card #1

Effective October 4, 1967

Spot Announcements

Class AAA - 10 am - 10 pm; Monday thru Saturday  
 Class AA - 10 pm - Midnight; Monday thru Saturday  
 10 am - Midnight; Sundays  
 Class A - 6 am - 10 am; 12 Midnight - 6 am; Monday thru Sunday

WEEKLY  
FREQUENCY

AAA

AA

A

ANNUAL  
FREQUENCY

|       | AAA  |      | AA   |      | A    |      |       |
|-------|------|------|------|------|------|------|-------|
|       | 60's | 30's | 60's | 30's | 60's | 30's |       |
| Fixed | \$25 | \$20 | \$20 | \$16 | \$18 | \$14 | 1X    |
| 6X    | \$20 | \$16 | \$16 | \$13 | \$14 | \$11 | 52X   |
| 12X   | \$18 | \$14 | \$14 | \$11 | \$12 | \$10 | 156X  |
| 18X   | \$16 | \$13 | \$12 | \$10 | \$10 | \$8  | 312X  |
| 24X   | \$14 | \$11 | \$10 | \$8  | \$8  | \$6  | 520X  |
| 36X   | \$12 | \$10 | \$8  | \$6  | \$6  | \$5  | 1000X |

"BTA" - ( Best Time Available ) - All ROS - \$12 flat

10 second announcements - 50% of applicable 1-minute Rate

26 Week Discount - 5%

52 Week Discount - 10%

I.D.'s/W-4

Almanacs  
W-4



|   |                        |
|---|------------------------|
|   | 26-Week Discount - 10% |
| m | 52-Week Discount - 20% |

Retroactive discounts payable in air time only.

I.D.'s/W-4

Almanacs  
W-4

THE **McLendon** STATIONS

EXECUTIVE OFFICES / 2008 JACKSON STREET / DALLAS, TEXAS 75201 / RIVERSIDE 7-9311

(KOST & KABL)  
Policy:  
W-4

November 20th, 1967

TO: All Managers of "Good Music" Stations  
All Program Directors of "Good Music" Stations  
Chuck Boyles - H.O.  
Dave McKinsey - KABL  
Edd Routt - H.O.  
Mitch Lewis - H.O.  
cc: B.R. McLendon  
Dorothy Manning

FROM: GORDON McLENDON

-----  
All of our good music stations will be receiving -- around December first -- the finally-revised music tapes from KABL. These tapes represent the end of a correctional process that began in August and has proceeded steadily since that time. While in years to come changes in individual numbers will be made on these tapes with new numbers added and some older ones deleted, we hope that these new tapes will represent the basic end product of a music format that I have envisioned since KABL was first put into operation in 1959.

Therefore, these rules are set forth:

- 1.) We do not discuss our music format with anyone.
- 2.) We do not give our music format to anyone.
- 3.) We do not discuss the matter of top tapes with anyone.
- 4.) We do not give air checks to anyone. Let them pay for one.
- 5.) We do not answer letters from other station people who want information about our programming -- music, promotion, or otherwise -- except to say, in a polite way, that we receive so many such requests that it has become a policy not to tax our office staff with the provision of such.
- 6.) We do not give tapes of our music to anyone.
- 7.) If you have music lists, we do not give them to anyone, and, indeed, keep them solely in the possession of those whom the manager elects.
- 8.) We do not discuss grabber lists with anyone, provide them, explain them, or otherwise go into any detail, just as we similarly clamp our mouths shut where any other phase of our music policy -- or other program policy or format -- is concerned.

THE **McLendon** STATIONS

(cont'd)

KLIF-KNUS/FM-DALLAS / WYSL-AM/FM-BUFFALO / WNUS-AM/FM-CHICAGO / K-ADS-LOS ANGELES / KILT-KOST/FM-HOUSTON  
WWW-Detroit / KABL-AM/FM-OAKLAND / SAN FRANCISCO / U. S. sales: X-TRA NEWS over LOS ANGELES  
KCND-TV-PEMBINA (WINNIPEG) / COMING SOON... BOSTON, PHILADELPHIA (PENDING FCC APPROVAL)

I.D.'s/W-4

Almanacs  
W-4



- 9.) I would think that your thanks are due to Don Barrett and staff for a herculean job meticulously executed.

Some of you may be concerned that, without a play list, you cannot reply to listeners who ask "what was the last tune?", or "what was the tune played at 4:03 pm.?" The answer is that we do not provide this information either on the telephone or by mail and inquiries to this effect can best be headed off by the following announcement run three or four times each day :

"Your indulgence for this announcement: (Call Letters) receives so many hundreds of inquiries each day by both mail and telephone, asking the identity of musical numbers which (Call Letters) plays that, in our listeners' own interest, we regret that we are unable to answer them. However, we do thank you for your interest."

Alternate with:

"If you are among the hundreds who have written or called (Call Letters) this week, asking the identity or artist of a particular musical selection and have not received an answer, please forgive us when we say that the number of such requests has made it impossible for us to answer such written or other requests. We do appreciate your interest nonetheless."

Here is how you should handle people who call on the telephone with requests for information on individual musical selections ( words to this effect -- not necessarily verbatim ) :

"I do hope you will understand this but we have recently had to discontinue the service of giving out information about the identity or artists of individual records. The number of calls asking for such information has risen to such proportion that it was taking so much of the time of our program staff to check it out that it was seriously interfering with their program efforts. I do hope that you will forgive us because this is a telephone service to our listeners that we would dearly love to provide but as it has developed it would require almost the entire time of our program staff which is naturally busy with upcoming programming. May we beg your forgiveness?"

GBM

GBM:us

I.D.'s/W-4

Almanacs  
W-4

# Keys

Secret

## ASSIGNMENTS IN PROMOTION AND PLANNING LIST WWW

- McL. 1. Stisser on WLDN + other schmaltz listener lists.
- Edd, Mitch 2. Agency prize contests also advertiser. <sup>write</sup> promos.
- Edd, Mitch. 3. Deploy Trucks around agency + advertiser houses particularly at night. Competitors' <sup>mess</sup> houses.
- Edd, Mitch. 4. Ford ad Key advertisement. Mellis. Check GBM <sup>mess</sup> 10.
- GBM, Dave. 5. Need bright commercials San Francisco.
- Dave. 6. Odd commercials, exotic comm'l.
- GBM 7. The Sample hour.
- Edd, Mitch 8. Cruises, other prizes.
- GBM 9. Wed. 'events' for me.
- Don, Dave, Mitch 10. Expectant Folkies + National Indoor Games Month.
- Dave, Rick 11. Where only 1 genuine commercial, fdl with 1 promo. Where no genuine commercials, add 1 non-genuine, 1 promo. Never go to 3 Chester unless 3 genuine commercials - for first month. If 2 genuine commercials, that's all. If no genuine commercials, use 1 non-genuine + 1 promo.
- Dave, Rick, Rosie. 12. Listen WPIX + KLIR tapes.
- Andre, Stan 13. Speaker System WWW building.
- Mitch 14. Mark Shaw commercials, Idea File.
- GBM 15. Reciprocity.
- Dave 16. Exotics (1st month, etc.).
- Andre, Edd 17. Advertiser/agency man or wife dedications.
- GBM 18. Chicago - the advertiser/agency tributes.
- Rick 19. Bulletin
- Dave, GBM, Mitch, Rick 20. Get written stuff to Don, Boyles etc.
- Edd, Andre 21. No need to replace with new engineer Det.
- GBM, Edd, Rick 22. See WS Journal - market reports + financial costs.
- GBM, Rick 23. Sports scores.
- GBM, Andre 24. List staff.
- GBM 25. Promos + Comm'l's within ball game + new call letters.

I. D. 's/W-4

Almanacs  
W-4



- GBM, Keyes 26. Transcribe station breaks.  
 Rick, Dave 27. start new music Thursday ⑥  
 frequent explanations this not new programming.  
 Andre, Rick 28. writing of new type contemporary music?  
 GBM, Dave  
 Dave 29. Don't you wish you had an FM in  
 your car? Contrast to V/O w/ car radio deal.  
 Mitch: Cel, Edd, 30. FM fixed-position radios - agency, columnist prizes.  
 Andre  
 Same 31. albums: Kennedy, etc.  
 Mitch, Andre, 32. Stunts.  
 Edd  
 Dave 33. Teenage Underground?  
 Mitch, Rick 34. School spirit contest?  
 Dave  
 Mitch, Dave, 35. UNDO. (Check Dist. laws.) -  
 Andre, Edd  
 Dave 36. the right sta. on the right side of  
 your dial.  
 Dave - Rick 37. "fantastic music" FM - for moderns; other such breaks.  
 Mitch, Rick 38. Radio Moscow.  
 Dave, Rick 39. Musical bridge + production library.  
 Les, Trantolo  
 Edd, Rick, Trantolo 40. Trantolo log.  
 Mitch, Andre 41. Theatre trailers in better houses.  
 Andre 42. Any possible staff calls to Grasse  
 Point + other influential suburbs.  
 Dave + Rick 43. Color Radio.  
 Dave + GBM 44. Master list of station breaks.  
 GBM 45. Almanacs.  
 Mitch 46. Playmate of The Year?  
 GBM - Mitch 47. Kussy spots - Miss International  
 Teenager.  
 Edd, Andre 48. All promotional activity advised  
 Mackin - on + off air (as well)  
 as other MCL 45 men + Ruth.  
 GBM, Rick 49. B D O S  
 Andre, Edd  
 Rick 50. Secret words for Today.  
 GBM, Dave 51. KABL logo  
 GBM 52. We expect reasonable, one-time  
 only expenditures for 1st 3 months.

- Keyes, McL, Boyles, Dave, Joe Long, etc., for Thursday start?
- ack 54. Set up programming + exact function of automation equipment.
- GBM 55. call Keyes
- GBM, Mitch 56. Jumbo Postcards.
- Mitch 57. brighten, beautify, grabber, ringer.
- GBM, Andre 58. Opening, editorials.
- Pick, Dave 59. Vignettes (1/hour) when cluster is not full.  
Can last 13 days - full time - at maximum.
- Pick, Dave 60. And Langsman at end of every hour. "Gray Lady"
- Edd, Andre 61. Presents to agencies - Tiger meat, Jumping beans, chili, jalapenos, etc.
- Mitch 62. Action Line - Refinement of newspaper idea
- Edd, Andre 63. Live Theatre - motion pic screenings.
- " " 64. Screening room W4 building.
- Mitch 65. Woroner computerized fights.
- " 66. Start spots talented Ten. Advise Obriet.
- GBM 67. moving expenses.
- GBM 68. Postcards to Cielo visitors.
- Andre, Edd 69. What Detroit bank?
- GBM 70. short letter R McCallie.
- Rosie 71. Les Vaughan, theners (use Det., although not using KABL - use old KABL theners, regardless of whether or not program titles).
- GBM 72. 1st class tickets.
- Rosie 73. Garriek
- Rosie 74. Mackin on WPIX recordings.
- Pick, Dave 75. W4 - a swinger
- GBM + Rosie 76. "Zhirago" (Lard's theners) + "Strangers in the Night" etc., more frequently - special list to start. Ann-Mary Swenson, Around the World  
Manhattan, Gigi, Canada
- GBM, Mitch 77. Momos Krissy.
- Edd, Andre 78. Ili Kai
- Dave 79. craters on back of moon.



- Andrc 80. Michigan map.  
Harc Mitch 81. vacation in Saginaw  
Gbm 82. rating breaks Det.  
Gbm 83. Strasser on special watch - urgent.  
Andrc 84. program promises W4.

*Hutton*

Secret

ASSIGNMENTS  
IN PROMOTION AND PLANNING  
LIST WWWW

- McL. 1. Stisser on WLDN + other schmaltz listener lists.
- Edd, Mitch 2. Agency prize contests also advertiser. <sup>write</sup> <sub>promos.</sub>
- Edd, Mitch. 3. Deploy trucks around agency + advertiser houses particularly at night. Competitors' mess.
- Edd, Mitch. 4. Ford as key advertiser. Mellis. Check GBM <sup>75</sup>.
- GBM, Dave. 5. Need bright commercials San Francisco.
- Dave. 6. Odd commercials, exotic comm'l.
- GBM 7. The sample hour.
- Edd, Mitch 8. Cruises, other prizes.
- GBM 9. Wed. events for me.
- GBM, Dave, Mitch 10. Expectant Fathers + National Indoor Games Month.
- Dave, Rick 11. Where only 1 genuine commercial, fill with 1 promo. Where no genuine commercials, add 1 non-genuine, 1 promo. Never go to 3 clusters unless 3 genuine commercials - for first month. If 2 genuine commercials, that's all. If no genuine commercials, use 1 non-genuine + 1 promo.
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I.D.'s/W-4

Almanacs



- GBM, Kenes 26. Transcribe station breaks.  
 Rick, Dave, 27. <sup>Grosse</sup> start new music Thursday <sup>B</sup>  
 frequent explanations this not new programming.  
 Andre, Rick, 28. writing of new type contemporary words?  
 GBM, Dave, 29. Don't you wish you had an FM in  
 your car? Contest for V/O w/ car radio deal.  
 Mitch, Col, Edd, 30. FM fixed-position radios - <sup>agency</sup> ~~columnist~~ prizes.  
 Andre, 31. albums: Kennedy, etc.  
 Same 32. Stunts.  
 Mitch, Andre, 33. Teenage Underground?  
 Dave 34. School spirit contest?  
 Mitch, Rick, 35. WINDO. (Check Dist. laws.) -  
 Dave, 36. the right sta. on the right side of  
 your dial.  
 Dave - Rick 37. "fantastic music" for moderns; other such breaks.  
 Mitch, Rick 38. Radio Moscow.  
 Dave, Rick 39. Musical bridge + production library.  
 Les, 40. Ironton Log.  
 Eld, Rick, 41. Theatre trailers in better houses.  
 Mitch, Andre, 42. Any possible staff calls to Grosse  
 Point + other influential suburbs.  
 Andre 43. Color radio.  
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 as other McL 45 men + Ruth.  
 GBM, Rick 50. B D O S.  
 Andre, Edd, 51. Secret words for Today.  
 Rick 52. KABL logo.  
 GBM, Dave 53. We expect reasonable, one-time  
 only expenditures for '1st 3 months.  
 GBM

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55. call Keyes
56. Jumbo Postcards.
57. brighten, beautify, grabberinger.
58. Opening editorials.
59. Vigettes (1/hour) when cluster is not full. Can last 13 days - full time - at maximum w.
60. Add Langtime at end of evening hour. "Gray Lady"
61. Presents to agencies - Tiger meat, jumping beans, Chile, Jalapenos, etc.
62. Action Line - Refinement of newspaper idea
63. Live Theatre - motion pic screenings.
64. Screening Room w/ building.
65. Woroner computerized fights.
66. Start spots talented Ten. Advise Obriet.
67. moving expenses.
68. Postcard to Cielo visitors.
69. What Detroit bank?
70. shot letter R Metcalfe.
71. Les Vanhan themes (use Det., although not using KABL - use old KABL themes regardless of whether or not program titles).
72. 1st class tickets.
73. Garick
74. Mackin on WPIX recordings.
75. W4 - a swinger
76. "Chicago" (Lara's theme) + "Strangers in the Night" etc., more frequently - special list to start. Ann Marg. Swenson, Around the World Manhattan, Gigi, Granada
77. promos Krissy.
78. Ili Kai
79. craters on back of moon.



- Andre 80. Michigan map.  
Marc, Mitch 81. vacation in Saginaw  
Gbm 82. ret'ing breaks Det.  
Gbm 83. Strasser on special watch - mgent.  
Andre 84. program promises W4.

FOR [unclear] [unclear]  
Attention: All W4 staff (Please initial)

1. Do we need any new Engineering equipment -- automation stuff, tape readers, Ampexes, spotters, cartridges, etc? Now is the best moment to have it bought or flown in.
2. Typical W4 cluster hour will be hosted this p.m.
3. Sign should be on regularly, until spring from 4 P.M. until 8 A.M. On dark days, should be tripped to remain on constantly.
4. Henceforth, we will go 24 hours around the clock.
5. Your new General Manager is Bill Bryan. He will be assisted for the next couple of weeks by Andre Dunstetter and Edl Paul.
6. If you haven't urgent duties that are keeping you constantly active until Monday, everybody is out of step but you. Ask me whenever you have 5 extra minutes free and your schedule can be revised. When in doubt, write something.
7. All should observe and, basically, familiarize themselves with our FM gear but most particularly the automation -- how it handles the red-to-red music and voice changes, etc.



8. We do not even say W4 FM, or W4 FM. That will be handled on recorded inserts in our flow periods and occasionally in clusters.
9. I need a tape machine that can handle  $1\frac{2}{3}$  speed.
10. Familiarize yourself with new W4 log to come.
11. For heaven's sake, if you don't fully understand the W4 musical format for purposes of tape repetition, please ask Rose Horton or Dave McKinsey immediately.
12. Talk up W4 to everybody you meet - it's going to be...

W4 formidable !!!

BILL BRYAN: W4

DAVE MCKINSEY: W4

BOB DAVIES: W4

EDD ROUTH: W4

ANDRE WINSTETTER: W4

BILL PREMIN: W4

BOB PRICE: W4

HANK STAMBAUGH: W4

JUDY WEFROCH: W4

JOHN McDONALD: W4

STAN WEBB: W4

MICHAEL LEWIS: W4

Gordon McKinsey

Gail Kanat - SK  
Bob Stevens - KC





WWW PRE-KICKOFF PLANNING SCHEDULE FOR FRIDAY,  
SATURDAY, SUNDAY

Regular programing of W4 will begin at sharp midnight Sunday night, continuing until 4 a.m., at which time the station will sign off and resume broadcasting at 6 a.m. Monday morning. The programing from Sunday midnight until four o'clock Monday morning will be, as nearly as possible, the exact programing to be heard from 6 a.m. Monday morning until 10 a.m. The music, commercials, recorded inserts, etc., should be exactly the same. The sign-off period from four to six is to allow the rewinding of music and other tapes and the correction of mistakes made from twelve to four. Jack Danahy and Henry will be the announcers on duty steadily from Sunday midnight through ten a.m. Monday morning, so they should plan to get plenty of sleep during early Sunday evening. Dave McKinsey will <sup>and Rick Johnson</sup> with Bob Danes, the only other ~~W4~~ W4 personnel on hand from Sunday midnight until 9 a.m. Monday morning, on the theory that too many cooks can spoil the broth. It is suggested that the rest of the crew get some rest and do some listening from 6:30-9:00 a.m. Danes to leave at four a.m. and return at ten a.m.

McLendon, Keyes and the regular W4 shift will take over starting at ten a.m. They will handle announcing and polishing until twelve midnight when the newly-assigned all-night man takes over for a full shift. McLendon and Keyes and Henry will handle the Tuesday a.m. shift from six until noon. At noon on Tuesday the regular W4 announcers' schedule begins and all activity on the part of McLendon and Keyes and other visiting and advising personnel is restricted to polishing, patching and changing. McLendon leaves Detroit Thursday, Keyes Saturday, McKinsey the following Tuesday morning, during which period of time he will have had one full week of the new programing in order to work out the kinks with Rick Johnson and all others on hand.

Keyes will hold a coaching session for all W4 announcing personnel at 3 p.m. Friday afternoon during the recorded baseball broadcast and will also distribute short written instructions. All other interested station personnel are invited to attend.

There will be one additional pre-kickoff shakedown broadcast. On Saturday morning from four to ~~6~~ 5 a.m. all regular W4 announcing personnel, along with McKinsey, Johnson and Danes, will do ~~sample~~ sample hours of W4 programing which Danes will record. No other personnel should be on hand. We will simply cut the KABL tapes off at 4 a.m. Saturday morning and resume again with KABL at 7 a.m. This will give us a three-hour advance preview so that we can correct as many of our mistakes as is possible before the second shakedown Sunday night at midnight and then--stage three--the actual kickoff Monday morning at six.

All personnel at W4 who have any announcing abilities whatsoever, no matter how modest, should familiarize themselves with the board and with the automation gear.

It should be stressed that not only will every effort be made to automate W4 as completely as possible but that such an effort will have a good bit more than economy as its purpose. We have some very fine voices available to us within the McLendon organization and the friends of that organization--Chuck Boyles, Joe Long, Don Keyes, McLendon and McLendon personnel, all those within the Burden organization, etc. Every effort should be made to have all of these people recording just as much as possible of W4's minute-by-minute programing so that, rotationally, we present a steady mixture of some of the finest voices in the business and give listeners the impression of an enormous and tremendously impressive staff. The writer sees no reason why, within the first three days, we should not have achieved a tight and wonderful-sounding format in which the only times our W4 announcers necessarily must present themselves is on the news, weather and for bulletin purposes. Bob Danes is under full instruction to see that tapes of standard features, intros to features, flow period i.d.'s, station i.d.'s, and intros to records are not only all recorded on tape by the best voices available to us anywhere but are properly rotated on these tapes. Don Keyes is assigned the job of seeing that the proper copy gets out to these people by airmail or taped TWX and that their recorded material is done promptly in their home cities and flown to us forthwith.

All possible preliminary recording should be completed by 5 p.m. Saturday afternoon in order that Bob can effect a proper rotation of voices by re-recording and so that Bob and Dave and Rick can have all tapes ready to go by Sunday midnight. We will just do the best we can in our 4-7 shakedown Saturday morning.

