

BEST ON THE AIR PROMOTION

KILT - DJ Steve Lunday is due back this week and we are conducting a contest where listeners guess the exact date and time he returns to the air. The winner gets to join all the KILT Goodtimers for a Welcome Home Lundy party at a local restaurant.

X-TRA - Due to the adverse publicity that may have been engendered by the recent Time and Newsweek articles, a promo was produced to take advantage of the little-known (outside of the industry) term or "rip and read." Used within broadcast circles it tends to denigrate an operation, but as it applies to X-TRA News, it can easily point up one of our strongest drawing cards.

(Copy)

"Let's play with words for a minute. Cant: One definition is 'jargon used by a profession or trade.' 'Rip and read' is a cant phrase that's been used in broadcasting for decades. If a do-it-all disk jockey (or a network newscaster) waits until the last minute, dashes to the newsroom, rips off a length of wire service copy, then runs to the appointed microphone to read that copy without any knowledge of what the copy contains--this is said to be a rip and read operation. Sometimes at X-TRA News we conduct a 'stand and read' operation. Every available wire service is fed into a bank of teleprinters situated less than five feet from the microphone in the X-TRA News ready room. When a story is so urgent as to demand it...every X-TRA newsman is capable of scanning all of the copy, microphone in hand, to present you, the public, with a comprehensive report minutes, hours, and sometimes even a day ahead of the competing media. That's news. We'll talk about history some other time on X-TRA News, over Los Angeles.

KLIF - World Series Pool - KLIF will offer a daily prize of \$50.00 to the listener who guesses the inning most runs are scored in for each World Series Game. One entry per family. If there is no winner, the \$50.00 is added to the next game's prize money.

Housewives Rebellion - 9AM to 3 PM - Housewives are asked to send a card rebelling against housework. Just a name and address. One card selected per hour for a Shakey's pizza. A name is drawn from all entries at the close of the week (Friday). Winner receives maid service for one week.

KLIF Givaway - Most successful promotion in years. KLIF gave away every record played Labor Day Weekend.

Silver Dollars - We are attempting to locate 100 silver dollars, we'll give one to each person listening to KLIF on transistors at the State Fair.

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BEST INSIDE PROMO '08A

TRN - Via Lantana has developed a promotion for the "Name Game" which will be held on the 1st of the month. The promotion is a contest where the winner will be the person who can name the most of the 100 items listed in the "Name Game" book. The contest will be held on the 1st of the month and the winner will be the person who can name the most of the 100 items listed in the "Name Game" book. The contest will be held on the 1st of the month and the winner will be the person who can name the most of the 100 items listed in the "Name Game" book.

BEST OUTSIDE PROMO '08A

WYSL - WYSL is looking for a whistle that will be used on the T.V. show "Good Morning Whistle", which will be distributed through local radio and TV stations. The whistle will be used on the T.V. show "Good Morning Whistle", which will be distributed through local radio and TV stations. The whistle will be used on the T.V. show "Good Morning Whistle", which will be distributed through local radio and TV stations.

BEST COMPETITIVE PROMO '08A

KILT - "Miss Turner Models Fashion" will be the theme of the promotion. (October 7, 1957) and KILT will be the sponsor. The promotion will be held on the 7th of October and the winner will be the person who can name the most of the 100 items listed in the "Name Game" book. The contest will be held on the 7th of October and the winner will be the person who can name the most of the 100 items listed in the "Name Game" book.

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BEST ON THE AIR PROMO IDEA

X-TRA - Vin Lawford has developed a conflation of the "Mystery Voice" and "Name the Newsmakers" which should result in increased ratings. The contest prize is more exciting too: An all-expense paid trip by air to Hawaii. Short teaser promos are now on the air. The contest is scheduled to start on Monday.

Copy:

"Journey back in time for a moment...do you recognize this voice? (10-second of John Barrymore from Capitol's Hark! The Years!)

If you recognized John Barrymore, you'll soon be able to compete with other X-TRA News listeners in a contest that could win you a fabulous all-expense paid trip to Hawaii! Keep tuned to X-TRA News for details of the X-TRA Special 'Name the Newsmakers' contest."

(MUSIC UP TO FINISH).

✓ WYSL - D.J. Roulette - Strictly an attention getting bit...where the listeners are invited to guess which jock will be on the air the next hour. Runs only during the day because the night shows would be too hard to cover. However, the night jocks will pull an hour every now and then during the promotion. Prize for guessing correctly can depend on budget.

BEST OUTSIDE PROMO IDEA

✓ WYSL - WYSL is looking for a whistle that will sound similar to the one used on the T.V. show "Good Morning World", which will be distributed through local record shops as the official "Whistle-Whistle". Good tie-in with their call letters. Might even get to be a fad.

KILT - "Miss Teenage Houston Pageant" will be televised tonight (October 17, 1967) and KILT dj's will be involved in the impromptu skits with contestants.

BEST COMPETITIVE ON THE AIR PROMO

✓ KILT - KNUZ - "Golden Pumpkin Search". Pumpkin, containing \$12.30 cash is hidden in either the basement, lab or attic. Listener is first to call in and guess which. Location is on cart with appropriate sound effects.