I.D.'s/W-4

Almanacs  
W-4

1. NEED SHORT HARPS, etc. - to bridge numbers with intros zapped the way they are.
2. Harpist on M+LW, top tape list, etc.
3. " to keep harps up regularly on top tape stuff.
4. Penthouse.
5. Radio House.
6. RE-record on Norelcos KLIR, KP(X)
7. jingles - Pans, Pepper, etc.
8. mailing pieces - so proudly we mail ... that's a h... of a way headache powder  
Radio Fox, cigars, Dops... sorry, schemis  
pos...
9. Give away stock as prizes...
10. You can become a millionaire.
11. What is WDTN birthday?
12. Burro.
13. Why Shouldn't Your Wife Love Us?
14. Relief? Try WWW.
15. Win Detroit of foreign country.
16. Ghost stories followed.
17. Cricket, croquet, soccer, curling, etc.
18. Berlin! ... 10 a.m.
19. tel. no. : dial music.
20. You can do other things...
21. List available news intros...
22. the station for the young at heart...
23. the big hand of your clock is at 30...
24. Capsule news... on the run, vest-pocket,  
pocket-sized, red-streak.
25. opening markets.
26. Radio Michigan... Radio Detroit.
27. think stole promotion.
28. vignettes.



29. 1,000,000 Stock contest.  
30. opening market quotes.  
31. horoscopes.  
32. 1-4 Sin the A; 4-7 Lined; 7-9 In. C+G;  
9-12 Earlight; 12-6 -The Pict House.





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1. NEED SHORT HARPS, etc. to bribe numbers with intros zapped the way they are.
2. Harpist on M-LW top tape list, etc.
3. " to keep harps up regularly on top tape stuff.
4. Penthouse.
5. Radio House.
6. RE-record on Nordcos KLR, KPIX.
7. Jingles - Pams, Pepper, etc.
8. Mailing pieces - so proudly we mail ... that's a kind of a way headache powder  
Radio Pox, Cigars, Oops ... sorry, seldom's pass ...
9. Give away stock as prizes ...
10. You can become a millionaire.
11. What is WDTM birthday?
12. Burro.
13. Why Shouldn't Your Life Love Us?
14. Relief? Try WWW.
15. Win Detroit of foreign country.
16. Ghost stories Halloween.
17. Cricket, Croquet, soccer, curling, etc.
18. Berlin ... 10 a.m.
19. Tel. no.: dial music.
20. You can do other things ...
21. List available news intros ...
22. the station for the young at heart ...
23. The big hand of your clock is at 30 ...
24. Capsule news ... on the run, vest-pocket, pocket-sized, red-streak.
25. opening markets.
26. Radio Michigan ... Radio Detroit.
27. Think stake fountain.
28. vignettes.



- COPY PAPER
29. 1,000,000 Stock contest.
  30. opening market quotes.
  31. horoscopes.
  32. 1-4 Sin the A; 4-7 Lined; 7-9 pm. C+G;  
9-12 Gaslight; 12-6 - The Quiet Hours.

I. D. 's/W-4

Almanacs  
W-4



Lord - J.D.'s

the days of October in Detroit, a Detroit poised, with W4, on the brink of winter, a winter in which the Tigers ~~will~~ leave the defense of Detroit to the Lions and the Redwings skate and fight through another exciting and violent hockey season...soon to come--kids in fur-lined snow boots, busses hung on Detroit curbs, engines that balk at starting, children with croup, barbecue burgers and snowballs...portrait of Detroit in October over Detroit....  
on the winter days so nearby as W4 music continues ~~xxxxxxxxxxxx~~

\* \* \* \* \*

It is October in Detroit and southeastern Michigan...only a breath away from the frozen blasts of winter when the bars and taverns of Detroit will seem so much fuller with all the bundlesome clothing and Windsor bartenders will/stop serving beer at six each evening so the working men can go on home...a law which/exists surrounding the Hiram Walker distillery which sprawls across the Detroit River in Windsor...before long now, ski parties will be readying for ~~the~~ weekend outings to the north and there will be the first reports of Detroit school closings because of heavy snow...the coming face of Detroit on a late fall ~~xxxxxxxxxxxx~~ day in October as W4 music continues...

\* \* \* \* \*

The motor city continues into another October day with beautiful W4 music.... October, harbinger of the winter-wonderland-to-be in Michigan...soon, fallen snow, frozen and crackling, bundled-up hunters, deer, elk, moose, bear...Boblo boats sealed tight, Boblo boats in mothballs...husbands and teen-age sons sharing snow-shoveling duties... heavily-clad postmen perspiring in spite of the cold...children with croup, husbands to pick up, children warned to stay out of wet ditches and gutters ~~xxxxxxxx~~ to school... a vignette of the winter Detroit in days soon-to-be, but warmed by the music of W4...

\* \* \* \* \*

Detroit wending its way through another October day with W4...boatmen working at dry-dock marinas, craftsmen in garages, already mentally through the winter to come and getting ready for the anticipated spring...snow next Easter in Detroit?...Maybe, happened in 1965, at least...around ~~the~~ Detroit's calendar corner is the winter: warm smells of breakfast...heavier foods now...curling games in Windsor...the poor traffic policemen

teachers abounding...just a ~~moment~~

throw away for Detroit, the coming winter with

the warming musi c of W4...

\* \* \* \* \*



COMPARISON IDS

THIS IS W-4 STEREO, THE GREATEST THING THAT HAS HAPPENED IN DETROIT SINCE:

---

THE MODEL "T":  
CHARLIE GURLINGER!  
LODGE EXPRESSWAY!  
SLICED BREAD!  
INSTANT OAT MEAL!  
STRETCH SOCKS!  
ELECTRIC TOOTHBRUSHES!  
LITTLE HARRY'S!  
AUTOMATIC TRANSMISSIONS!  
BUDDY PARKER!  
PLAID SPATS!  
THE END OF PROHIBITION!  
ELECTRIC GUITARS!  
J.P. MCCARTLY!  
PAID VACATIONS!  
THE W.P.A.!!  
PRIVATE SECRETARIES!  
FROZEN FOODS!  
JOHNNY PINGLE!  
THE N.R.A.!!  
FRANK JUDGE!  
THE WINDSOR TUNNEL!  
AL KALINE!  
COBO HALL!  
THE AEROSOL BOMB!  
THE AIRFLOW DESOTO!  
TECHNICOLOR MOVIES!  
VAN PATRICK!  
CASHMERE SWEATERS!  
RUMBLE SEATS!  
THE EDSEL!  
THE PISTON!  
DUTCH CLARK  
THE AMBASSADOR BRIDGE!  
WASH 'N WEAR SHIRTS!  
MORT PERSKY!  
MARK BELTAIRE!  
BETTYLOU PETERSON!  
PETE WALDMEN!  
RUNNING WATER!  
INDOOR PUMBLING!  
KNOCKWURST ON PUMPERNICKLE!  
HIDEAWAY BEDS!  
GORDY HOWE!  
THE DOUBLE BLADED AXE!  
THE V-8 ENGINE!

5700  
W-4

At the end of the day, when the sun rests on the Western Horizon

Everybody on the set ~~daily~~ gather 'round Detroit papers and read' horizon, ~~for~~ looks forward to ~~its~~ challenge. Bettylou Peterson's

horizon, ~~but~~ looks forward to ~~its~~ challenge. Bettylou Peterson's

horizon. ~~1944~~ 1900  
Betty Lou Peterman's  
daily column in

daily column in the Detroit Free Press. Bettelou, Peterson, of course.

daily column in the Detroit Free Press, Betterton Peterson, of course, who creates a lot of same energy is a sensitive, creative writer - much along the lines of Hemingway.

I am Kenney and Pearl Kent, her husband, Frank Buck. Monsurrat and Michiner. Her columns sparkle with inventive prose.

Monsuratt and Michiner. Her columns sparkle with inventive prose.

*You even see her columns you'd get the same thrill*

Though we can not put our hands on it at the moment, her reviews

though we can not put our hands on it at the moment, the White Paper of "Africa" were without parallel. And then, there is, of course,

of "Africa" were without parallel. And, then, there is, of course,

Where it hants just below the small of the backbone  
her analysis of the complete radio and television industry. If

her analysis of the complete radio and television industry. If

the broadcast giant would, indeed, listen to and follow Miss

the broadcast giants, would, indeed, listen to and follow Miss

Tell can tell you that. I don't know about the others  
Peterson's cryptic suggestions, the world would be a better place

Peterson's cryptic suggestions, the world would be a better place

to live in. We, of course, stands ready to live by her words --

to live in. Well, of course, stands ready to live by her words --

~~if ever she stands ready to write them.~~ Hats off, Bettelou

to one of the worlds great TV  
off, Bettelou journalists

Peterson... if ever.

Peterson...i  
(Ralph Peterson)

Betty Lou ever day ... Can't always read

st. But they say ~~and~~ that Betty Jane

smart, too. She's the kind that

note a touch dry and then please turn

I wanta thank Betty ~~for Antch~~ & hope  
she it live long.

much TV show about you it even watches  
+ he ~~the~~ a lot about

yes on ~~as~~ all want her ~~for~~ a bit just  
not a bit. I said I better ~~don't~~

with first special ... Betty ...  
 really hell in with whoever reads her...

Really, I'll help you with. More a Jan (Lau)  
his is. I'll, Cora, and I Frank, Betty (Lau)

~~making me look like~~ puttin' me where I  
am today.



BETTY LOY PETERSON ONE LINERS

W 4 SALUTES BETTY LOU PETERSON.....ISN'T THAT NICE.

THISNIS BETTY LOU PETERSON WEEK ON W4.....THE PUBLIC IS INVITED

W4 IS PROUD TO PRESENT...BETTY LOU PETERSON WEEK...PLEASE BE PROMPT.

THIS IS BETTY LOU PETERSON WEEK ON W4.....SO ENJOY YOURSELF.

BETTY LOU PETERSON WEEK ON W4...A VITAL PART OF DETROIT.

This is Bettelou Peterson week on W-4, #2  
a week in which we select one of  
America's great radio-TV critics...

ANNCR #1 - Radio W-4 is proud to present Bettelou Peterson

Week. Bettelou Peterson...whose work writings are

legend... For that reason, W-4 presents the following  
tribute

statement by its European correspondent, *Juan Cernickowsky*  
~~Boris Van Arsdale~~....

ANNCR #2 *Dis is JC* I would like to take this occasion to say HAAALOOOOO

to Bettelou Peterman. HAAALOOOOOO BETTYLOUOOOOO....

ANNCR #1 *Cernickowsky: Actually, Juan a little voluminous. Not*  
~~Mr. Van Arsdale~~ Really, that's not what we expected.

ANNCR #2 *That EET is hard enough to (the tone of the perhaps*  
~~Of course. She is not, either.~~

ANNCR #1 *read your English copy without your*  
~~On W-4 this week, it is Bettelou Peterson week. The next speaker~~

*you have just heard was Juan Cernickowsky*  
~~you will hear is Boris Van Arsdale in Detroit this week~~  
*on other matters but asked by W-4 to pay tribute*  
~~to signify, to pay honor to the writing, journalistic~~

of Bettelou Peterman.

ANNCR #2 ~~Bettelou Peterman~~ Who... ??? *about BL Peterson*

ANNCR #1 Bettelou Peterman...

ANNCR #2 *read*  
....never heard of her.

ANNCR #1 This week on W-4, <sup>a</sup> the nation stands in readiness....

paying tribute to one of the great radio-television columnists

of our time....Miss Bettelou Peterman. *George City*  
~~From Monroe,~~

*on the Far South. City candidate*  
~~Louisiana, State Congressman Lester Garde...~~ *soon to be*  
The honorable

Mr. Garde..

ANNCR #2 Thank you. (Ahem.) When I was a little, little boy, I would  
wake up by the words of...ahhh....Barbara Jean Merriman...

ANNCR #1 No sir. I'm sorry. That's Bettelou Peterson... You know,  
Bettelou Peterson.

ANNCR #2 ...she'd never make it in ~~Coushatta~~...



his fun, Frank,

I could speak for

about on P L P

of summarily

would just

some written

give me the copy

copy what kind of  
a staff

Almanacs  
W-4



music  
W4/over Detroit on another October 9th...the 282nd day  
of the year with 83 more days to go...Detroit's moon between its  
new phase and the first quarter...the morning stars over Detroit  
are Venus, Jupiter and Saturn and the evening stars Mars and Saturn  
over the Motor City...born on this October 9th in 1890 the stormy  
Los Angeles lady evangelist, Aimee Semple McPherson...and on this  
same October 9th in history, Yale College, now a University,  
was founded, in 1701...an October 9th over Detroit as beautiful  
W4 music continues...

\* \* \* \* \*

It is October 9th in Detroit at W4 music...on this same day  
in History 57 years ago in 1910, forest fires in northern Minnesota  
gutted six complete towns and killed 400 people...the damage was  
estimated at 100 million dollars...on October 9, 1939, a Nazi  
submarine seized the U.S. merchant vessel City of Flint and took  
it into port at Murmansk, high above the Arctic Circle...the City  
of Flint was released 17 days later...an October 9th over Detroit  
as the lovely music of W4 continues...

\* \* \* \* \*

W4 music pauses on an October 9th over the teeming motor  
capitol...October 9th...on this same day in Detroit's history,  
9 years ago, on October 9, 1958, Pope Pius the XXII Twelfth, the  
261st pontiff of the Roman Catholic Church, died in the Vatican...  
a W4 thought for this Detroit's October 9th...American naturalist  
John Burroughs once said time does not become sacred to us until  
we have lived it...another October 9th over Detroit as W4 music  
continues...

A W4 October 2nd over Detroit. / October 2nd... on this same day in 1953, the 50th annual World Series was on in New York between the Yankees and the Brooklyn Dodgers, and the Yankees became the first team ever to win 5 consecutive World Series. / Also in New York on October 2nd 5 years ago today, a new musical smash opened-- "Stop the World--I Want to Get Off", with Anthony Newley and Anna Quayle. / and on October 2, 1963, President John F. Kennedy issued a statement that aid to South Vietnam would be continued and that the war there might be won by the end of 1965. / Another October 2nd over Detroit as delightful W4 music continues...

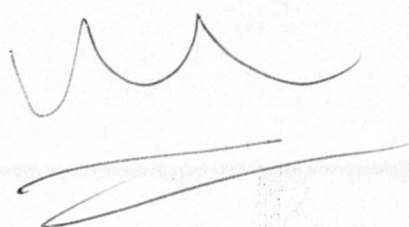
A W4 October 2nd over the great motor city. / on October 2, 1964, three years ago, x four law enforcement officers and a former sheriff of Philadelphia, Mississippi were indicted by a federal grand jury for unlawfully detaining and beating 7 negroes. / on October 2, 1863, President Abraham Lincoln proclaimed Thanksgiving a national holiday to be observed on the last Thursday in November. / and on this day in 1921, the United States won the Davis Cup again as Bill Tilden and Little Bill Johnston beat the Japanese five to nothing. / the brilliance of W4 music continues on an October 2nd over bustling Detroit...

One year ago the Soviet Union acknowledged that it was sending soldiers to North Viet Nam to train crews in the use of anti-aircraft missiles.

TODAY'S BIRTHDAYS: Elected President Victor Paz Estenssoro of Bolivia is 60 years old.

Canadian Groucho Marx is 72.

THOUGHT FOR TODAY: "There is no dependence that can be more than a dependence upon one's self." - George Washington, 1793-1822.





ASSOCIATED PRESS - ALMANAC FOR MONDAY: OCTOBER 2, 1967

Today is Monday, October 2, the 275th day of 1967. There are 90 days left in the year.

Today's highlight in history: On this day in 1869, the Indian nationalist leader Mohandas Ghandi was born. (Gordon, both the AP guy and I believe they're all wet with this spelling)

On this day in 1870, the British officer who negotiated Benedict Arnold's attempted surrender of West Point, Major John Andre, was hanged as a spy at Tappin, New York.

In 1865, General Robert E. Lee became President of Washington and Lee University in Virginia.

In 1889, the first Pan American Conference met in Washington, D. C.

In 1905, former President Grover Cleveland wrote in the LADIES HOME JOURNAL: "Sensible and responsible women do not want to vote."

In 1941 German Armies launched an all-out drive against Moscow.

In 1945 General George Patton was removed as Commander of the U. S. Third Army.

Ten years ago 26 passengers were killed when a bus plunged into a river near Cuenca, Spain.

Five years ago the Soviet Union announced it was withdrawing from the World's Fair.

One year ago the Soviet Union acknowledged that it was sending soldiers to North Viet Nam to train crews in the use of anti-aircraft missiles.

TODAY'S BIRTHDAYS: Exiled President Victor Paz Estenssoro of Bolivia is 60 years old.  
Comedian Groucho Marx is 72.

THOUGHT FOR TODAY: "There is no dependence that can be sure but a dependence upon one's self." — John Gay, English Writer, 1685 - 1732.

gordon mclendon

An October 2nd in Detroit  
town on this day in 1932, the first  
35 years of the Akas "made its  
debut on the same day as  
Hobbs ~~in~~ in October, 1932  
across the street onto the  
and stage of 20th Century-Fox in  
Hollywood... has in 21 Staley Temple /.  
On Oct. 2 1965 an attempted  
coup d'état in Indonesia / a Detroit  
October 2nd with W4 music

gordon mclendon

Detroit on another October 2nd /  
on the same day in 1932, the Brazilian  
revolution began and Getulio Vargas  
elected as President... and on this same  
October 2nd in 1930, Howard Hughes  
"Hell's Angels" ~~the~~ was presented in  
Berkeley fields: the professional  
British footballers were paid weekly  
of \$1000... and on Oct. 29 1963,  
Robert Schickel was dead at the  
age of 90... on October 2nd on  
W4 in Detroit

This is Detroit's October 2nd / on Oct. 2,  
1959 John Brown was killed for his  
abrupt role in the Federal Bureau of  
Investigation on Oct. 2, 1955, France  
Hofstadter's "The Age of Anxiety"  
with known French / the N. N. Charles  
Assembly meeting through his file  
interference on the film "Broadcast of  
Oct. 2 in 1961, the film "Broadcast of  
Tiffany" with Audrey Hepburn, filmed  
at Radio City twice - Feb. /... a  
Detroit October 2nd with W4 music...



gordon mclendon

An October 2nd in Detroit  
town... on this day, in ~~1932~~, the first  
35 years ago, the first Tarzan film,  
"Tarzan of the Apes" made its  
debut on the same day as "Grand  
Hotel" <sup>made its debut on the same day</sup> in October, 1932, ~~Shirley~~  
a new child star walked onto the  
small stages of 20th Century-Fox in  
Hollywood -- her name, Shirley Temple...  
on Oct. 2, 1965, an attempted  
coup d'état in Indonesia... a Detroit  
October 2nd with W4 music

This is Detroit's October 2nd... on Oct. 2,  
1859, John Brown was preparing for his  
abortive raid on the Federal Arsenal at  
Harper's Ferry... on Oct. 2, 1955, France  
withdrew from the U.N. General  
Assembly meeting through hostile  
interference over Algeria... on this same  
Oct. 2 in 1961, the film "Breakfast at  
Tiffany", with Audrey Hepburn, opened  
at Radio City Music Hall... a  
Detroit October 2nd with W4 music...

gordon mclendon

with W4  
Detroit on another October 2nd.  
On this same day in 1932, the Brazilian  
revolution began and Getulio Vargas  
emerged as President. and on this same  
October 2nd in 1930, Howard Hughes  
"Hell's Angels" ~~plane~~ was crashed in  
Beverly Hills. Ten professional  
British footballers were found guilty  
of fixing matches. and on Oct. 2, 1965,  
Albert Schweitzer was dead at the  
age of 90. on October 2nd on  
W4 in Detroit

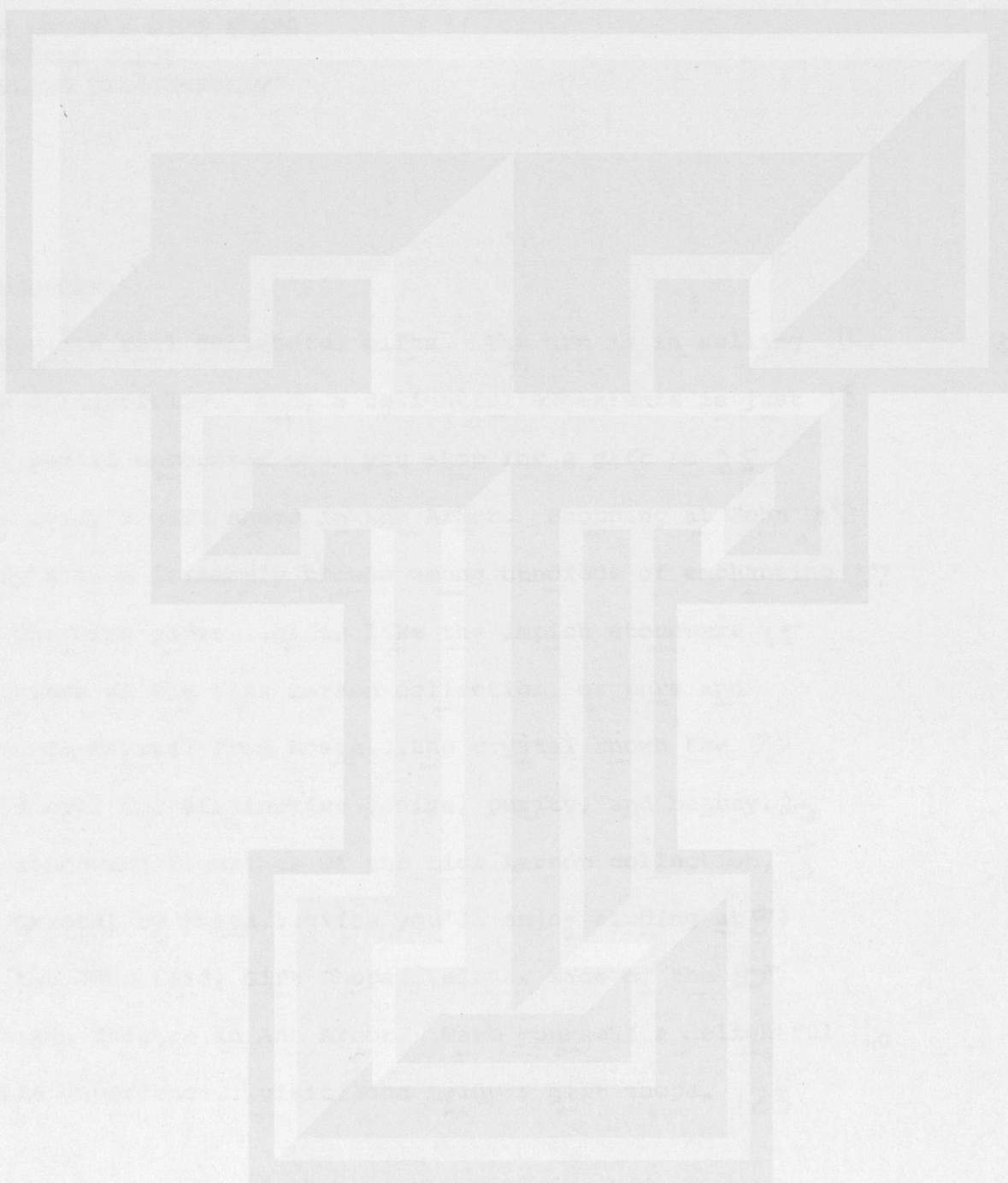
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COMMUNITY SURVEY PROGRAMMING

RTS

Commercial  
Copy / W-4  
NEWS  
W-4



JOHN LEIDY'S GIFT SHOPS  
60 SECOND RADIO  
"SELLING DELIGHTFULLY"

ANNOUNCER:

Anyone can sell delightful gifts. The art is in selling 10  
them delightfully. And, a delightful experience is just 18  
what you'll encounter when you shop for a gift at 28  
John Leidy's gift shops in Ann Arbor. Shopping at John 38  
Leidy's is a leisurely browse among hundreds of enchanted 47  
and charming gifts...gifts like the impish stoneware 55  
figurines of the Lisa Larson collection, or pure and  
delicate Crystal from Kosta...the crystal known the 72  
world over for distinctive design, purity, and beauty. 80  
The stoneware figurines of the Lisa Larson collection, 88  
and Crystal by Kosta...gifts you'll enjoy finding at 97  
the two John Leidy Gift Shops...either side of the 107  
Michigan Theatre in Ann Arbor. Have yourself a delightful 116  
little experience...visit John Leidy's gift shops. 123



Andre-Record

La Seine L/1

La Seine at 109 South Main Street in Ann Arbor, the  
 most talked about new restaurant, has already earned  
 a reputation for elegance and romantic atmosphere--  
~~continental restaurant~~, the finest French restaurant  
 in Michigan.

The formal dining room is done in plush burgundy and  
 white, glowing richly under the grand crystal chandeliers.  
 The wines--- choices---and liquers are all as warm and  
 ingratiating as the tapestried and beautifully wood paneled  
 walls of La Seine itself.

The service is extraordinary with none of La Seine's skilled  
 waiters attending more than 8 persons at a time. Beyond  
 all of this luxury, it is the food which will draw you to  
 La Seine...and make you a part of the newest, established  
 restaurant clientele. From truly authentic French onion  
 soup to chocolate mouse... La Seine's food is  
 cuisine. XXX La Seine 109 South Main Street,  
 Ann Arbor. Open Monday through Saturday, to serve you.  
 Your host is Andre Boisclair.

# Andre-Record

La Seine L/2

If you're in or near Ann Arbor between 11:30 and 2:00 p.m. 13  
any day except Sunday you can have one of the most 24  
delightful luncheons anywhere ~~in the state of Michigan~~ 31  
at La Seine, 109 South Main Street, <sup>ANN ARBOR</sup> The plush, 43  
thoroughly French decor of La Seine provides a perfect 52  
setting for any meal, and luncheon at La Seine is no 63  
exception. Although famous for its French food and 71  
~~decor, American dishes are featured for luncheon.~~ <sup>LA SEINE FEATURES AMERICAN DISHES</sup> 79  
~~attractive gourmet table offers you your choice of~~ 87  
~~salads and relishes.~~ Including your trip to the 95  
gourmet table---a complete luncheon for less than 103  
2 Dollars---La Seine for luncheon and if you have 113  
the afternoon to relax a reminder that the cocktail hour 123  
begins at 2 o'clock. Andre Boisclair is your host at 132  
La Seine, 109 South Main Street in Ann Arbor. For 144  
reservations call 761-8900. 152



2

DARBYS RESTAURANT you like in your present brand of 4/13/67  
60-SECOND RADIO RWB  
"FOUR IN ONE" be the tobacco at all, but the chemicals added.

commercially made cigarettes usually contain molasses, glycerin, or other chemicals to give them a particular taste, keep them fresh, and even to keep them burning.

ANNOUNCER:

Dave

A restaurant is more than a restaurant when it's Darbys. Darbys is four restaurants in one. For, when you dine at Darbys you can dine formally in the main dining room, informally in the cocktail lounge, casually in the Coffee Shop, or stop by the Take Out counter and take Darbys fine foods home with you to enjoy at your leisure. And, no matter which of the four ways you choose, you always receive the finest in foods, the finest in cordial personal service. At Darbys the prime ingredient is you. Perhaps that's why Darbys is one of Detroit's most successful restaurants. The finest foods, especially Jewish Style foods, and ways to enjoy it... that's Darbys. Darbys... Seven Mile and Wyoming.

McL

The one and only restaurant owned and operated by Sam Boesky.

NOTE: SAME BOW-ES-KEY

LA FONDS

4/1

NeL

That taste you like in your present brand of cigarettes may not be the tobaccos at all, but the chemicals added.

Contt

Commercially made cigarettes usually contain molasses, glycerin, or other chemicals to give them a particular taste, keep them fresh, and EVEN to keep them burning.

Webb

Want to try a cigarette that's pure tobacco? They make them, you know. You can get them at La Fonds Humidor.

They're the Sherman cigarettes...cigarettellos in brown, white, or brown and white paper...Havana and Turkish Ovals, Hi 18 Slims, Virginia Circles or the Sherman premium gold tipped, available in fifteen colors.

Contt

Sherman pure tobacco cigarettes...available where all the finest tobaccos, pipes and cigars are...at La Fonds Humidor, on the first floor of the Cadillac Tower Building at the corner of Bates and Cadillac Square. La Fonds Humidor...where fine pipes and tobaccos are a tradition.

Keyes

Webb

COMMUNITY SURVEY PROGRAMMING

RTS

NEWS  
W-4



DARBYS RESTAURANT  
60-SECOND RADIO  
"A Restaurant"

4/13/67  
RWB

*McL*  
*Boesky*  
ANNOUNCER:

Take four walls, a floor and a roof, and you have a building.  
Divide that building into four separate areas, give each a  
special atmosphere all its own, add tasteful dining furniture,  
employ the finest chefs, offer the most complete menu in town,  
and provide gracious personal service to go with it all, and you  
have a restaurant. Not just any restaurant... but a restaurant  
worthy to carry the name Darbys. And, <sup>it's</sup> that perfect combination  
of cuisine, atmosphere, and service that makes dining at Darbys  
a memorable occasion. Perhaps that's what makes Darbys one of  
Detroit's most successful restaurants. Once you dine at Darbys you  
will return again and again. Darbys... specializing in Jewish  
Style cooking... Seven Mile and Wyoming. Darbys... <sup>McL</sup> the one and  
only restaurant owned and operated by Sam Boesky.

NOTE: SAM BOW\*ES\*KEY

LA FOND'S

L2

IF YOU ARE AN ATTRACTIVE, HIGHLY AMBITIOUS, [REDACTED] YOUR

WOMAN UNDER 35, YOU MAY BECOME MEMBER ONE OF "THE TALENTED TEN." / MCL

THE ROBERTSON CORPORATION IS LOOKING FOR [REDACTED]...TEN

QUICK\*

WOMAN

EXTREMELY QUALIFIED, WELL-SCHOOLED AND ~~WILL~~ TO LEARN ~~WOMAN~~ TO BE

Roull

HIGHLY CONCENTRATED TRAINING PROGRAM BEGINNING OCTOBER

The next time you visit La Fond's Humidor in the

Cadillac Tower, ask to see the La Fond's City Deluxe Pipes

made by G. B. D. of London, England expressly for La Fond's

for over twenty five years. /

Dave

The La Fond's City Deluxe comes in a wide assortment of

styles, and features a Tuscan Ivory, bite-proof stem and

cherry-lined bowl and is priced at \$7.95. /

ROSE

At La Fond's you'll find the most complete selection of

fine pipes....Ben Wade, Cheraton, Three B. From Denmark,

the Kirswill and the Bari.....from Italy, the hand-made

Costello. / Dave

Each of these names - your guarantee of cool

drawing, sweet smelling pipe smoking enjoyment. / Roull

match the quality of La Fond's, exclusive tobacconists to

Detroit since 1898. La Fond's...in the Cadillac Tower

on Cadillac Square in Detroit.

COMMUNITY SURVEY PROGRAMMING

RTS

NEWS  
W-4



TALENTED TEN (2)

*Rose*  
IF YOU ARE AN ATTRACTIVE, HIGHLY AMBITIOUS, ~~EXTREMELY CAPABLE~~ YOUR

WOMAN UNDER 35, YOU MAY BECOME ~~MEMBER~~ ONE OF "THE TALENTED TEN." / *MCL*

*one of America's largest br chains*  
THE MCLENDON CORPORATION IS LOOKING FOR ~~THE TALENTED~~ ...TEN

QUICK <sup>*WOMEN*</sup> TO LEARN ~~TECHNIQUES~~ TO BE

EXTREMELY QUALIFIED, WELL-SCHOOLED AND ~~INTERESTED~~ TO LEARN ~~TECHNIQUES~~ TO BE

ENROLLED IN A HIGHLY CONCENTRATED TRAINING PROGRAM BEGINNING OCTOBER 20th. / *Don*

IF YOU'RE EAGER TO ASSUME AN EXECUTIVE POSITION IN BROADCASTING,

~~AND RISE WITH THE NATION'S LARGEST INDEPENDENT GROUP OF BROADCASTING~~

~~OPERATIONS~~, THEN INVESTIGATE THE <sup>TALENTED 10</sup> ~~PROGRAM~~ PROGRAM. / *Rose*

TALENTED TEN CANDIDATES WILL BE FLOWN TO THE ~~MCLENDON~~ <sup>*corporation's*</sup> STUDIO RANCH

AT LAKE DALLAS AND EMBARK UPON AN INTENSIVE 60-DAY PROGRAM OF TRAINING / *MCL*

INSTRUCTORS WILL BE DRAWN FROM THE TOP RANKS OF RADIO AND TELEVISION.

~~DURING TRAINING, MEMBERS OF THE TALENTED TEN WILL RECEIVE \$400 A MONTH,~~

~~AND ALL EXPENSES.~~ / *Don* AFTER TRAINING, <sup>GRADUATES</sup> ~~ALL~~ WILL BE SIGNED TO CONTRACTS

GUARANTEEING SALARY INCREASES TO \$10,000 ANNUALLY. / *Rose*

BASIC QUALIFICATIONS, WRITE TODAY TO "TALENTED TEN", ~~MCLENDON EXECUTIVE~~ <sup>*McLendon*</sup>

BUILDING, DALLAS, TEXAS. / ~~GIVE YOUR BACKGROUND, AND WHY YOU FEEL YOU~~

~~WANT TO BE CONSIDERED.~~ / ~~INCLUDE RECORDS FROM IQ TESTS, COLLEGE AND~~

~~OTHER TRAINING.~~ / ~~VOICE TALENT IS HELPFUL BUT NOT NECESSARY.~~ / *Don* WRITE

TODAY TO "TALENTED TEN", MCLENDON ~~EXECUTIVE~~ BLDG., DALLAS, TEXAS /

TALENTED TEN (1)

MUSIC: UP & UNDER

*Keefe* *Rose*  
*One of America's largest broadcasting chains*  
~~THE MCLENDON CORPORATION~~ IS LOOKING FOR THE "TALENTED TEN". / TEN

EXTRAORDINARILY TALENTED, EXTREMELY AMBITIOUS, ATTRACTIVE AND HIGHLY QUALIFIED YOUNG WOMEN, SINGLE AND UNDER 35, TO ASSUME EXECUTIVE

POSITIONS WITHIN ~~MCLENDON BROADCASTING PROPERTIES.~~ / *this national broadcasting group.* ~~MCLENDON STATIONS~~

*Rosill*  
~~ARE LOCATED FROM NEW YORK TO CALIFORNIA, CANADA TO TEXAS.~~ / CANDIDATES  
WILL FIRST BE GIVEN EXHAUSTIVE TRAINING AT CIELO, THE ~~MCLENDON STUDIO-~~  
*Keefe* RANCH AT LAKE DALLAS. / ALL WILL RECEIVE A TRAINING SALARY OF \$400 A

~~MONTH.~~ / ~~THE BENEFIT OF INSTRUCTION FROM UNPARALLELED~~  
LEADERS IN THE BROADCAST INDUSTRY. / *Rose* AFTER TRAINING, ~~THE TALENTED TEN~~ *GRADUATES*

WILL SIGN CONTRACTS WITH ~~GRADUATED~~ ANNUAL SALARY INCREASES TO TEN  
THOUSAND DOLLARS. / *Rosill* IF YOU ARE SINGLE, HAVE AN INTENSE DESIRE TO ASSUME  
EXECUTIVE POSITIONS IN BROADCASTING, ~~POSSESS A CLEAR SPEAKING VOICE~~

AND FEEL THAT YOUR IQ AND EDUCATIONAL BACKGROUND MIGHT QUALIFY YOU FOR  
THIS PROGRAM, / *Keefe* *WY urges that you make an immed. Oct. contact.*  
WRITE TO "TALENTED TEN", ~~MCLENDON EXECUTIVE OFFICE,~~  
*20-08 Jackson St.* *Rose* ~~MCLENDON BUILDING, DALLAS TEXAS.~~ / ~~INCLUDE VOICE TAPE WITH INQUIRY.~~

*The* TALENTED TEN PROGRAM STARTS OCTOBER ~~20th~~ 20th, SO WRITE TODAY.



ALMAS - ONE MINUTE

L/2

Scott Stereo Console

Ross

THERE ARE LITERALLY THOUSANDS OF PHONOGRAPHS AND STEREO  
CONSOLES ON TODAY'S MARKET. / ALL REPRODUCE MUSIC. MOST  
DO IT POORLY. / IF BEAUTIFUL MUSIC, FLAWLESSLY REPRODUCED,  
IS IMPORTANT IN YOUR WAY OF LIVING, THEN YOU OWE IT TO  
YOURSELF TO SEE AND HEAR THE SCOTT STEREO CONSOLE, NOW AT  
ALMAS HI FI STEREO. / THIS SUPERB MUSIC SYSTEM COMBINES THE  
MOST ADVANCED ELECTRONIC COMPONENTS WITH BEAUTIFULLY  
HANDCRAFTED ACOUSTICALLY PERFECT CABINETRY. / THE SCOTT  
STEREO CONSOLE INCORPORATES EVERY FEATURE, EVERY CONCEIVABLE  
EXTRA THAT YOU COULD DESIRE FOR YOUR LISTENING ENJOYMENT.

Routt

THE SCOTT STEREO CONSOLE IS AVAILABLE IN A MOST DISTINGUISHED  
RANGE OF STYLES AND HAND-RUBBED FINISHES TO SUIT THE MOST  
DISCERNING TASTES. / SEE AND HEAR THE SCOTT STEREO CONSOLE NOW,  
AT ALMAS HI FI STEREO, WITH 2 LOCATIONS TO SERVE YOU. / WEST  
SEVEN MILE AND LIVERNOIS, AND MICHIGAN AVENUE NEAR GREENFIELD.

COMMUNITY SURVEY  
WDTM - Classical  
PROGRAMMING  
WDTM - Classical  
RTS

NEWS  
W-4

ALAMS - ONE MINUTE  
Scott Stereo Console

L/1

*Paul*

IF THE MUSIC IS AN IMPORTANT PART OF YOUR LIFE....AND YOUR  
STEREO CONSOLE MUST MATCH THE FINE APPOINTMENTS OF YOUR  
HOME, YOU OWE IT TO YOURSELF TO SEE THE NEW SCOTT STEREO  
CONSOLE AT ALMAS HI FI STEREO. *Keys* FOR, THIS MUSIC SYSTEM COMBINES  
THE MOST ADVANCED ELECTRONIC COMPONENTS WITH BEAUTIFULLY-CRAFTED,  
ACOUSTICALLY PERFECT CABINETRY. *Base 6.30* THE SCOTT CONSOLE INCORPORATES  
UNBELIEVABLY CLEAR AM RADIO, 3 DIMENSIONAL FM STEREO, PROFESSIONAL  
AUTOMATIC TURNTABLE, PROVISION FOR MICROPHONE, GUITAR, EARPHONES,  
EXTRA SPEAKERS, AND AN OPTIONAL STUDIO QUALITY TAPE RECORDER. /

*Paul*

AVAILABLE IN A DISTINGUISHED RANGE OF STYLES, THE SCOTT STEREO  
CONSOLE CAN BE SEEN AND HEARD AT ALMAS HI FI STEREO. *Keys* WITH 2  
LOCATIONS TO SERVE YOU, AT WEST 7 MILE AND LIVERNOIS, AND  
MICHIGAN AVENUE AT GREENFIELD.

COMMUNITY SURVEY  
WDTM - Classical  
PROGRAMMING  
RTS

NEWS  
W-4



Almas Hi Fi Stereo

K.L.H. Model Twenty

L/3

COMMUNITY SURVEY PROGRAMMING  
WDTM - Classical  
WDTM - Classical  
WDTM - Classical

NEWS  
W-4

Webb

HAVE YOU SEEN THE NEW SHAPE OF SOUND AT ALMAS HI FI STEREO?

Dave

WHAT WE'RE TALKING ABOUT IS THE MODEL TWENTY, BY K.L.H. / <sup>Don</sup> THE STEREO SYSTEM THAT HAS CHANGED THE SHAPE AND QUALITY OF SOUND IN HOMES ACROSS THE COUNTRY. /

Webb

IN GRACEFUL OILED-WALNUT CABINETS, THE TWO SPEAKERS CAN GO WHEREVER THEY LOOK BEST. / <sup>Dave</sup> THE STEREO CONTROL CENTER WITH ITS PRECISION TURNTABLE AND FM STEREO RADIO CAN GO RIGHT NEXT TO YOUR EASY CHAIR IF YOU WISH. / <sup>Don</sup> THE MODEL TWENTY PROVIDES THE SOUND AND ALL THE FACILITIES YOU'LL EVER NEED FOR FULL MUSICAL ENJOYMENT, WITHOUT AN IMPOSING ARRAY OF KNOBS.

Webb

/ COME SEE AND HEAR THE NEW SHAPE OF SOUND AT ALMAS HI FI STEREO...

Don

WITH TWO LOCATIONS TO SERVE YOU, MICHIGAN AVENUE EAST OF GREENFIELD, AND WEST SEVEN MILE, WEST OF LIVERNOIS. / <sup>Dave</sup> ALMAS.





EXCLUSIVE FOR DETROIT FREE PRESS

The McLendon Corporation  
Radio Station WWWW

Mitch Lewis

### WWWW DEBUTS NEW FORMAT

A radio station whose programming has been over a year in preparation takes the air in Detroit next Monday. The station is WWWW, which just this past week began its advance programming promotion throughout Detroit.

"Well, we have owned the station for over a year now and have spent all that time planning and programming for this debut by W-4 next Monday. I guess if sheer drudgery, scratching, digging and difting can help anybody towards success, W-4 ought to be a real big and quick winner in Detroit."

The speaker was Gordon McLendon, president of the far flung national McLendon Broadcasting chain which operates 17 other radio and television stations throughout the United States, and also has extensive foreign holdings.

McLendon's WWWW, promising listeners a new format as unique and imaginative as its new one-of-a-kind call letters, gave Detroiters a "loaded hint" about what programming fare the station would debut in Detroit next week.

Saturday, after three straight days of broadcasting historic sports events borrowed from owner McLendon's collector's library of the late 40's and early 50's, WWWW (or "W-4", as the station identifies itself) took another unprecedented step. The station launched a radio first: 48 hours of programming carried directly from a sister station in the Oakland-San Francisco area, KABL Music, famed in the broadcasting industry.

It could well have been the first time in broadcast history that one radio station in a major market exactly rebroadcast the programming of another -- located almost 3,000 miles

(MORE MORE MORE)

distant. WWWW carried KABL's music content, newscasts, commercials -- everything -- but at half-hour intervals inserting the W-4 call letters in compliance with FCC regulations.

Still, there was method in the apparent McLendon madness. Owner McLendon, in Detroit to shepherd the kickoff of the new operation, emphasized that the move had in mind more than a mere promotional shock effect.

"First, we wanted listeners to hear the real prototype by which most good music stations are measured. The industry has made San Francisco's KABL such a prototype and, in fact, a generic word for good music radio. KABL became the first good music station in a major market ever to be rated number one in accepted listener surveys. Good sense would seem to impel us to pattern the forthcoming W-4 after that of KABL -- only in Detroit with little touches of chrome and souped-up horsepower," McLendon said with a grin.

"We hope W-4 will quickly be acclaimed by broadcasting to be as remarkable and unique as experimental cars are to the automobile manufacturers -- except that our new Detroit W-4 will be, whether we like it or not, available to anybody," McLendon continued, ruefully. "You know as well as I that you can't protect an idea. And we've had to throw out all the best ideas we've been saving because you know as well as I do that it'll take the best of everything to take a good share of Detroit radio."

Has the station run into a wave of complaints since its decision to abandon its former programming of all-classical music?

"Did Noah run into a flood?" McLendon grimaced.

"Still, maybe seventy percent of that flood of calls we've had said that they were going to give a long listen to our new W-4. You couldn't ask much more. The several thousand calls we took in the majority seemed eager for a new and different type of good music station, one playing a good bit more than just standard music selections. The W-4 listeners seemed to want a touch of whimsy -- something thought-provoking -- certainly, a little more

(MORE MORE MORE)

COMMUNITY SURVEY PROGRAMMING  
WDTM Classical  
WDTM Classical  
WDTM Classical



than the usual, so-called good music station that lies there on the dial stagnant and forlorn as a 24-hour bowl of Wheaties. I agree with Detroiters. The FM stations I've heard all over the country have all the personality of dental drills."

McLendon said that his staff of music directors had sorted over "thousands and thousands of musical selections and variations" over the past 56 weeks to come up with a "thoroughly different musical pattern" for WWWW.

"We can't keep it," McLendon said sadly. "I know. You can't protect an idea. But sometimes it seems like somebody ought to have to pay somebody something to copy it."

////////////////////

|                               |                                |
|-------------------------------|--------------------------------|
| 5:30 a.m. HOME FINAL          | 9:30 p.m. FIRST HOME           |
| 6:30 a.m. BREAKFAST           | 10:30 p.m. BULLDOG             |
| 8:30 a.m. LATE BREAKFAST      | 11:30 p.m. FIRST CITY          |
| 9:30 a.m. EARLY BUSINESS      | 12:30 a.m. SECOND EVENING CITY |
| 10:30 a.m. BIRMINGHAM COUNTRY | 1:30 a.m. FINAL CITY           |
| 11:30 a.m. RED SEVEN SPECIAL  | 2:30 a.m. SECOND HOME          |
| 12:30 noon MIDDLETOWN         | 3:30 a.m. SECOND MORNING HOME  |
| 1:30 p.m. LATE LUNCH          | 4:30 a.m. EARLY MORNING FINAL  |
| 2:30 p.m. EARLY HOME FINAL    | 5:30 a.m. EARLY TRAFFIC        |
| 3:30 p.m. BLUE DART SPECIAL   |                                |
| 4:30 p.m. LATE HOME FINAL     |                                |
| 5:30 p.m. FOUR STAR FINAL     |                                |
| 6:30 p.m. FIRST EVENING       |                                |
| 7:30 p.m. EARLY OUT-OF-STATE  |                                |
| 8:30 p.m. MID-EVENING         |                                |

FURTHER NOTES ON W-4 NEWSCASTS AND

NAMES OF INDIVIDUAL NEWSCASTS

1. Always use, "the weather by W4cast"...
2. You can make as topical as possible by including time, day of week, month, city, etc., as often as sensible.
3. Newscasters do not use their names. Neither do announcers on W4.
4. Do not be afraid to rewrite, pencil in headlines, or otherwise alter wire service copy to make it more interesting.
5. Be certain you have lead local, regional and national stories of the last four or five hours, in addition to latest headlines, even if some story you consider significant is not moving any longer on the wire service hourly headlines.
6. Here are names of the hourly W4 "editions":

|   |                                |
|---|--------------------------------|
| 6:30 a.m. HOME FINAL                          | 9:30 p.m. FIRST HOME           |
| 7:30 a.m. BREAKFAST                           | 10:30 p.m. BULLDOG             |
| 8:30 a.m. LATE BREAKFAST                      | 11:30 p.m. FIRST CITY          |
| 9:30 a.m. EARLY BUSINESS                      | 12:30 a.m. SECOND EVENING CITY |
| 10:30 a.m. <del>MEMBERKNINE</del> COFFEEBREAK | 1:30 a.m. FINAL CITY           |
| 11:30 a.m. <del>RED</del> STREAK SPECIAL      | 2:30 a.m. SECOND HOME          |
| 12:30 noon LUNCHTIME                          | 3:30 a.m. SECOND MORNING HOME  |
| 1:30 p.m. LATE LUNCH                          | 4:30 a.m. EARLY MORNING FINAL  |
| 2:30 p.m. EARLY HOME FINAL                    | 5:30 a.m. EARLY TRAFFIC        |
| 3:30 p.m. BLUE DART SPECIAL                   |                                |
| 4:30 p.m. LATE HOME FINAL                     |                                |
| 5:30 p.m. FOUR STAR FINAL                     |                                |
| 6:30 p.m. FIRST EVENING                       |                                |
| 7:30 p.m. <del>EARLY</del> OUT-OF-STATE       |                                |
| 8:30 p.m. MID-EVENING                         |                                |



COMMUNITY SURVEY  
WDTM - Classical

PROGRAMMING  
WDTM - Classical

PTS

MEMORANDUM

July 26th, 1966

TO: The Executive Staff  
McLendon Building

FROM: Gordon McLendon

WDTM-FM Programming Plan

I have begun interviews for a General Manager in Detroit. The compilation of a prospect list I will leave to Mitch Lewis who can accomplish same through telephone interviews with the Detroit visitors we have had at Cielo. Mitch should begin same promptly. It is important that he stress to all those he calls that FCC approval seems imminent (next 2 weeks) and, further, that we plan a most unusual experiment with regard to WDTM programming entirely consistent with our programming presentations to the FCC. But Mitch is not to reveal what experiment we plan.

Our survey of the Detroit community indicated that for the time being, at least, we would best serve the needs and tastes of Detroit by following, in large part, the existing WDTM program structure. This we will do with the minor changes that we have already proposed to the FCC.

However, long before any of us ever heard of WDTM, I've had the thought that the same type of thing could be done with classical music programming which we did at KABL. There we created a good music station with flair; in Detroit, we will attempt to create a classical music station with flair. For security purposes, I've deliberately not mentioned this plan to anyone in the organization.

Mitch, in his survey of the Detroit community, talked, among others, to a close acquaintance of mine, John Mellis, the assistant to Benson Ford. John pointed out that he and Benson and families enjoyed WDTM regularly. This is indicative of the type of prestigious and intelligent audience the station enjoys.

Now, to start everyone's imagination clicking away on a single theme with regard to WDTM, for years I have been wondering why classical music stations should continue deliberately to emit lethargic gas. There is nothing I can find in any statute, rule or regulation which requires such a standard emission.

Therefore, we will (Billie Page Odom is to start thinking about this) change the call letters (Ursula: it is your job to take care of the technicalities once we've hit upon the new call letters) and then we will:

ATTEMPT TO CREATE A CLASSICAL MUSIC  
STATION WITH INTELLIGENCE, ENTHUSIASM,  
HUMOR, PROMOTION, SOPHISTICATION -- AND  
DOWN-TO-EARTHNESS.

(cont'd)

COMMUNITY SURVEY  
WDTM - Classical

SPORTS



These last words are particularly important. In them lies a good part of the experiment.

After the call letter change comes the creation of a limited play list. We can set up the same exacting rules for admission to the play list which we currently have at KABL. Although I am no classical music buff, and for years thought a Handel was something you picked up a pitcher by, I do know by simple logic that there are no more than a few hundred classical music selections which are all-time favorites. The rest are marginal and I have been thinking that this can be included in a special daily program to be entitled "For Experts Only." The compilation of this play list can and should begin as soon as Don and I have agreed upon a Program Director for the station.

But, beyond this, here is the major theory: that people who listen to classical music and like it (they must like it if they can stand it) do not understand the background, reason, history and plot of the various operatic and/or symphonic compositions. And they are never going to understand as long as the announcer drones away a flat recitation that the following second part of the concerto explains that the King, a descendant of the Stuart family, had acceded to the throne only to find that his brother was dying and this movement reflects the King's sorrow.

But:

FOLLOWING IN A BRIGHT VOICE:

" And so you have just heard the first movement of Clivor's "King John." That first movement painted for us the picture of King John as a boy--a rather simple, almost half-witted boy. As the movement closed, you heard the agonies of this half-wit trying to wrestle with the problems of a King. Now, W\_\_\_\_\_ and sponsor bring you the second movement where King John, of limited mentality, faces the critical problem that his brother, Alfonse, is not only homosexual but is dying of a social disease. As Leonard Bernstein conducts the orchestra, we can hear the mental turmoil of the King as he faces this distressing turn of events. "

Obviously, that's invented. But it's the down-to-earthness part of the whole idea. Even the sophisticate, in fact more so the sophisticate, can appreciate an occasional spoof, a frequent bit of humor, a splash of drama, even melodrama, a real explanation of Handel's condition and state of mind as he wrote the Messiah, or the strange circumstances under which Beethoven was living when he wrote his Fifth, or the very romantic story that goes along with the great story of Pinkerton and Cho-Cho San in Puccini's aria "Un Bel Di Vedremo" which I happen to know and am fond of because I had a crush on Deanna Durbin when I was a kid.

(cont'd)

For examples of the type of dramatic approach one could take to certain compositions, our "Alamo" spots for United Artists are some sort of model. And there are concertos and operas with intense human interest, pathos, romance, sex, etc., never before put in attention-getting terms which a normal stiff like me can understand.

Needless to say, I also see KABL's tongue-in-cheek type promotions, contests, mood programettes, editorials, localized public service announcements, and many of KABL's other features as being ancillary and supplemental to the main theme: A LIVELY CLASSICAL MUSIC STATION.

Okay, roll over, Beethoven.

Gordon McLendon

GBM:us

The survey of the Detroit community indicated that for the time being, at least, we would not change the nature and scope of Detroit by following, in large part, the existing WDTM program structure. This we will do with the utmost changes that we have already proposed to the FCC.

However, long before any of us ever heard of WDTM, I've had the thought that the same type of thing could be done with classical music programming which we did at KABL. There we created a rock music station with flair. In Detroit, we will attempt to create a classical music station with flair. For security purposes, we deliberately not mentioned this plan to anyone in the organization.

Mitch, in his survey of the Detroit community, talked, among others, to a close acquaintance of mine, John McNeil, the assistant to Benjamin Ford. John pointed out that he and Benson and families enjoyed WDTM regularly. This is indicative of the type of prestige and lively interest in the station which we have.

Now, to start our own imagination clicking away on a single theme with regard to WDTM, for years I have been wondering why classical music stations should continue deliberately to make it boring. There is nothing I see that is any harder, rule or regulation which requires such a stupid attitude.

Therefore, we will (While I am sure you are already thinking about this change) do not let anyone know that it is a subject of discussion of the time. We will let upon the air tell others and we will.

AT - KABL - 100 W. 12th St. - Detroit, Mich. 48201

ST - WDTM - 100 W. 12th St. - Detroit, Mich. 48201

RE - WDTM - 100 W. 12th St. - Detroit, Mich. 48201

0015 20-147110



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COMMUNITY SURVEY  
WDTM - Classical

SPORTS

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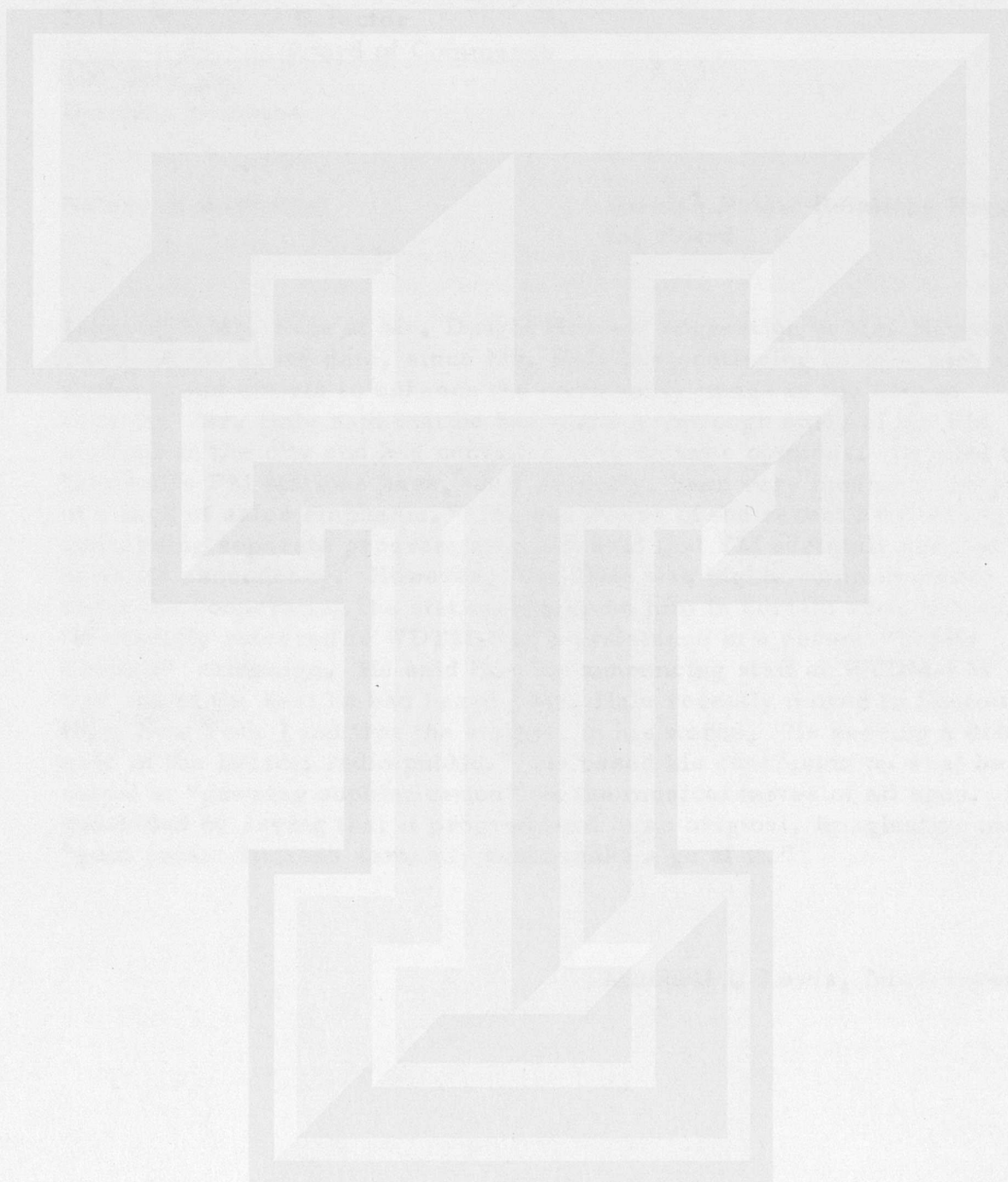
GBM:us

COMMUNITY SURVEY  
WDTM - Classical

SPORTS

COMMUNITY SURVEY  
WDTM - Classical

SPORTS





3/24/66

Mr. James Hale  
Public Relations Director  
Greater Detroit Board of Commerce  
150 Michigan  
Detroit, Michigan

Nature of Business:

Directs Public Relations Programs  
for Board

I met with Mr. Hale at Mr. Dwight Havens' suggestion in Mr. Havens' office on the above date, since Mr. Hale has continuing contact with all media in his efforts to enhance the community image of the City of Detroit. Mr. Hale said that he had made a thorough study of the FM stations in the city and had compiled very definite opinions. He said that "Detroit's FM stations have, until recently, been very mediocre because of a lack of sales emphasis." He was aware of the recent FCC ruling concerning separate programming and said that FM certainly seemed to be in its ascendancy. However, Mr. Hale was highly complimentary about the cooperation the station had given him in certain civic drives. He directly referred to WDTM-FM's assistance in a recent "Safety Council" campaign. He said that the announcing staff at WDTM-FM was one of the best he had heard ( Mr. Hale recently moved to Detroit from New York ) and that the station, in his words, "is serving a distinct need of the Detroit radio public." He based his conclusion on what he called a "growing sophistication" in the musical tastes of all ages. He concluded by saying that if programmed in an original, imaginative manner, "good music stations certainly could make a go of it."

Mitchell L. Lewis, Interviewer

SPORTS

3/24/66

Mr. Dwight Havens  
Executive Vice-President  
Greater Detroit Board of Commerce  
150 Michigan  
Detroit, Michigan

Nature of Business:

Directs Affairs for Board  
of Commerce

Mr. Havens' interview took place in his office on the above date. He said that he was extremely aware of WDTM-FM, since, in his words, "it's always on, because it is my son's favorite radio station." Referring to the city of Detroit's pride in its school system, wherein music appreciation is a compulsory course within the curriculum (from Grade 1 on), Mr. Havens said "WDTM-FM had a decided effect on the musical tastes in the city." He said that he hoped the station would continue to serve the tastes because, in his words, "the station has a very definite and distinct place in our community." I asked Mr. Havens if there were any areas in which he thought the station could be improved, or better serve the Greater Detroit Board of Commerce. He said the station had always been cooperative in every major drive by the Board, and, in his opinion, the station was not lacking in any area. He urged that the station's program format of classical music and occasional jazz programs be continued. Our discussion lasted for half an hour, at which time he called in his Director of Public Relations, Jim Hale, who related his association with WDTM-FM. His interview is included among the enclosed exhibits.

Mitchell L. Lewis, Interviewer

Mitchell L. Lewis, Interviewer

SPORTS



3/24/66

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Mitchell L. Lewis, Interviewer

Mitchell L. Lewis, Interviewer

SPORTS

3/24/66

Mr. Dick Shepherd  
Radio-TV Director  
McManus, John & Adams Advertising Agency  
Bloomfield Hills, Michigan

Nature of Business:

Advertising Agency  
Radio-TV Supervisor

Mr. Shepherd is considered one of the most informed and educated men in the Detroit advertising world, particularly in the areas of broadcast media. It is his responsibility to appraise and recommend radio stations for the advertising agency's many clients. I talked extensively to Mr. Shepherd on Thursday morning by telephone concerning the radio market in Detroit--in particular, the role WDTM-FM plays in the community. Citing the broad spectrum on the Detroit AM radio dial, Mr. Shepherd said that WDTM-FM's programming was unique "in the fact that it offers the only audience that couldn't be reached on the AM dial." He said WDTM-FM appealed to a particular and definite group of people interested in good music--in fact, he was among them. He frequently tunes the station. His recommendation was to keep the programming exactly as it was--"good music with a novel promotion now and then." He particularly cited the success of the Haiku Poetry contest that, according to Mr. Shepherd, was one of the most successful promotions, igniting public interest, he could recall. He said that on many occasions he had purchased commercial time exclusively on the station since the programming catered to a particularly educated audience. He said that these accounts have included Cadillac and Pontiac motor cars, Minnesota Mining and others. Accounts that only use WDTM-FM exclusively for FM broadcasting are the Air Force drives and Michigan Consolidated Gas, because, according to Mr. Shepherd, the clients have insisted that the only way to reach people largely concerned with the cultural arts in the Detroit area is over WDTM-FM.

Mitchell I. Lewis, Interviewer

SPORTS



3/25/66

Mr. C. J. Felrath  
Ford Motor Company  
Detroit, Michigan

Nature of Business:

Secretary-Treasurer of Ford  
Motor Company

I telephoned Mr. Felrath on the above date when I found he was absent from his office at the Ford Motor Company. His first statement about WDTM-FM was "I'm an enthusiastic proponent of the station...I listen every day, particularly when I am commuting to and from work." Referring to his musical tastes, he said, "I'm partial to anything from Wagner or orchestral material to lighter operettas." He said that he was such an enthusiastic listener to WDTM-FM that he subscribed to the monthly stereo calendar and referred to it quite often. While he said he listened to another station (WJR) for news, he preferred the programming of WDTM-FM for listening entertainment and pleasure. He added that WDTM-FM contributed greatly to the community and was certain that it would be increasingly accepted as an integral part of Detroit's emphasis on fine arts. He said he could not think of any "sweeping" changes of programming that would render any greater service to the community.

Mitchell I. Lewis, Interviewer

SPORTS

3/25/66

Mr. William T. Patrick, Jr.  
Michigan Bell Telephone Company  
Detroit, Michigan

Nature of Business:

Assistant General Attorney

My interview with Mr. Patrick was by telephone on the above date. He was elected to the City Council, serving six years, resigning in 1963, to accept a prominent job with the Michigan Bell Telephone Company. Mr. Patrick is a very highly respected member of Detroit's Negro community. Prefacing his opinion of WDTM-FM and its image within the community, Mr. Patrick said "I really can't talk critically because certainly I am no authority. However, I can say that there is a very, very good impression of WDTM-FM by the whole city." ;Mr. Patrick said that one reason was that television viewing seems to be slackening ("television no longer the slavish attention of most people") and, conversely, that people were turning their attention to good music offered by WDTM-FM as the lustre of television dimmed. He said he, personally, listened to WDTM-FM many times during free evening hours while he was reading. He said he could offer no suggestions for any areas in which the station's programming could be improved.

Mitchell I. Lewis, Interviewer

SPORTS



3/25/66

J. Wesley DeLacy  
Public Relations Director  
Detroit Symphony Orchestra  
Ford Auditorium  
Detroit, Michigan

Nature of Business:

Directs Public Relations Efforts in  
addition to Fund Raising Projects of  
Detroit Symphony

My personal interview with Mr. DeLacy took place in the lobby of the Symphony offices at the Ford Auditorium. Although only with the symphony management for several months, Mr. DeLacy said that the station had already had him come to the studios for a depth on-the-air interview concerning his responsibilities, aims, goals and objectives with the symphony. He said he well recognized that WDTM-FM was "a great aid to the orchestra", adding, "there is a crying need for a cultural station in Detroit." He said he felt that WDTM-FM had "partly satisfied" this need but that he would like to see more good music orchestral works "outside of educational programs." While the Detroit symphony relies jointly on the proceeds from 160 concerts a year and contributions from private industries and individuals, he predicted that a public solicitation might soon be necessary. He complimented WDTM-FM on carrying the continuing news of the orchestra and said that the station had been very helpful to the Detroit Symphony in carrying the press releases stemming from his office.

Mitchell I. Lewis, Interviewer

SPORTS

3/24/66

Mr. Bob McManus  
Production Facilities Manager  
University of Detroit  
Detroit, Michigan

Nature of Business: Production Facilities Manager - WCAR

My personal interview with Mr. McManus took place in the radio production department of the University. Being the father of six children, 12 years and below, Mr. McManus said that he well recognized that "a lot of parents particularly appreciate WDTM-FM because it offers really good music." He said that he subscribed to a record service that offered classical music, adding, "a person does not need a college degree to appreciate good music." He said that he used to produce a classical music program of his own, "Concert Hall", but his duties with WCAR now preclude this production. Instead, his time is taken in helping with the production portion of broadcasting the programming of this particular station for the University, as well as the educational television facility, WTVS, an educational facility owned by the Detroit Educational Foundation, with programming shared jointly by Wayne University, the University of Detroit and the Detroit Public Schools. Mr. McManus said that in his work, he detected an increasing interest and awareness in classical music and he considered WDTM-FM fulfilling the greatest portion of the community's needs in the direction of broadcasting better music. He said, "I hope it will continue to do so."

Mitchell I. Lewis, Interviewer

Mitchell I. Lewis, Interviewer

SPORTS



3/24/66

Mr. Walter Laidlaw  
Executive Director  
United Foundation  
1528 Woodward  
Detroit, Michigan

Nature of Business:

In Direct Charge of the Fund Drives  
and Year Round Sustentation of 207  
Health and Welfare Charities

I spent the considerable part of a full afternoon in Mr. Laidlaw's office at the United Foundation building. He is the founder of grouping all health and welfare charities under one central fund drive, starting such subscription in 1949. Their goal for Detroit during their most recent drive was \$23,000,000; however, \$25,930.00 was raised. During the three hours we spent together on the above date, Mr. Laidlaw related that the Foundation relied heavily on radio announcements for the various health and welfare agencies throughout the year; further, that Radio Station WDTM-FM was, at all times, extremely cooperative in any and every public service effort. He said, "WDTM-FM has done a remarkable job in creating a cultural audience in the Detroit market in the short time they have been in our community--as a matter of fact, it's the one station my wife seems to have on all the time." Mr. Laidlaw is also the former treasurer of the State Republican Committee, a consultant to the Opera Association, the Art Founder's Association. He said, "here again, WDTM-FM does a vast public service in awakening the desire for the more cultural aspects of Detroit." While admitting that business commitments would not permit him, personally, to listen to the radio constantly, that he did spend his quiet moments with WDTM-FM and could not see how the station's good music programming could be improved upon.

Mitchell L. Lewis, Interviewer

SPORTS

3/24/66

Father William Childs  
St. Ignatius Parish Church  
Harper Street  
East Detroit, Michigan

Physician, Founder and First President  
of Michigan Heart Association

Nature of Business:

Catholic Priest, serving the  
religious welfare needs of  
900 Catholic families in Detroit

I conferred with Father Childs personally during my visit to the University of Detroit after he concluded taping a half hour weekly show he presents over radio station WCAR in Detroit. He was highly complimentary about WDTM-FM and said "they certainly have a growing following in good music fans." He particularly mentioned the Listening Guide that WDTM-FM publishes to better alert the good music listeners of particular works of interest that might be coming up. He said that it was very helpful in budgeting a listener's free time. The only problem with WDTM-FM, Father Childs said, was like all FM stations up until recently, they could not be received by the highly transient automobile listeners. While Father Childs said he had no occasion to request public service announcements from the station, he said that he felt the station was rendering a distinct public service to Greater Detroit through its one programming effort, thus bettering the musical education of the community.

Mitchell I. Lewis, Interviewer

Mitchell I. Lewis, Interviewer

SPORTS



3/26/66

Dr. Warren Cooksey  
Detroit, Michigan

Nature of Business:

Physician, Founder and First President  
of Michigan Heart Association

I contacted Dr. Cooksey by telephone at home since a personal interview was not appropriate. ( He is in semi-retirement and was, at the time, resting. ) Dr. Cooksey said, at the time of my call, he was listening to WDTM-FM. As a heart specialist, he said he recommended good music as a treatment for people with heart defects. He said that people most vulnerable to heart attacks were successful and educated businessmen, who had little time to exercise and usually had high bloodpressure problems. Too, Dr. Cooksey maintained, good music ( "soothing music" ) was often instrumental in preventing rheumatic fever. He commended the efforts of the station "in making a real contribution to the city," adding that even without any formal musical training, "it has grown to be the only station I ever listen to." ( Dr. Cooksey added that he had installed an FM radio in his new car so that he could listen to WDTM-FM; further, that all push buttons were set on only one station. ) Dr. Cooksey mentioned that he had, at one time, been solicited by a group of people interested in buying a radio station ( purported to be WQRS ) that would be dedicated to presenting good music. He said he turned them down flatly because he felt that, with WDTM-FM, "the city has all it needs in the way of good music--and there just isn't any demand for WQRS." He said that WDTM-FM had been "of valuable service" to the Michigan Heart Association in its public service assistance. Asked for possible suggestions for improving the overall programming, Dr. Cooksey said, while "well satisfied", he, personally, would like to see the station rebroadcast the "Toscanini Hour" at a more convenient hour. Still, he said, the classical music programming on the station was excellent.

Mitchell L. Lewis, Interviewer

3/26/66

Mr. George Tuttle  
Director of Public Information  
The Detroit Edison Company  
Detroit, Michigan

Nature of Business:

Directs all non-sales forms of  
communication for The Detroit  
Edison Company

My telephone interview with Mr. Tuttle was at the suggestion of Mr. Walker L. Cisler, Chairman of the Board of The Detroit Edison Company, who was tied up in a meeting and unable to free himself for interview. ( Mr. Cisler was contacted since he is Chairman of the Board of the Economic Club of Detroit, and WDTM-FM rebroadcasts the weekly meeting of this club every Tuesday evening. Mr. Cisler not only subscribes to the Stereo Calendar, but is an avowed booster of WDTM-FM. ) In talking to Mr. Tuttle, I learned that he had enjoyed a close relationship with WDTM-FM since the non-commercial division of the Detroit Edison Company sponsored the broadcasts of the Detroit Summer Symphony for the past two years. Mr. Tuttle said, "it was my feeling that these broadcasts were very worthwhile in establishing the overall image of the electric companies." He said the management of WDTM-FM was most cooperative in helping to promote the summer broadcasts and went out of its way to make them a success. While Mr. Tuttle said that often the electric company asks some stations to broadcast special announcements during times of emergencies, it had, up until then, been unnecessary to ask WDTM-FM because he felt the listenership did not reach the people he was trying to reach. "Now", he said, "I'm learning differently." He said he had no suggestions or comments he could make on the programming other than the fact he thought WDTM-FM was providing a distinct and exclusive good-music service to many families in the Detroit area.

Mitchell I. Lewis, Interviewer

SPORTS



3/26/66

Dr. Robert Drews  
Detroit Michigan

Nature of Business:

Psychiatrist

In my telephone interview with Dr. Drews, he stated unequivocally that WDTM-FM was "the most culture contributing station to Detroit--even in the advertising and public service announcements." Since he has been a psychiatrist in Detroit for 53 years, he said that he has found that music had a great effect on the mental stability of emotionally upset persons. For that reason he, today, says that he recommends that his patients listen to station WDTM-FM and, further, it is played throughout the day in his office. When asked about certain suggestions that could better the programming of WDTM-FM, Dr. Drews said, "I have absolutely no suggestions other than to carry on the good work and keep up the service you (WDTM-FM) are rendering to the public of Detroit."

Mitchell I. Lewis, Interviewer

Mitchell I. Lewis, Interviewer

SPORTS

3/25/66

3/26/66

Father Celestian J. Steiner, S. J.  
University of Detroit  
Detroit, Michigan

Reverend Dr. James Laird  
Central Methodist Church  
Detroit, Michigan

Nature of Business:

Reverend of Largest Methodist  
Church in Detroit - Composed of  
1500 families

I talked to Dr. Laird by telephone, since he was on the above date conducting youth conferences at his church. Dr. Laird's Sunday services have been carried on WDTM-FM since the station commenced broadcasting in 1960. He was highly complimentary about the cooperation he has received from the staff throughout the years, adding, "I am convinced that it is the top FM station, in terms of quality, in the city of Detroit." He said that mail the church has received from shut-ins and invalids so very convinced him that the Sunday Services were reaching out to a broad area, that he personally solicited contributions from the pulpit to pay for the broadcasts. Dr. Laird felt that it was imperative that those broadcasts be continued. In a public service vein, Dr. Laird said that the station has been "of tremendous help" in his past terms as president of the Tuberculosis and Christmas Seal Society, as well as to the Detroit and Michigan Councils of Churches. If there were any area in which Dr. Laird felt the station could improve in its programming, "perhaps," he said, "more forum programs." He concluded by stating he was well pleased with "the purpose and community accomplishments" created by WDTM-FM.

accomplishments of the Detroit educational system in awakening the musical tastes of the younger generation; Father Steiner said, "Detroit has made vast strides in elevating good music. WDTM-FM, will carry it on." He closed by complimenting WDTM-FM in accomplishing the result "in a subtle way." He could offer no suggestion for improvement on the station's present programming.

Mitchell I. Lewis, Interviewer

Mitchell I. Lewis, Interviewer

SPORTS



3/25/66

Father Celestian J. Steiner, S. J.  
University of Detroit  
Detroit, Michigan

Nature of Business:

Chancellor of the University of Detroit.  
Past President of the University of Detroit  
and Xavier University. Past President of  
the Catholic Broadcaster's Association of  
America. Presently a member of the  
Executive Committee of the International  
Secretariat for the North American Region  
( U. S. and Canada ) of Catholic Broadcasting.  
President ( and Founder ) of Detroit  
Educational Television Station

As is evident from the above, Father Steiner has been deeply involved in broadcasting and guiding the course of Catholic broadcasting for a considerable number of years. He has been a prominent member of the Detroit community since coming to the city as president of Detroit University in 1949. In his consideration of WDTM-FM, Father Steiner said, "I seldom listen to any other station because I am especially interested in good music and classical programs." He said he often listened to it on his office radio. He said he considered the efforts of WDTM-FM an "idealistic project" because it was his belief that "most people are interested in 'mid-cultural' ( as opposed to highly cultural ) things." For that reason, Father Steiner said that the largest part of the broadcasting hours in Detroit were directed to the mid-cultural or below audience. Nonetheless, he said that WDTM-FM was offering "programming of a kind that's entertaining yet worthwhile and cultural." He said WDTM-FM had given to Detroit a station that embodied fine music with minimum commercials. Although recognizing the economic practicalities of broadcasting, Father Steiner held the opinion that many of the local radio stations today were "penny wise and pound foolish". Referring to the accomplishments of the Detroit educational system in awakening the musical tastes of the younger generation, Father Steiner said, "Detroit has made vast strides in elevating good music--and a radio station, such as WDTM-FM, will carry it on." He closed by complimenting WDTM-FM in accomplishing the result "in a subtle way." He could offer no suggestion for improvement on the station's present programming.

Mitchell I. Lewis, Interviewer

SPORTS

3/25/66

Mrs. Debbie Maxon  
Director - Regency Square  
2100 Orleans at Antietam  
Detroit, Michigan

Nature of Business:

Directs the Sales and Public  
Relations Program for an  
Important Apartment-Condominium  
Project

In my telephone interview with Mrs. Maxon, we discussed the effectiveness of WDTM-FM within the community. Mrs. Maxon represents a large scale condominium complex, appealing to middle-and-upper-income families in Detroit. She said that a recent limited advertising schedule on WDTM-FM offered "the greatest response of any advertising or promotion vehicle we used." She related that people referred directly to the announcements; further, that they specifically referred to hearing them on WDTM-FM. It was her opinion that the good music programming reached a certain and select audience unobtainable through usual communications channels. She added that the station personnel offered every possible assistance in framing the announcements for broadcast. Personally, Mrs. Maxon said she listened to WDTM-FM every available moment--that her radio stays continually on FM tuned to good music. Since she claimed she did not presume to be an expert in broadcasting, she could offer no suggestions on how the programming could be improved.

performances of the Metropolitan Opera Company during a six day period. Since this world-known company features well known operatic figures, he had no occasion to ask the station for help, other than straight news announcements, since they were long sold out in advance. However, he is underwriting the appearance of the National Company of the Metropolitan, sponsored by the John F. Kennedy Foundation, and that he was confident that the station could of "of tremendous help" during their performance, since the National Company is not composed of established stars which the public flocks to see. He concluded our half hour visit with the opinion that he felt the station was a credit to the city and he hoped it would continue its good music programming in Detroit.

Mitchell I. Lewis, Interviewer

Mitchell I. Lewis, Interviewer

SPORTS



3/25/66

Mr. Henry Ledyard  
Vice President and General Manager  
Detroit Grand Opera Association  
Ford Auditorium  
Detroit, Michigan

Nature of Business:

Contract and Directs Continuing  
Programs for the Grand Opera  
Association

I met with Mr. Ledyard, personally, in his office for about an hour on Friday morning, discussing the relation of radio station WDTM-FM and the Opera Association. He said that the station's assistance ( in a public relations vein ) "is hard to pin-point exactly" and requested that I visit Donald M. Thurber, the Opera Association's public relations counsel in the Penobscot Building. ( I personally went to Mr. Thurber's office three times and called several times in the next two days only to find that Mr. Thurber was unable to see or talk to me personally. ) Continuing the conversation with Mr. Ledyard, he said that he, personally, listens to WDTM-FM "intently during the evenings" and was most praiseworthy in the station's efforts in presenting good music ( he referred to it as "high brow" ) programming to the Detroit area. He added that the city was very proud of the strides it had made in bringing good music to the attention of its school children and related part of the Detroit educational program, wherein significant musical education is a requisite. Mr. Ledyard said that the Association sponsors seven performances of the Metropolitan Opera Company during a six day period. Since this world-known company features well known operatic figures, he had no occasion to ask the station for help, other than straight news announcements, since they were long sold out in advance. However, he added, next October the Association is underwriting the appearance of the National Company of the Metropolitan, sponsored by the John F. Kennedy Foundation, and that he was confident that the station could of "of tremendous help" during their performance, since the National Company is not composed of established stars which the public flocks to see. He concluded our half hour visit with the opinion that he felt the station was a credit to the city and he hoped it would continue its good music programming in Detroit.

Mitchell I. Lewis, Interviewer

SPORTS  
M-4

3/24/66

Professor William Murphy  
Chairman of Radio and Television Department  
University of Detroit  
Detroit, Michigan

Nature of Business:

Directs Radio and Television  
Majors ( 25 ), a Division of  
the University's Liberal Arts  
School

In my personal interview with Professor Murphy, which took place on the above date in his office on the campus of the University, I learned that he has spent more than 30 years engaged in broadcasting. For 17 years, he was with the National Broadcasting System in Chicago. For the past 14 years, he has been at the University of Detroit. He concluded: "Detroit FM stations are very wide in range. They seem to offer everything a listener would want to listen to." Asked of his specific opinion concerning WDTM-FM, Professor Murphy said that, "I listen to the station at home, particularly when I'm in my work shop--I enjoy it very much." Asked if he believed that WDTM-FM was contributing or adding to the cultural betterment of the community of Detroit, Professor Murphy responded "very definitely." He said that he had no immediate suggestions as to how the programming on WDTM-FM could be bettered, concluding that he felt that a good music station was "an absolute necessity" in contributing to "the broad range of programming you can always find on the FM dial in Detroit."

and within the community. "Since Music Appreciation is a required subject both in public and parochial schools as well as at the University, outside listening to classical music is extremely beneficial to the student community as well as a pleasure to the people in the areas," Father Hinks concluded.

Mitchell I. Lewis, Interviewer

Mitchell I. Lewis, Interviewer

SPORTS  
W-4



3/25/66

Father Robert N. Hinks, S. J.  
University of Detroit  
Detroit, Michigan

Nature of Business:

Associate Professor,  
Social Work

Since Father Hinks is an amateur watchmaker, it was necessary that our personal interview take place at the Lamb Watch Repair, Broadway Market Building. I found Father Hinks to be a very avid follower of WDTM-FM, estimating his personal listening at "five to six hours a day or more." He declared that he very seldom looked at television ( "only occasionally at sports" ) and only owned one small AM transistor radio. Hence, owning an FM radio receiver both in his room and at the University, where he is in charge of the Music Room, "WDTM-FM is about the only station I ever have occasion to listen to." Father Hinks did add that he enjoyed the occasional news headlines between selections of good music and, too, the Economic Club Reports, a half hour program which the station rebroadcasts at night. These programs are tapes taken from the weekly Monday noon luncheon of the Economic Club of Detroit. Father Hinks reported that he, personally, had never requested WDTM-FM to air any public service spots for his department, but he frequently heard informative announcements of plays, lectures, special courses and other campus activities which concerned the University of Detroit. He emphasized that he hoped the station would stay with its good music programming since it helped him in his social work with his students at the Liberal Arts School, and within the community. "Since Music Appreciation is a required subject both in public and parochial schools as well as at the University, outside listening to classical music is extremely beneficial to the student community as well as a pleasure to the people in the city of Detroit and surrounding areas," Father Hinks concluded.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4

3/25/66

Mrs. Margaret Councilman  
Manager  
The Detroit Artists' Market  
1452 Randolph  
Detroit, Michigan

Nature of Business:

Directs the Exhibition and Sales  
of Paintings from Detroit Artists

Mrs. Councilman spent a considerable time with me personally in the Gallery office discussion the relationship of art and music. She said WDTM-FM "is one of the best in Detroit--I have it on constantly when I am at home." She complained that most of the other radio stations in Detroit had "too much talk." Asked if there were any suggestions she had for improving the present programming at WDTM-FM, she replied "yes, indeed, more and more good music." Mrs. Councilman said she particularly enjoyed the symphonic music and "occasional show tunes." While she said she had not had occasion to ask the station for assistance with the projects of the Artists' Market, she might soon seek WDTM-FM's assistance in selling supporting memberships. She was well acquainted with the management and said, on several occasions, they had run public service announcements concerning upcoming exhibitions. The Artists' Market was established in 1931, has 750 supporting members and 200 volunteer workers.

programming would be "one or two 'yes and' type of discussion programs a month on a Sunday night." But, according to Mrs. Silber, "by and large, it's a very wonderful station to have in our city."

Mitchell I. Lewis, Interviewer

Mitchell I. Lewis, Interviewer

SPORTS  
W-4



3/25/66

Mrs. Mary Silbur  
Women's Division  
American Jewish Congress  
Detroit, Michigan

Nature of Business:

Regional Program Director of the  
Women's Division Embracing the  
Activities of 1500 Jewish Women

My interview with Mrs. Silbur took place on the telephone. She was more than enthusiastic about the public service efforts of WDTM-FM, saying "it's the one station I particularly go to because of its special listening audience." She was of the opinion that the good music format attracted a particular audience specifically concerned with civic affairs. She said, while the Congress is composed of women of the Jewish faith, their frequent public service programs and efforts "appeal across race and religious lines." She said that the station was always willing to offer public service time free "as long as the suggested program or event was interesting and had a strong element of local interest." On several occasions, Mrs. Silbur said, the station had personally taped programs of musical groups, sponsored by the Congress. She said that she, indeed, thought that the station filled a very vital void in the community, adding "if they took it ( WDTM-FM ) away, there would be nothing." The only suggestions Mrs. Silbur could contribute to the betterment of the station's programming would be "one or two 'open end' type of discussion programs a month on a Sunday night." But, according to Mrs. Silbur, "by and large, it's a very wonderful station to have in our city."

Mitchell I. Lewis, Interviewer

SPORTS  
W-4

3/25/66

Dr. Ira M. Altschuler  
Director of Musical Therapy  
Wayne County General Hospital  
Detroit, Michigan

Nature of Business:

Psychiatrist and Acknowledged Expert  
in the Field of Musical Therapy for the  
Mentally Ill

Since Dr. Altschuler is largely retired, it was necessary that my interview with him take place by telephone. I found that Dr. Altschuler is credited with being the originator of musical therapy, having lectured in Switzerland and throughout the country on the values of music, largely as a preventative rather than a treatment for the mentally disturbed. Dr. Altschuler said that, "I am very much impressed with all that has been done by WDTM-FM over the years to help and cooperate in this project." He said that in the past the station had aired public service announcements, calling attention to several of his lectures on the subject of music "in its therapeutic sense" at the University of Michigan in Ann Arbor. He added that he considered WDTM-FM "very pro-public minded" and, insofar as his association had been with the station, "the management has gone out of its way to be of tremendous help to the Wayne County Medical Society." Following his experiments in musical therapy, Dr. Altschuler would like to see a complete and continuing series of music featuring "therapeutic music", claiming that "music is not now utilized in this phase." Dr. Altschuler offered to help select the good music and the subsequent programming of this suggestion.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4



3/26/66

Mr. Robert Hanamarra  
Hanamarra Galleries  
1331 Monroe  
Detroit, Michigan

Nature of Business:

Owner - Art and Design Gallery

Mr. Hanamarra is of Oriental descent but has lived in Detroit for more than 20 years. The personal interview with him occurred at his Gallery, which has been in operation for the past four years. Mr. Hanamarra said, in his opinion, "WDTM-FM offers the choice programming in the city." Many of his customers, as well as clients, "often refer to it." In the past, WDTM-FM has broadcast news about upcoming exhibitions in the Hanamarra Gallery and Mr. Hanamarra feels the station has been helpful in establishing his business. He added that the programming from the station is broadcast within the Gallery throughout the day, "because it provides soothing background music." He had no suggestions to make regarding the current format, but said he thought the station was, indeed, fulfilling "a very important service" to the Fine Arts field in the city.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4

3/26/66

Mr. Mort Persky  
Detroit Free Press  
Detroit, Michigan

Nature of Business:

Newspaper Columnist--Entertainment

My meeting with Mr. Persky took place in the newspaper office during the afternoon of the above day. He is a former radio-television columnist on the New York Herald-Tribune, well-versed in programming, and partisan to classical music. He has been with the Free Press two years. We discussed for an hour the various facets of present-day broadcasting--good and bad. Mr. Persky affirmed that he listens mostly to WDTM-FM because of the good music programming and the fact that WDTM-FM broadcasts continuously in stereo. "There is nothing to even nearly approximate it on either dial." He said he subscribes and refers to the Stereo Calendar published by the station and considers this, too, a valuable part of the station's service to the community. In response to a question of any direction he might suggest that would allow the station to accomplish an even greater service to the Detroit listening audience, Mr. Persky said, if it were possible, he would like to hear even more classical music. It was his personal opinion that there exists a "very definite" need for a station programming good music, exclusively and absolutely, in metropolitan cities the size of Detroit. He asserted: "It would be the one station I would listen to if I could tune only one station in a city."

Mitchell I. Lewis, Interviewer

NOTE: Card later mailed to the interviewer attached to exhibit.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4



3/26/66

Mary Francella, O. P.

Parochial Schools  
Archdiocese of Detroit  
305 Michigan Avenue  
Detroit, Michigan

Nature of Business:

Co-Ordinator of Music for all  
Parochial Schools - 355 elementary  
schools - 107 high schools

Owing to the very extensive travel schedule Sister Francella must follow during the usual day, it was necessary for me to contact her at one of the schools she was presently observing. However, I talked personally with her over the telephone for 45 minutes. I found her to be one of the most dedicated, charming and interesting people I had talked to during the series of interviews in Detroit. Sister Francella was most enthusiastic about WDTM-FM, saying the station offered the city "the finest reputation of high quality in all areas." She said that the music teachers she counsels with were equally appreciative--so much so that when programming isn't available at certain class times, the Sisters in both elementary and high schools tape selections and programs aired over WDTM-FM for broadcast to classes later. Sister Francella referred to a specific 15-minute program, "What Makes Music Tick" (broadcast Tuesdays and Thursdays), which she developed with staff members of WDTM-FM last October. According to her teachers, some of the following remarks have been received from students - "It's fun picking out the elements of contrast" - "It helped me understand music and appreciate it" - "The program has a real beat and real class." In response as to whether the station was fulfilling a need in the Parochial schools of the Detroit area, Sister Francella remarked: "One, the music is developing good tastes in music; two, it is providing the students with a well-rounded, complete education, and, three, the music, and the knowledge of the various kinds of music, is allowing them hours of great entertainment." She emphasized that she thought it was a teacher's purpose "to teach students music, not songs." She concluded by offering WDTM-FM every assistance in keeping the good music programming a part of the community.

NOTE: Card later mailed to the interviewer attached to exhibit.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4

3/26/66

Sister Mary Francella, O. P.  
Parochial Schools  
Archdiocese of Detroit  
305 Michigan Avenue  
Detroit, Michigan

Nature of Business:

Co-Ordinator of Music for all  
Parochial Schools - 355 elementary  
schools - 107 high schools

Owing to the very extensive travel schedule Sister Francella must follow during the usual day, it was necessary for me to contact her at one of the schools she was presently observing. However, I talked personally with her over the telephone for 45 minutes. I found her to be one of the most dedicated, charming and interesting people I had talked to during the series of interviews in Detroit. Sister Francella was most enthusiastic about WDTM-FM, saying the station offered the city "the finest reputation of high quality in all areas." She said that the music teachers she counsels with were equally appreciative--so much so that when programming isn't available at certain class times, the Sisters in both elementary and high schools tape selections and programs aired over WDTM-FM for broadcast to classes later. Sister Francella referred to a specific 15-minute program, "What Makes Music Tick" (broadcast Tuesdays and Thursdays), which she developed with staff members of WDTM-FM last October. According to her teachers, some of the following remarks have been received from students - "It's fun picking out the elements of contrast" - "It helped me understand music and appreciate it" - "The program has a real beat and real class." In response as to whether the station was fulfilling a need in the Parochial schools of the Detroit area, Sister Francella remarked: "One, the music is developing good tastes in music; two, it is providing the students with a well-rounded, complete education, and, three, the music, and the knowledge of the various kinds of music, is allowing them hours of great entertainment." She emphasized that she thought it was a teacher's purpose "to teach students music, not songs." She concluded by offering WDTM-FM every assistance in keeping the good music programming a part of the community.

NOTE: Card later mailed to the interviewer attached to exhibit.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4



3/26/66

Mr. John W. Hering  
Charles W. Warren & Company  
1520 Washington Boulevard  
Detroit, Michigan

## ARCHDIOCESE OF DETROIT

Parochial Schools

SISTER FRANCELLE, O.P.

Co-ordinator of Music

### *Residence*

8601 Schoolcraft Ave.  
Detroit, Michigan  
48238  
Phone: 834-9052

### *Office*

Department of Music  
305 Michigan Ave.  
Detroit, Michigan  
48226 - 7th. Floor  
Phone: 965-4106, Ext. 19

said his personal listening habits were restricted since he spent so much time in the store; however, he listened frequently on the weekend. He added that the men who worked in his shop listened to the station all day because, in his words, "due to the nature of the exacting detail of our business, we need a relaxing musical atmosphere". When asked if he had any suggestions for bettering the programming, Mr. Hering said he did not think the station should program any jazz music "but concentrate on the many fine symphonic offerings the station has in its extensive libraries." Mr. Hering concluded by restating that WDTM-FM was, in his opinion, serving a valuable need in Detroit.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4

3/26/66

Mr. John W. Hering  
Charles W. Warren & Company  
1520 Washington Boulevard  
Michigan

*Wishing you every success —  
It was wonderful talking with you.  
Sincerely,  
John W. Hering*

had a great listening  
said his personal listening habits were restricted since he did not have  
much time in the store; however, he listened frequently on the weekend.  
He added that the men who worked in his shop listened to the station  
all day because, in his words, "due to the nature of the exacting detail  
of our business, we need a relaxing musical atmosphere". When asked  
if he had any suggestions for bettering the programming, Mr. Hering  
said he did not think the station should program any jazz music "but  
concentrate on the many fine symphonic offerings the station has in  
its extensive libraries." Mr. Hering concluded by restating that  
WDTM-FM was, in his opinion, serving a valuable need in Detroit.

Mitchell I. Lewis, Interviewer  
Mitchell I. Lewis, Interviewer

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SPORTS  
W-4



3/26/66

Mr. John W. Hering  
Charles W. Warren & Company  
1520 Washington Boulevard  
Detroit, Michigan

Nature of Business:

Owner of Precious Jewelry Store

Mr. Hering has been in the jewelry business for 65 years. He purchased the store from an estate. Presently, J. L. Hudson & Company is acquiring the stock and the Charles W. Warren Company will become an extension of Hudson. During a personal interview with Mr. Hering, he told me that he thought so much of the programming of the station that he had shared the sponsorship ( with Cadillac Motors ) of an hour long program ( Intermezzo Hour ). He stated that the response to this program was exceedingly gratifying since his clientele frequently mentioned the enjoyment they received from good music programming. He said in response to the need of the community for such a station as WDTM-FM, "I think it is definite". He seemed to believe that it was of great use to the tremendous student population and said that he knew the station had a great following in Ann Arbor and Oakland ( Michigan State ). He said his personal listening habits were restricted since he spent so much time in the store; however, he listened frequently on the weekend. He added that the men who worked in his shop listened to the station all day because, in his words, "due to the nature of the exacting detail of our business, we need a relaxing musical atmosphere". When asked if he had any suggestions for bettering the programming, Mr. Hering said he did not think the station should program any jazz music "but concentrate on the many fine symphonic offerings the station has in its extensive libraries." Mr. Hering concluded by restating that WDTM-FM was, in his opinion, serving a valuable need in Detroit.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4

3/25/66

Mr. Henry Baskin  
Cooper and Baskin  
908 Penobscot Building  
Detroit, Michigan

Nature of Business:

Attorney and Counselor

I conferred with Mr. Baskin personally in his offices for more than an hour concerning his opinion of WDTM-FM. He said, "the station has been a fantastic thing for Detroit and it would be a great loss to the city if any drastic change in programming occurred." He particularly mentioned that the programming was most popular with lawyers and was often "piped in" to the lawyers' offices. He said that as Past Chairman of Radio and Television for the Detroit Bar Association he had asked for and received a series of 5 minute public service shows to which he found tremendous reaction. He claimed "reaction all the way from Ann Arbor." The program content involved explanations of legal points, interviews with prominent attorneys and other matters pertaining to Michigan's law. In addition, Mr. Baskin said he served as moderator on a half-hour program interviewing various candidates for a forthcoming judicial election, "much in the manner of the Presidential debates." He considered this a great public service and commended the station by letter for allowing him to run this series. Mr. Baskin seemed quite knowledgeable about radio programming and entertainment in general ( his firm represented Barbra Streisand as well as other entertainers in the area ) and said he felt he was qualified to judge broadcasting in a non-partisan manner. He said that "Detroit's FM is plagued by what I call 'motel music' and it would be a great loss to the city if the fine music programming ceased to exist."

Mitchell L. Lewis, Interviewer

SPORTS  
W-4



3/25/66

Mr. Ralph Ulveling  
Detroit Public Library  
Detroit, Michigan

Nature of Business:

Director of Detroit Public Libraries

Because Mr. Ulveling was engrossed in a series of meetings, he requested that our interview of the above date take place by telephone. He said that he was an enthusiastic booster of WDTM-FM and noted that the station stimulated much talk by members of his library staff (the library employs 900 people; 300 of which are professional). "It is one of the most important elements of the finer arts in the city we have," Mr. Ulveling stated. He seemed to think that the radio dial was "surfeited by popular music" and regarded the continuing programming of good music by one radio station, in his words, "WDTM-FM is filling a definite void." Concerning the public service assistance rendered by WDTM-FM, Mr. Ulveling said that he had called upon the station "many times" to broadcast library news. He said that currently WDTM-FM was running announcements concerning new books, important meetings and the Centennial Lecture Series. If he had any suggestions for programming that he felt would serve the complete community, Mr. Ulveling proposed a possible good book review program--perhaps, once a week. His reason was that he believed the city was without a good book review magazine. However, he concluded by saying that he was "extremely pleased" with the overall good music programming of WDTM-FM.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4

3/24/66

Mr. William Rabe  
Public Information Director  
University of Detroit  
Detroit, Michigan

Nature of Business:

Assisting the Distribution of  
Information for the University  
in all areas

During an extensive three hour meeting with Mr. Rabe, both in his offices at the University and at the University of Detroit's Faculty Club, I found Mr. Rabe to be a most favorable advocate of WDTM-FM. He said that the good music format particularly attracted people interested "in the serious, cultural arts." While the University does own full radio production facilities, it does not have an actual broadcasting facility. For that reason, according to Mr. Rabe, "we rely on three radio stations in the Detroit area to air our programming efforts." One such program is "Ask the Professor", a very lively discussion program featuring Professor William Joyce. While it is currently carried in the Detroit area on Radio Station WJR, Mr. Rabe would like to have it carried on WDTM-FM. However, Mr. Rabe was most emphatic in saying he did not see any area, broadly, where WDTM-FM could improve its present programming. He stated that WDTM-FM had "gone out of its way" to assist the University in all of its many projects dealing with fine arts and education. He concluded: "WDTM-FM seems to have something for everyone in their programming format and it certainly fills a basic and real need in the Detroit market." Currently the University of Detroit has a total enrollment of 10,000 students; fulltime students number more than 6,000. Mr. Rabe has been at the University since he was a student, graduating in 1939, interrupted only by war service obligations in World War II.

Mitchell I. Lewis, Interviewer

SPORTS  
W-4



Originals in loan to

Detail

SPORTS  
W-4

THE *McLendon* STATIONS ~~MEMORANDUM~~

To Ursula Schweitzer

Date 4-13-67

From

Andre Dunstetter

Subject

Survey for WWW

Could you please send me some of the interview reports of preceding surveys made here or for another station to determine the needs, tastes and desires of the community.

Although I have all my people lined up and I am ready to go I still am in the blue in how to report those conversations, which form etc...I sure would appreciate your sending me whatever you think can be of help.

Will call you one of those evenings and we can talk.

Originals in loan to

SPORTS  
W-4

THE *McLendon* STATIONS ~~MEMORANDUM~~

To Andre Dunstetter - WWW

Date April 17th, 1967

From Ursula Schweitzer - H.O.

Subject Survey for WWW

In reply to yours of 4/13/67, I am sending you the original out of my Detroit Policy Book. Andre, please guard them with your life--rather, return them to me just as soon as possible. There were carbon copies in existence, I know! Those I took out of my "Detroit Property" file and passed them on to GBM, as per his request before departing for Detroit. Well, there's no telling where those swin around. Knowing how anxious you are about this, I have thrown all caution to the wind and herewith send you the originals--there are no copies now that I can put my hands on, if needed. Hopefully, you might be able to assign someone at the station to run you copies. I can't, dear. Maxine left a week after I returned from NYC and whenever Billie or Dorothy could spare her, she would help with making Xerox copies. Roberta's last day was last Friday and no replacement. Whenever she could, she would help some with those things, too. So, you see, no help. Whatever needed to be worked out from the administrative angle and paperwork involved, so far, re the Magnificent Seven, Mitch and I co-ordinated as there is no help from Programming Dept. Bill travels most of the time and now there is no secretary, etc., etc., etc. Well, what more can I say. I don't really mind, of only I had my da....d filing put away again, once and for all, but it has again reached the stage where it actually gives me nightmares... so.... you see, don't you?

L & K



Originals in loan to  
Dumstetter, Detroit

SPORTS  
W-4

**CLASS OF SERVICE**  
This is a fast message unless its deferred character is indicated by the proper symbol.

# WESTERN UNION TELEGRAM

W. P. MARSHALL  
CHAIRMAN OF THE BOARD

R. W. MCFALL  
PRESIDENT

| SYMBOLS |                               |
|---------|-------------------------------|
| DL      | Day Letter                    |
| NL      | Night Letter                  |
| LT      | International Letter Telegram |

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

707P CST NOV 22 66 DG435 CTA563 40  
SSE391 WD388 WW NFA131 DL COLLECT NF WASHINGTON DC 22 626P EST  
SUNSHINE BROADCASTING CO

308

2000JACKSON ST DALLAS TEX  
REFERENCE YOUR LETTER OCTOBER 6, 1966 CALL SIGN WDTM, DETROIT, MICHIGAN, CHANGED TO W W W REPEAT WWW EFFECTIVE NOVEMBER 28, 1966 THIS TELEGRAM CONSIDERED PART OF FM STATION LICENSE UNTIL AN AUTHORIZATION ISSUED INCORPORATING NEW ALL SIGN BEN F WAPLE SECRETARY FEDERAL COMMUNICATIONS COMMISSION (17).

ST1201 (R2-65)



CLASS OF SERVICE  
This is a fast message  
unless its deferred char-  
acter is indicated by the  
proper symbol.

# WESTERN UNION

W. F. MARSHALL  
CHAIRMAN OF THE BOARD

R. W. McFALL  
PRESIDENT

## TELEGRAM

| SYMBOLS                            |
|------------------------------------|
| DL = Day Letter                    |
| NL = Night Letter                  |
| LT = International Letter Telegram |

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

707P CST NOV 22 66 DG435 CTA563 40  
SSE391 WD388 WW NFA131 DL COLLECT NF WASHINGTON DC 22 620P EST  
SUNSHINE BROADCASTING CO

2000 JACKSON ST DALLAS TEX

REFERENCE YOUR LETTER OCTOBER 6, 1966 CALL SIGN WDTM, DETROIT,  
MICHIGAN, CHANGED TO W W W REPEAT WWWW EFFECTIVE NOVEMBER  
28, 1966 THIS TELEGRAM CONSIDERED PART OF FM STATION LICENSE  
UNTIL AN AUTHORIZATION ISSUED INCORPORATING NEW ALL SIGN  
BEN F WAPLE SECRETARY FEDERAL COMMUNICATIONS COMMISSION  
(17).

SF1201(R2-65)

THE *McLendon* STATIONS  
EXECUTIVE OFFICES / 2008 JACKSON STREET / DALLAS, TEXAS 75201 / RIVERSIDE 7-9311

October 6th, 1966

Mr. Ben F. Waple, Secretary

THE *McLendon* STATIONS ~~///~~ MEMORANDUM

To Mr. Marcus Cohn

Date October 3rd, 1966

From Ursula Schweitzer

Subject Change of Call Letters for  
WDTM-FM in Detroit

Dear Marcus:

I am enclosing all the necessary FCC matter for this change of call letters, in quadruplicate.

You told me over the telephone that your office will pay the \$30.00 filing fee.

You will notice that I chose October 6th for the filing date as well as mailing date of the ~~letter~~ letter, advising all radio and television stations within the 35-mile radius.

I trust you will find everything in order.

Regards,

encls.



THE *McLendon* STATIONS

EXECUTIVE OFFICES / 2008 JACKSON STREET / DALLAS, TEXAS 75201 / RIVERSIDE 7-9311

October 6th, 1966

Mr. Ben F. Waple, Secretary  
Federal Communications Commission  
Washington, D.C. 20554

Dear Mr. Waple:

This letter is written on behalf of the Sunshine Broadcasting Company, assignee of Radio Station WDTM-FM, Detroit, Michigan. The application for the assignment of license of this station was granted by the Commission on August 17th, 1966, and consummation of the assignment of license was effected on September 7th, 1966.

The purpose of this letter is to respectfully request that the call letters of Station WDTM be changed to WWW.

In accordance with Section 1.550(c) of the Commission's Rules, assignee has caused a letter, copy of which is attached hereto, to be sent to all stations operating in communities within a 35-mile radius of Detroit, Michigan. The letters were mailed to the stations on October 6th, and a list of the stations to which the letter has been sent is attached.

A check for \$30.00 is enclosed to cover the necessary filing fee.

Respectfully submitted,

SUNSHINE BROADCASTING COMPANY

By

*Gordon B. McLendon*  
(Gordon B. McLendon, President)

encls.

THE *McLendon* STATIONS

KLIF-KNUS/FM-DALLAS / WYSL-AM/FM-BUFFALO / KGLA-LOS ANGELES / WNUS-AM/FM-CHICAGO / KILT-KOST-FM-HOUSTON  
KABL-AM/FM over SAN FRANCISCO / U. S. sales X-TRA NEWS over LOS ANGELES / COMING SOON...DETROIT (PENDING FCC APPROVAL)

SPORTS  
W-4

THE *McLendon* STATIONS

EXECUTIVE OFFICES / 2008 JACKSON STREET / DALLAS, TEXAS 75201 / RIVERSIDE 7-9311

October 6th, 1966

Gentlemen:

The Federal Communications Commission, on August 17th, 1966, granted the application for the Sunshine Broadcasting Company to become the licensee of FM Radio Station WDTM, Detroit, Michigan.

The Sunshine Broadcasting Company hereby informs you, pursuant to Section 1.550(c) of the Rules of the Federal Communications Commission, that it intends to apply to the Commission for authority to change the call letters of Station WDTM to WWWW, and that a request for this purpose is being filed with the Federal Communications Commission on October 6th, 1966.

Very truly yours,

SUNSHINE BROADCASTING COMPANY

By

*Gordon B. McLendon*  
(Gordon B. McLendon, President)

(Certified Mail)

THE *McLendon* STATIONS

KLIF-KNUS/FM-DALLAS / WYSL-AM/FM-BUFFALO / KGLA-LOS ANGELES / WNUS-AM/FM-CHICAGO / KILT-KOST-FM-HOUSTON  
KABL-AM/FM over SAN FRANCISCO / U. S. sales X-TRA NEWS over LOS ANGELES / COMING SOON...DETROIT (PENDING FCC APPROVAL)

SPORTS  
W-4



WABX-FM RADIO  
Century Broadcasting Corp  
3307 David Scott Building  
Detroit, Michigan 48226

WBFG-FM RADIO  
The Trinity Broadcasting Corp.  
8009 Lyndon Avenue  
Detroit, Michigan 48238

WCAR-AM RADIO  
WCAR, Inc.  
500 Temple Avenue  
Detroit, Michigan 48201

WCAR-FM RADIO  
WCAR, Inc.  
500 Temple Avenue  
Detroit, Michigan 48201

WCHB-AM RADIO  
Bell Broadcasting Co.  
32790 Henry Ruff Road  
Inkster, Michigan 48201  
Offices: 278 E. Forest  
Detroit, Michigan 48201

WCHD-FM RADIO  
Bell Broadcasting Co.  
32790 Henry Ruff Road  
Inkster, Michigan 48201  
Offices: 278 E. Forest  
Detroit, Mich. 48201

WDTM-FM RADIO  
2002 Cadillac Tower  
Detroit, Michigan 48226

WEXL-FM RADIO  
Sparks Broadcasting Co.  
Box No. X-100  
Detroit, Michigan 48220  
Studios: Ferndale, Michigan

WGPR-FM RADIO  
WGPR, Inc.  
82 East Hancock  
Embassy Hotel  
Detroit, Michigan 48201

(cont'd)

SPORTS  
W-4

WJBK-AM RADIO  
Storer Broadcasting Co.  
7441 Second Blvd.  
Detroit, Michigan 48202

WJBK-FM RADIO  
Storer Broadcasting Co.  
7441 Second Blvd.  
Detroit, Michigan 48202

WJLB-AM RADIO  
Booth Broadcasting Co.  
3100 David Broderick Tower  
Detroit, Michigan 48226

WJR-AM RADIO  
Capital Cities Broadcasting Co.  
Fisher Building  
Detroit, Michigan 48202

WJR-FM RADIO  
Capital Cities Broadcasting Corp.  
Fisher Building  
Detroit, Michigan 48202

WKNR-AM RADIO  
Knorr Broadcasting Corp.  
15001 Michigan Avenue  
Dearborn, Michigan 48121

WKNR-FM RADIO  
Knorr Broadcasting Corp.  
15001 Michigan Avenue  
Dearborn, Michigan 48121

WLDM-FM RADIO  
Lincoln Broadcasting Co.  
15401 W. Ten Mile Road  
Detroit, Michigan 48237

WMUZ-FM RADIO  
Alpha Broadcasting Co.  
12300 Radio Place  
Detroit, Michigan 48228

WMZK-FM RADIO  
Booth Broadcasting Co.  
2808 David Broderick Tower  
Detroit, Michigan 48226

(cont'd)

SPORTS  
W-4



WOMC-FM RADIO

Sparks Broadcasting Co.  
Box No. X-100  
2201 Woodward Heights Blvd.  
Detroit, Michigan 48220

WQRS-FM RADIO

Fine Arts Broadcasters, Inc.  
1414 Schools Center Building  
Detroit, Michigan 48202  
Bus. Off.: 901 Livernois  
Ferndale 20, Mich.

WWJ-AM RADIO

Evening News Association  
622 Lafayette Blvd.  
Detroit, Michigan 48231

WWJ-FM RADIO

Evening News Association  
622 Lafayette Blvd.  
Detroit, Michigan 48231

WXYZ-AM RADIO

American Broadcasting Co., Inc.  
20777 W. Ten Mile Road  
Southfield, Michigan 48219

WXYZ-FM RADIO

American Broadcasting Co., Inc.  
20777 W. Ten Mile Road  
Southfield, Michigan 48219

WBRB-AM RADIO

Wright and Maltz, Inc.  
Box No. 489  
Gratiot Ave. at Metropolitan Beach Parkway  
Mt. Clemens, Michigan 48043

WBRB-FM RADIO

Wright and Maltz, Inc.  
Box No. 489 Beach  
Gratiot Ave. at Metropolitan/Parkway  
Mt. Clemens, Michigan 48043

WHFI-FM RADIO

Meadowcroft Broadcasting, Inc.  
Box No. 404  
Pontiac, Michigan 48012

(cont'd)

SPORTS  
W-4

WPON-AM RADIO

WPON, Inc.  
Waldron Hotel  
7, South Perry  
Pontiac, Michigan 48058

WQTE-AM RADIO

560 Broadcasting Corp.  
Whittier Hotel  
415 Burns Drive  
Detroit, Michigan 48214

WTAK-AM RADIO

WTAK, Inc.  
Box No. 2069  
Livonia, Michigan

WDET-FM RADIO

Wayne State University  
5035 Woodward Avenue  
Detroit, Michigan 48202

WDTR-FM RADIO

Board of Education of the City of Detroit  
9345 Lawton Avenue  
Detroit, Michigan 48206

WAAM-AM RADIO

Radio Ann Arbor, Inc.  
Box No. 608  
4230 Packard Road  
Ann Arbor, Michigan 48107

WOIA-FEM RADIO

Lester Broadcasting Corp.  
Box No. 5  
Ann Arbor, Michigan 48107

WPAG-AM RADIO

Washtenaw Broadcasting Co., Inc.  
3rd Floor - Hutzel Building  
Ann Arbor, Michigan 48103

WSMA-AM RADIO

Radio St. Claire, Inc.  
5300 Marine City Hwy.  
Marine City, Michigan 48039

(cont'd)

SPORTS  
W-4



WOIB-AM RADIO  
Lester Broadcasting Corp.  
417 E. Liberty Street  
Ann Arbor, Michigan 48107

WUOM-FM RADIO  
The Regents of University of Michigan  
Ann Arbor, Michigan

WHRP-FM RADIO  
School District of the  
City of Highland Park  
12541 Second Avenue  
Detroit, Michigan 48203

WPHS-FM RADIO  
Warren Consolidated Schools  
Warren, Michigan

WYNZ-AM RADIO  
Community Service Broadcasters, Inc.  
Box No. 1520  
Ypsilanti, Michigan 48197

WYSI-AM RADIO  
Ypsilanti Broadcasting Co.  
Box No. 436  
580 W. Clark Road  
Ypsilanti, Michigan 48197

WEMU-FM RADIO  
Eastern Michigan University  
Ypsilanti, Michigan

SPORTS  
W-4

(cont'd)

WJMY - TV  
United Broadcasting Co.  
Box No. 40  
Allen Park, Michigan 48101

WJBK - TV  
Storer Broadcasting Co.  
7441 Second Boulevard  
Detroit, Michigan 48202

WKBD - TV  
Kaiser Broadcasting Corp..  
Box No. 359  
26955 W. 11 Mile Road  
Southfield, Michigan 48077

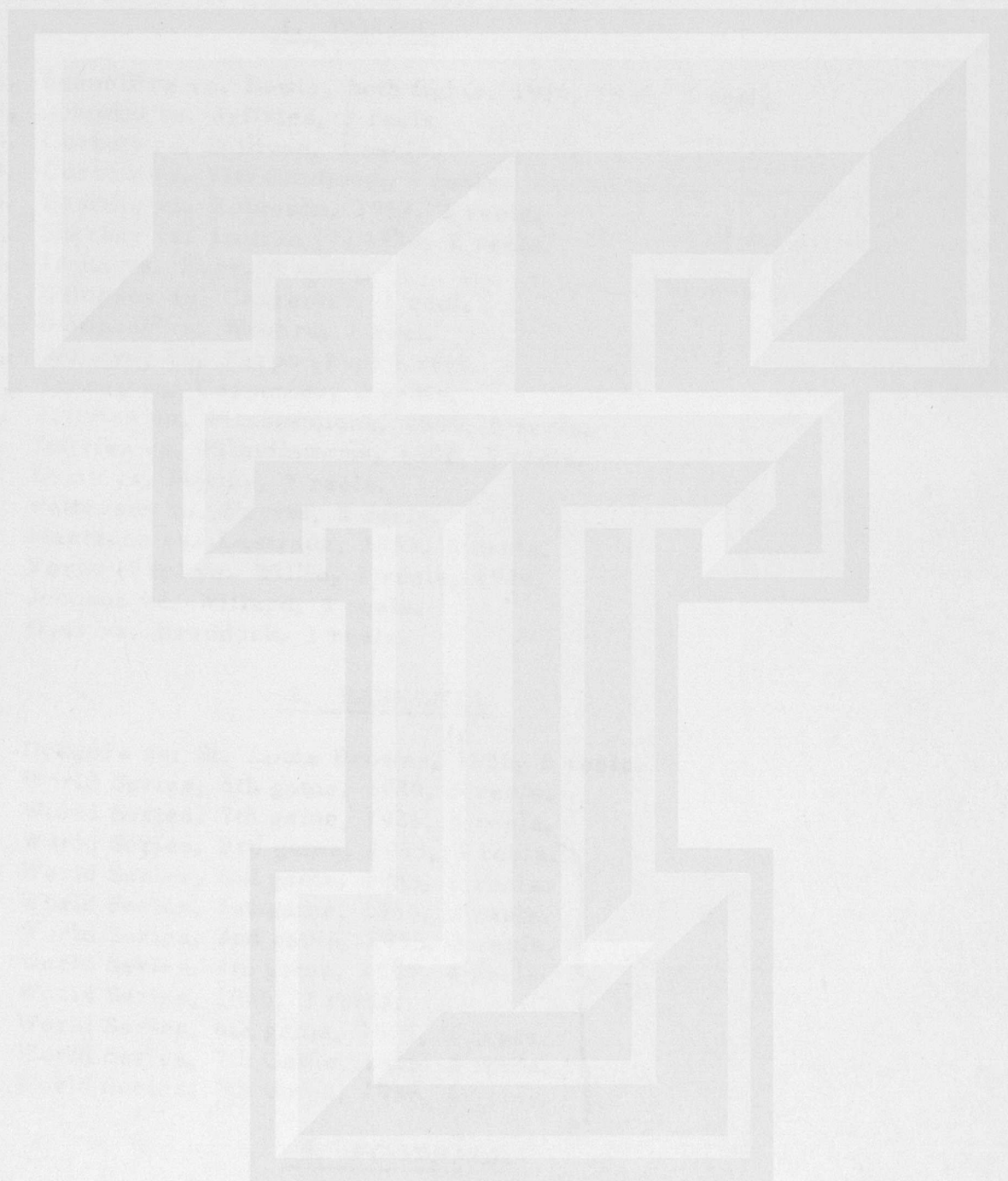
WWJ - TV  
The Evening News Association  
622 Lafayette Boulevard  
Detroit, Michigan 48231

WXYZ - TV  
American Broadcasting Co., Inc.  
Broadcast House  
20777 W. Ten Mile Road  
Southfield, Michigan

WTVS - TV  
Detroit Educational TV Foundation  
5035 Woodward Street  
Detroit, Michigan 48202

SPORTS  
W-4





SPORTS  
W-4

Old sports events tapes now in files of KYMN, being shipped to WWWW in Detroit.

### 1. BOXING

1. Schnelling vs. Lewis, both fights, 1936, 1938, 3 reels.
2. Johnson vs. Jeffries, 3 reels
3. Corbett vs. Sullivan, 3 reels.
4. Corbett vs. Fitzsimmons, 3 reels.
5. Basillio vs. Robinson, 1957, 2 reels.
6. Sharkey vs. Lauren (?) 1933, 2 reels.
7. Louis vs. Farr, 3 reels.
8. Dempsey vs. Carpenter, 1 reel.
9. Dempsey vs. Willard, 1 reel.
10. Dempsey vs. Ferpo (?sp) 1 reel.
11. Tunney vs. Carpenter, 2 reels.
12. Jeffries vs. Fitzsimmons, 1889, 3 reels.
13. Jeffries vs. Fitzsimmons, 1902, 3 reels.
14. Louis vs. Pastor, 3 reels.
15. Patterson vs. Harris, 2 reels.
16. Marciano vs. Lastrada, 1953, 3 reels.
17. Ferpo (?sp) vs. Willie, 3 reels, 1924.
18. Johnson vs. Willard, 4 reels.
19. Baer vs. Braddock, 3 reels.

### 2. BASEBALL

1. Dodgers vs. St. Louis Browns, 1886, 6 reels.
2. World Series, 5th game, 1920, 5 reels.
3. World Series, 7th game, 1926, 6 reels.
4. World Series, 3rd game, 1953, 4 reels.
5. World Series, 6th game, 1953, 5 reels.
6. World Series, 1st game, 1955, 3 reels.
7. World Series, 2nd game, 1955, 3 reels.
8. World Series, 4th game, 1955, 4 reels.
9. World Series, 1955, 3 reels.
10. World Series, 6th game, 1955, 2 reels.
11. World Series, 7th Game, 1955, 3 reels.
12. World Series, 7th Game, 1956, 6 reels.

### 3. FOOTBALL

1. Oregon vs. Penn in the Rose Bowl, 3 reels.



W4's sports authority, Roger Stanton, is unquestionably America's most successful sports announcer. Roger is the publisher of the widely-read, national Football News and an acknowledged authority on all fields of sport. Roger Stanton's authoritative sports news reports are heard each weeknight at 6 and 7 on W4.

\* \* \* \* \*

~~Continued~~

When it does anything, W4 likes to have the best---and in sports, W4's Roger Stanton has impeccable credentials for being the best. Not only is Roger an accomplished sports commentator, but he is the highly successful publisher of the nation's foremost football magazine, the Football News. Hear Roger Stanton on W4 each weekday evening at six and seven o'clock.

He is also the publisher of the America's most successful weekly football publication, the Football News. Now, exclusively for W4, is Roger Stanton:

Roger Stanton, probably the most successful of all American sports announcers, reports exclusively for W4 each weekday evening at 6 and 7. W4 continues.

Don  
DS

Each weekday evening at 6 and 7, W4 presents exclusively one of America's most authoritative sports reporters, Roger Stanton, publisher of the highly-successful national Football News:

STANTON

You have just heard W4's Roger Stanton, publisher of the national Football News, and one of the nation's recognized sports authorities. At six and seven each weekday evening on W4. W4 continues:

\*\*\*\*\*

W4's ~~football~~ sports specialist, Roger Stanton, has success that goes far afield-- he is also the publisher of the America's most successful weekly football publication, the Football News. Here, exclusively for W4, is Roger Stanton:

\*\*\*\*\*

Roger Stanton, probably the most successful of all American sports announcers, reports exclusively for W4 each weekday evening at 6 and 7. W4 continues.

The thrilling baseball classic between the New York Giants and the Brooklyn Dodgers in which Roger Stanton, all his magnificent, season-winning voice on for the Giants, was broadcast exclusively at recorded-- live and direct from the Polo Grounds in New York on October 4, 1951. It was not a recording but rather a recording of the actual live broadcast of that game over a network of 100 radio stations by the old Sam Haskins, Gordon McLeod, and the rest of the team. On October 4, 1951, at 7:00, W4 will bring you recorded highlights of the game between the Giants and the Dodgers between Joe Lins and Max Sorensen. That night 117 on W4, and 117 on everybody's Detroit list.

KEEP PLUGGING FORTHCOMING MUSIC, FIGHT SCHEDULE FOR REMAIN AFTERNOON AND EARLY EVENING WITH AN UNBROKEN FLUX BETWEEN MUSICAL SELECTIONS.

Do  
25



INTRO - NEW YORK GIANTS - BROOKLYN DODGERS - Final playoff, Polo Grounds, 10/4/51

The baseball game that you are about to hear on W4 is perhaps the most famous and memorable play-by-play broadcast in the history of sport. What you are about to hear is not a recreation. It is a rebroadcast of the actual recording of the unforgettable New York Giant-Brooklyn Dodger final playoff game in the Polo Grounds on October 4, 1951 — just as broadcast on that day nearly sixteen years ago, live and direct from the Polo Grounds, with play-by-play announcer Gordon McLendon reporting to a national network of four hundred and fifty-eight radio stations. So, now, W4 takes you to the actual recording of the pulse-pounding final playoff game between the Brooklyn Dodgers and the New York Giants at the Polo Grounds in New York, October 4, 1951.

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CLOSE - Same

The foregoing baseball classic between the New York Giants and the Brooklyn Dodgers in which Bobby Thomson hit his memorable, pennant-winning home run for the Giants, was broadcast exactly as recorded— live and direct from the Polo Grounds in New York on October 4, 1951. It was not a re-creation but rather a recording of the actual live broadcast of that game over a national network of 458 radio stations by the Old Scotchman, Gordon McLendon. As the next part of W4's three-day carnival of sports classics, at 7:00, W4 will bring you recreated broadcasts of both of the heavyweight championship fights between Joe Louis and Max Schmeling — that's tonight at 7 on W4, 106.7 megacycles on everybody's Detroit dial.

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KEEP PLUGGING FORTHCOMING NIGHT'S FIGHT SCHEDULE FOR REMAINDER OF AFTERNOON AND EARLY EVENING WITH AD-LIBBED PLUGS BETWEEN MUSICAL SELECTIONS.

preceding:

10:30 AM  
~~2 PM~~ Game -

on W4

The baseball game that you are about to hear/is perhaps the most famous and memorable play-by-play broadcast in the history of sport. What you are about to hear is not a ~~rebroadcast~~ <sup>recreation</sup>. It is a rebroadcast of the actual recording of the ~~Dodgers~~ unforgettable New York Giant-Brooklyn Dodger final playoff game in the Polo Grounds on October 4, 1951--just as broadcast on that day nearly sixteen years ago, live and direct from the Polo Grounds, with play-by-play announcer Gordon McLendon reporting to a national network of four hundred and fifty-eight radio stations. So, now, as ~~the second game in its three-day carnival of great sports classics~~, W4 takes you to the actual recording of the pulse-pounding final playoff game between the Brooklyn Dodgers and the New York Giants at the Polo Groundsxx in New York, October 4, 1951.

\* \* \* \* \*

close:

The foregoing baseball classic between the New York Giants and the Brooklyn Dodgers in which Bobby Thomson hit his memorable, pennant-winning home run for the Giants, was broadcast exactly as recorded--live and direct from the Polo Grounds in New York on October 4, 1951. It was not a recreation but rather a recording of the actual live broadcast of that game ~~by~~ over a national network of 458 radio stations by the Old Scotchman, Gordon McLendon. ~~W~~ As the next part of W4's three-day carnival of sports classics, W4 ~~tonight~~ <sup>at 2:00 Brooklyn Honey Dodgers + St Louis Browns</sup> at seven will bring you recreated broadcasts of ~~the~~ <sup>that's at 2:00 in just seven.</sup> both of the heavyweight championship fights between Joe Louis and Max Schmeling--that's tonight at 7 on W4, 106.7 megacycles on everybody's Detroit dial. <sub>On W4</sub>

KEEP PLUGGING FORTHCOMING NIGHT'S FIGHT SCHEDULE FOR REMAINDER OF AFTERNOON AND EARLY EVENING WITH AD\*LIBBED PLUGS BETWEEN MUSICAL SELECTIONS.



# INTRO INTO JEFFERIES/FITZSIMMONS FIGHT FOR WEDNESDAY @ 9 PM

The following recreation of the blow-by-blow heavyweight championship, featuring Jerry Doggett and Joe Roddy, takes you back 68 years into boxing history -- to a sweltering June 9 evening -- in 1899 -- and the Coney Island Boxing Club Arena. Here, meeting for the first time, James J. Jefferies and the aging champion, Battling Bob Fitzsimmons. Fitzsimmons, who two years earlier pummeled Gentleman Jim Corbett to gain the crown, squaring off against the artful pugilist of style, James J. Jefferies. And so, we go back to 1899... the last hours of the 19th century, turning the corner on the country's first 100 years...little more than a month ago, on May 4th, only three horses ran down the track at Churchill Downs, and the Kentucky derby winner only earned 48 hundred dollars...the Literary Digest predicted... the horseless carriage is at present only a luxury for the wealthy and although its price will probably fall in the future, it will never, of course, come into as common use as the bicycle.... but now, to Jerry Doggett and Joe Roddy at recreated ringside in the Coney Island Boxing Club... and the moments before another classic of heavyweight boxing history -- the classic struggle between the stylist and the brawler -- James J. Jefferies and Bob Fitzsimmons -- all from Radio W-4 in Detroit.

GO TO FIGHT: LASTS 14 ROUNDS

SPORTING EVENTS

Wednesday - Doubleheader Spectacular

INTRO TO CORBETT AND FITZSIMMONS FIGHT:

Now, entering into its second of three days highlighting the greatest moments in sports, Radio W W W in Detroit spirits you back to March 17, 1897 -- 70 years back -- to the dusty frontier town of Carson City, Nevada -- and the site of one of the bloodiest fistic hours -- the match between Gentleman Jim Corbett and Battling Bob Fitzsimmons. Sportscasters Jerry Doggett and Wes Wise recreate the fight that gave birth to the term -- solar plexus -- as 15,000 fight fans gathered in the makeshift arena that sprung up in the middle of a dusty Nevada race track. 1897 -- less than two weeks ago William McKinley takes office as the country's 25th president -- four years later he will die from two bullet wounds in the stomach -- the victim of a Buffalo assassin. Yawning shadows of the 19th century...and all America is humming "On the Banks of the Wabash" written by Theodore Dreiser's brother, Paul...San Francisco receives the first shipment of Klondike Gold...and the first subway is completed -- this, in Boston, Massachusetts. But now, to ringside, the recreated classic fight between Gentleman Jim Corbett and Battling Bob Fitzsimmons. Slip back 70 years -- as Radio Station W W W W brings Detroit another classic recreation -- drawn from the pages of fistic history....

GO TO FIGHT: LASTS 14 ROUNDS



after 9 pm?  
Cluster in music

### SPORTING EVENTS

#### Wednesday - Doubleheader Spectacular

10:30 a.m. Brklyn vs. Cleveland from League Park  
(Spitball Series)

*new Music - plus JDS, Phonos*

2:00 p.m. Giants vs. Dodgers from the Polo Grounds  
(Final Playoff Game)

*new music - etc -*

Heavy Weight Championship Marathon  
tonight

7:30 p.m. Louis vs. Schmelling

9:00 p.m. Jefferies vs. Fitzimmons

#### Thursday - Doubleheader

10:30 a.m. Brklyn vs. Browns (St. Louis) at Washington Park

2:00 p.m. Yankees vs. Cards (Yankee Stadium) Old Alex's Last  
Game

7:30 p.m. Corbett vs. Fitzimmons (Preliminary)

9:00 p.m. Dempsey vs. Carpenter (Main Event)

#### Friday - Doubleheader

10:30 a.m. Giants vs. Dodgers (Final Playoff Game)

2:00 p.m. Brklyn vs. Browns (Trolley Car Series)

*Dempsey - Willard - etc.*  
~~7:30 p.m. Corbett vs. Sullivan~~

9:00 p.m. Schmelling vs. Louis

Each weekday evening at 6 and 7, W4 presents exclusively one of America's most authoritative sports reporters, Roger Stanton, publisher of the highly-successful national Football News:

STANTON

You have just heard W4's Roger Stanton, publisher of the national Football News, and one of the nation's recognized sports authorities. At six and seven each weekday evening on W4. W4 continues:

\* \* \* \* \*

W4's ~~football~~ sports specialist, Roger Stanton, has success that goes far afield-- he is also the publisher of the America's most successful weekly football publication, the Football News. Here, exclusively for W4, is Roger Stanton:

\* \* \* \* \*

Roger Stanton, probably the most successful of all American sports announcers, reports exclusively for W4 each weekday evening at 6 and 7. W4 continues.

SC



W4's sports authority, Roger Stanton, is unquestionably America's most successful sports announcer. Roger is the ~~fm~~ publisher of the widely-read, national Football News and an acknowledged authority of all fields of sport. Roger Stanton's authoritative sports news reports are heard each weeknight at 6 and 7 on W4.

\* \* \* \* \*

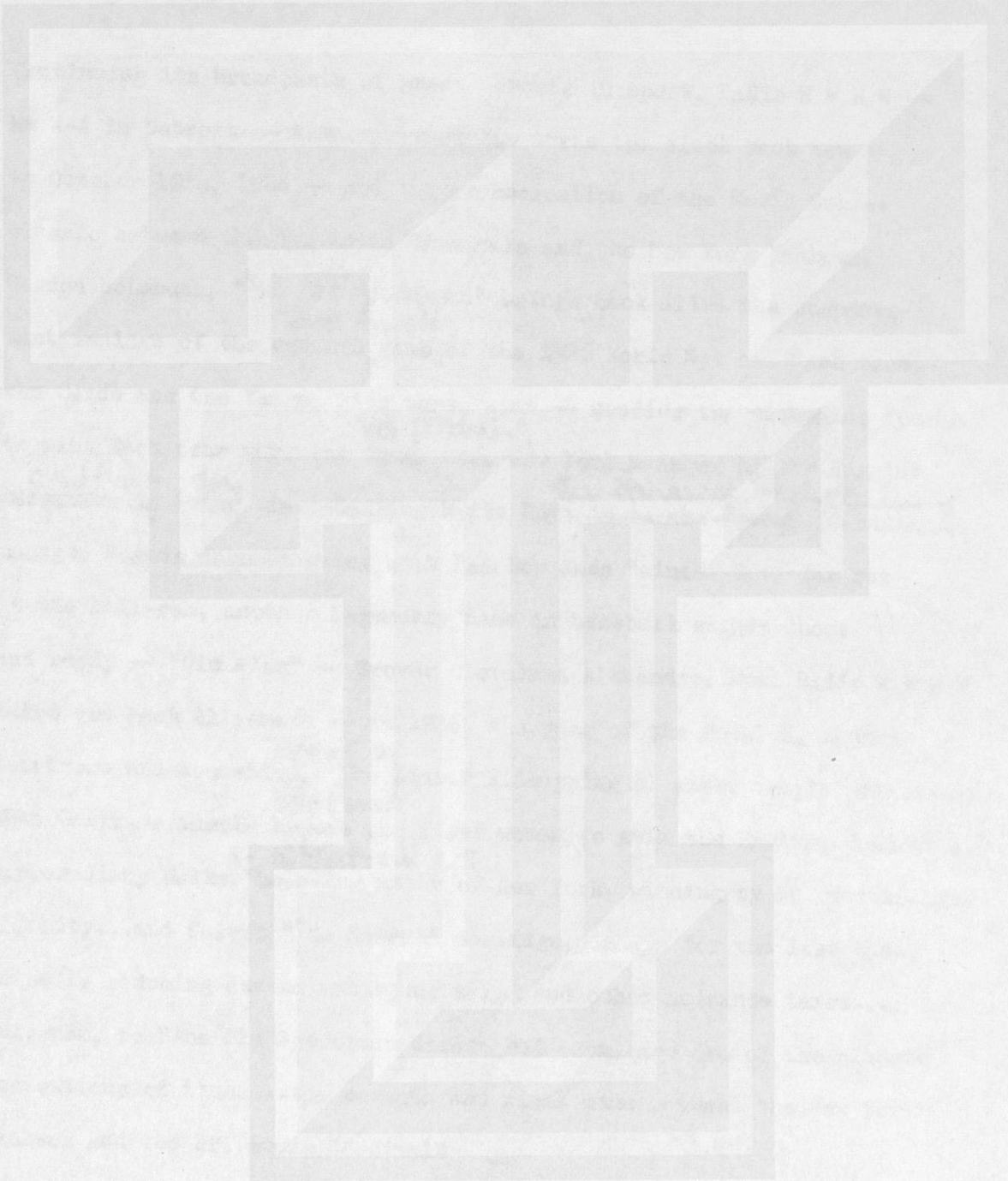
~~xxxxxxx~~

When it does anything, W4 likes to have the best--and in sports, W4's Roger Stanton has impeccable credentials for being the best. Not only is Roger an accomplished sports ~~xxxxxxx~~ commentator, but he is the highly successful publisher of the nation's foremost football magazine, the Football News. Hear Roger Stanton on W4 each weekday evening at six and seven o'clock.

Don  
D5

calendar's  
teachers abounding...just a ~~moment~~ throw away for Detroit, the coming winter with  
the warming musi c of W4...

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# OPENING - 1926 GAME -

Continuing its broadcasts of great moments in sport, Radio W W W --  
W-4 in Detroit -- ~~turns~~ turns the clock back now  
to October 10th, 1926 -- and the ~~recreation~~ recreation of the World Series  
classic between the St. Louis Cardinals and the New York Yankees.  
Gordon McLendon, "The Old Scotchman" brings back alive the suspense-  
taut innings of this <sup>and final</sup> seventh game of the 1926 World Series. Each team,  
the Cards and the Yanks, with three wins -- needing the clinching fourth  
to win. Each team throwing <sup>its pitching</sup> their ace. New York manager Miller Huggins  
<sup>calling on</sup> ~~announcing~~ fast-balling Waite Hoyt, <sup>the Prince of Paducah</sup> ~~in to the breach~~ Cardinals  
manager Rogers Hornsby going <sup>to</sup> ~~with~~ Bad Boy Jess Haines. But, far out  
in the bull-pen, another legendary name in baseball stands loose  
and ready -- "Old Alex" -- Grover Cleveland Alexander. Now, Radio W W W W  
takes you back 41 years -- to 1926, the year of the Model T, madcap  
merriment and moonshine. <sup>Year of</sup> The bazaar kidnapping of Aimee Semple McPherson...  
<sup>becoming</sup> when Gertrude Ederle became the first woman to swim the English Channel...  
<sup>is election as</sup> Dapper Jimmy Walker becoming mayor of New York, winning by an overwhelming  
majority...and Calvin "The Silent" Coolidge, perhaps for the last time,  
actually reducing income taxes, sur taxes and other nuisance taxes...  
But, now, to "The Old Scotchman" Gordon McLendon, and one of the classic  
recreations of time....the seventh and final game between the New York  
Yankees and the St. Louis Cardinals

At two o'clock, just — minutes  
from now, W4 brings you  
one of history's most spectacular  
play-by-play broadcasts —  
the 7th and final game of the  
1926 World Series with the great  
Grover Cleveland Alexander and  
the St. Louis Cardinals against  
the New York Yankees, just as  
broadcast by Gordon McEnroe and Lindsey Nelson



OPEN :

The following classic baseball  
broadcast recreated from the great  
broadcast annals of 1926...

CLOSE :

The foregoing great play-by-play  
baseball classic recreated from the  
~~broadcast sports broadcasting~~ 1926  
Hall of Fame by Gordon McEwen  
and ~~Don Daggett~~ Lindsay Nelson  
for wellies. &

IDS FOR USE DURING CUT-AWAYS IN SPORTING EVENTS.

YOU'RE LISTENING TO A W-4 SPORTS CLASSIC... THE (name event). W-4,  
THE NEWEST SOUND ON DETROIT'S FM RADIO DIAL, RETURNING YOU NOW TO  
(date).

---

(MONEY CONTEST PROMO) W-4-FM, DETROIT, NOW CONTINUES THE SPORTING EVENT  
IN PROGRESS FROM THE YEAR (give date)

---

(KABL PROMO) W W W W-FM, DETROIT, CONTINUING SPORTS CLASSICS OF THE  
CENTURY.

---

THIS SPORTS CLASSIC OF YESTERDAY IS BEING BROUGHT TO YOU BY W W W W -FM,  
DETROIT. (PLAY MONEY PROMO) AND NOW BACK TO THE W-4 SPORTS CLASSIC (name  
event)

---

W W W W -FM, DETROIT, WITH THE SOUNDS OF YESTERDAY AT 106.7...PREVIEWING  
THE SOUNDS OF TOMORROW IN JUST A FEW MINUTES.

(PLAY KABL PROMO)

NOW, W-4 CONTINUES THE SPORTS CLASSIC (name event)

---

THIS IS W W W W-FM IN DETROIT, SOON TO INTRODUCE "MINIMAX" RADIO TO  
THE MOTOR CITY.

(PLAY OUT OF TOWN COMMERCIAL)

NOW, W-4 RETURNS TO THE SPORTS CLASSIC IN PROGRESS.

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THIS SPORTS CLASSIC OF THE AGE WILL CONTINUE ON W-4-FM IN JUST A  
MOMENT.

(MONEY CONTEST)

NOW, W W W W -fm, DETROIT, RETURNS TO THE (fight, game) IN PROGRESS.



THIS IS W-4...FM STEREO IN DETROIT...WHERE TONIGHT AT 7:30 AND  
9 PM, YOU'LL HEAR THE ACTUAL BLOW BY BLOW ACCOUNT OF BOTH THE JOE  
LOUIS-MAX SCHMELING HEAVYWEIGHT CHAMPIONSHIP FIGHTS...IN 1936 AND  
1938 RESPECTIVELY. YOU ~~HEAR~~ HEAR JOE LOUIS LOSE, THEN YOU HEAR HIM WIN...  
THE BROWN BOMBER from DETROIT...THE ACTUAL REBROADCAST TONIGHT AT  
7:30 EXCLUSVELY ON W-4...106.7 ON DETROIT'S FM DIAL.

---

THIS IS W-4 FM STEREO...WHERE TONIGHT AT 7:30 YOU'LL HEAR THE ACTUAL  
BROADCASTS OF THE WORLD FAMOUS JOE LOUIS-MAX SCHMELING HEAVYWEIGHT  
CHAMPIONSHIP FIGHTS...FROM 1936 and 1938. HEAR THE BROWN BOMBER MAKE  
THE MOST STARTLING COMEBACK OF HIS CAREER...TONIGHT AT 7:30 ON W-4...  
106.7 ON DETROIT'S FM SEREO DIAL.

1 W-4 IS PRESENTING SPORTS CLASSICS FROM YESTERDAY...THE GREATEST NAMES IN BASEBALL...THE BIGGEST MOMENTS IN BOXING.

2 THIS IS A W-4 SPORTS CLASSIC OF YESTERDAY. YOU'RE LISTENING TO (name of the game) NOW, BACK TO (stadium) Cleveland, Ohio

3 FROM W-4-FM COMES SPORTS CLASSICS OF YESTERDAY...THE GREATEST NAMES, THE GREATEST GAMES. NOW LET'S RETURN TO ( )

4 YOU'RE LISTENING TO THE (game \_\_\_\_\_) AS PLAYED (where \_\_\_\_\_) IN (date) ...A W-4 SPORTS CLASSIC. LISTEN THIS AFTERNOON AT 2 WHEN W-4 PRESENTS ( )

5 REMEMBER THE LEWIS-SCHMELING FIGHTS IN 1936 and 1938? HEAR THEM AGAIN, FROM START TO FINISH TONIGHT AT 7:30 ON W-4...STEREO FM IN DETROIT.

6 SPORTS CLASSICS OF YESTERDAY ON W-4...YOU'RE LISTENING TO THE FANTASTIC GAME (between C. Indians & Brooklyn) as played in (date 1920) World Series W W W W-STEREO FM, DETROIT. Robins the



Re  
Mited: Have recorded this, It should replace  
Mullarky's open.

The following recreated/play-by-play baseball broadcast, featuring  
Gordon McLendon and Jerry Doggett, takes you back 47 years  
into baseball history--to a beautiful October day in 1920,  
a World Series day at venerable League Park in Cleveland.  
It is the fifth game of the 1920 World Series between the  
Brooklyn National League champion Brooklyn Robins and  
the American League pennant-winning Cleveland Indians.

The series is tied at two games apiece.  
Manager Wilbert Robinson of Brooklyn has indicated that he  
will throw the ace of his pitching staff at the Indians  
today--tough, tobacco-chewing spitballer Burleigh Grimes.  
And the Indians are expected to counter Burleigh Grimes with  
their number one pitcher, fast-baller Jim Bagby. And so  
we go back through/recreated play-by-play history to the year 1920--  
the era of froth, fads, and flivvers and flappers, the  
decade of booze, speakeasies, bathtub gin, sawed-off  
shotguns and Mahjong. October, 1920--and we join the  
fifth game of the world series between the Brooklyn Robins  
and the Cleveland Indians as Gordon McLendon and Jerry  
Doggett handle the broadcast of that game played at League  
Park in Cleveland.

9:00 p.m. Schelling vs. Young

file

SPORTING EVENTS

Wednesday - Doubleheader Spectacular

- 10:30 a.m. Brklyn vs. Cleveland from League Park  
(Spitball Series)
- 2:00 p.m. Giants vs. Dodgers from the Polo Grounds  
(Final Playoff Game)
- Heavy Weight Championship Marathon  
tonight
- 7:30 p.m. Louis vs. Schmelling
- ✓ 9:00 p.m. Jefferies vs. Fitzsimmons

Thursday - Doubleheader

- 10:30 a.m. Brklyn vs. Browns (St. Louis) at Washington Park
- 2:00 p.m. Yankees vs. Cards (Yankee Stadium) Old Alex's Last  
Game
- ✓ 7:30 p.m. Corbett vs. Fitzsimmons (Preliminary)
- ✓ 9:00 p.m. Dempsey vs. Carpenter (Main Event)

Friday - Doubleheader

- 10:30 a.m. Giants vs. Dodgers (Final Playoff Game)
- 2:00 p.m. Brklyn vs. Browns (Trolley Car Series)
- ~~7:30 p.m. Corbett vs. Sullivan~~
- 9:00 p.m. Schmelling vs. Louis



## 1886 Intro

~~carries~~ <sup>has carried</sup>  
Now, Radio W W W W -- W-4 in Detroit -- ~~takes~~ you ~~in~~ back through  
the years of history -- to 1886 -- 81 years ago -- to Washington  
Park in Long Island and ~~was~~ a humid, sun-baked July 24th Afternoon.

<sup>at this</sup>  
"The Old Scotchman", Gordon McLendon highlight's the ~~history~~ recreation  
of the unforgettable <sup>clash</sup> ~~game~~ between Charlie Comiskey's St Louis  
Browns and Bill McGunnigle's Brooklyn Bridegrooms. <sup>the</sup> Brooklyn's  
first baseball hero -- raw-boned, loose-jointed Bullet Bill Terry,  
who, <sup>some</sup> they said, had better curves than Lillian Russell. 1886...

<sup>seven</sup>  
the year of the trial of the Haymarket Assassins, resulting in the  
death sentences ~~of seven men~~ even though the identity of the actual  
bomb thrower would never be known...the same year of <sup>is</sup> ~~for~~ the capture  
of the notorious Indian Chieftan, Geronimo, ending <sup>last</sup> the major Indian  
War....later in 1886, President Grover Cleveland will unveil France's  
gift to the United State -- the Statue of Liberty. But, now, to  
Washington Park as Gordon McLendon and Jerry Doggett recreate a sizzling  
moment in baseball's dazzling past -- the Brooklyn Trolley Dodgers,  
led by Big Bill Terry, against Charlie Comisky's champion St. Louis  
Browns ...and a game of 81 years past. . .

## AFTER CLOSE OF LOUIS FIGHT

The foregoing recreations of the climactic battles between Joe Louis and Max Schmelling are part of Radio Station W-4's three-day marathon of sports. Recreations and actual broadcasts which made sports history. Stay tuned to W-4 as W W W W takes you next, at nine tonight, back to June, 1899...to the Coney Island Sports arena in the shadow of Manhattan...and the classic ring battles between James J. Jefferies and Battling Bob Fitzsimmons. Another sizzling ~~recreation~~ recreated broadcast, blow by blow, as you might have heard it 68 years ago, ~~on~~ ringside, in a smoke-blanketed Coney Island Arena. Fistic giants -- Jefferies and Fitzsimmons -- meet again, tonight on sensational Radio W W W W, at 9.... <sup>even</sup> W-4, where great new things are soon to happen on Detroit's fm dial

THEN TO MUSIC UNTIL 9 O'CLOCK



Tonight at 7:30, <sup>Fight night double header</sup> WWW takes you again to another classic hour of sports history. To the 30's -- the great, classic hour of the Brown Bomber, Joe Louis. Detroit's Joe Louis in his most savage, ~~now~~ bitterly fought ~~now~~ rounds with the snarling German, Max Schmelling. The classic <sup>first match</sup> ~~fight~~ in 1936, recreated from Yankee Stadium, when the young fight fldgling, Louis, fell to the crafty German, Schmelling. Again, in 1938, ~~when~~ the climactic rematch -- when a savage Joe Louis stalked and cut-down mighty Max in a blur of devastating fight action. Tonight on W W W W -- <sup>double header</sup> ~~now~~ at 7:30 -- classic fight night in Detroit.

brought to you exclusively by the new, exciting  
sound over Detroit, Radio W W W W,  
106.7 on the FM dial.

(I)

You are listening to the greatest hours of sports --  
history making sports events, etched in history. This  
afternoon at 2:00, the epic Dodger-Giant playoff  
game in 1951. The actual, live broadcast from <sup>New York's</sup> Polo  
grounds, ~~fitting~~ the struggle between the Dodgers and  
the Giants, as they fought past the wire to the championship.  
~~This broadcast~~ The broadcast Time magazine acclaimed as  
the most exciting sports account ~~in history~~ in history --  
the October day in 1951 that made immortal <sup>the names</sup> ~~the names~~ of  
Bobby Thompson, Ralph Branca and Whitey Lockman. Listen,  
today, this afternoon at 2:00, as WWWW takes you back to  
this epic hour in sports history -- the unforgettable Playoff  
Playoff between the Giants and the Dodgers, direct from  
the Polo Grounds, in the lap of Coogan's Bluff in New York.

*The sensational new sound in Detroit, WWWW,  
106.7 on the FM dial*



## AFTER GAME NOW BEING BROADCAST

The foregoing play-by-play account of the fifth game of the 1920 World Series between the Cleveland Indians and the Brooklyn Robins, played on October 10, 1920, was recreated for ~~W4~~ W4 listeners by Gordon McLendon and Jerry Doggett, as W4 has taken Detroit listeners back through 47 years of baseball history to the very beginning of the roaring twenties--the opening of the "mauve decade".

At two o'clock this afternoon, W4 continues its 3-day carnival of sports the actual recording of classics with/one of the most memorable and dramatic ~~actual~~ baseball games ever played--the never-to-be forgotten third and final playoff game ~~between~~ in the National League between the New York Giants and the Brooklyn Dodgers on October 4, 1951--the game in which Bobby Thomson hit his immortal home run. W4 will present at two o'clock the actual, off-the-air recording of Gordon McLendon's famous play-by-play broadcast of the full nine innings of this baseball classic, exactly as recorded live and direct from the Polo Grounds on October 4, 1951.

So, for the ~~final~~ <sup>with</sup> third and final playoff game ~~between~~ Bobby Thomson and the New York Giants against the Brooklyn Dodgers on October 4, 1951, keep tuned to W4 where this milestone in baseball history begins at 2 p.m.--just \_\_\_\_\_ minutes from now.

\*\*\*\*\*  
use ever y few minutes between ball games:

Remember, at 2 o'clock this afternoon on W4--just \_\_\_\_\_ minutes from now, W4 brings you the ~~mostmemorablebaseball~~ actual recording of the most memorable baseball broadcast ever made--the final game of the 1951 playoff ~~game~~ between the New York Giants and the Brooklyn Dodgers at the Polo Grounds--just as recorded on October 4, 1951, live and direct from the Polo Grounds.

\*\*\*\*\*



Detroit  
Classical Music  
&  
WWWW  
Detroit