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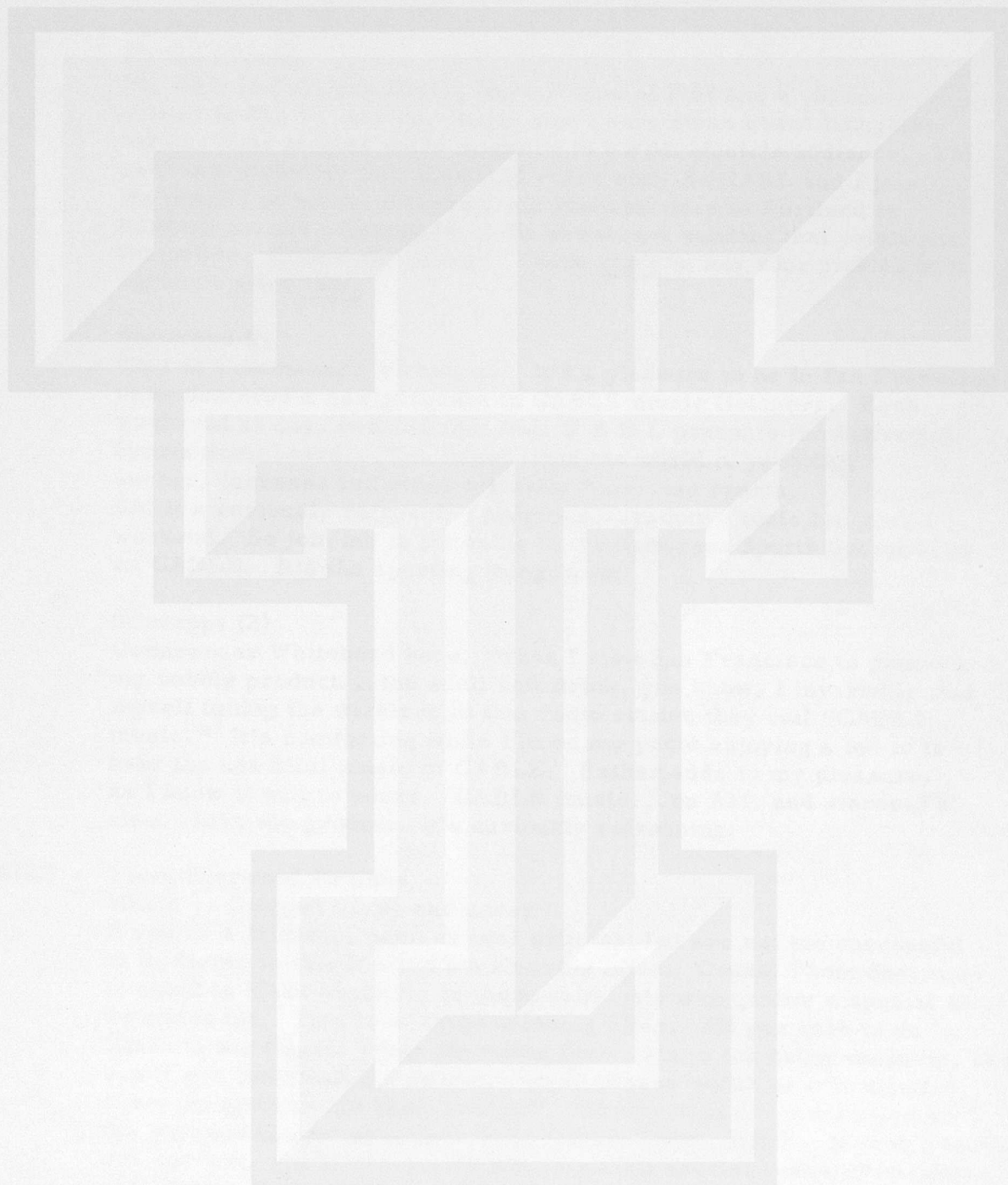
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July 7, 1967

KABL - Cont'd

Pickle Promo

Hi, This is Kathleen Holly, Miss Pickle of 1967 and a charmed visitor to San Francisco. Right now I have some sweet thoughts for any sour pickles there might be in KABL Music's audience. This year the pickle is four thousand years old! So KABL and I join the parade of pickle packers from Funksatawney to Portland in pointing out the pulchritude of the preserved pendant that palpitates the palate. That's the pickle! There can't be any sour pickles in the audience after that.

Schwepps (1)

This is Commander Whitehead. It's a pleasure to be in San Francisco to recommend a new program to CABLE music listeners. Each week-end at one, two and four PM, K A B L presents the Schwepps Sports Scoreboard... The latest from the world of yachting, tennis, soccer, lacrosse and other typically American sports. I think you'll find it a curiously refreshing program... rather a tonic for your weekend. So join me in listening to the Schwepps Sports Scoreboard on CABLE. It's the sporting thing to do.

Schwepps (2)

Commander Whitehead here. When I visit San Francisco to promote my bubbly product... the adult soft drink, you know, I invariably find myself tuning the wireless to that radio station they call "CABLE music." It's comforting while I'm on my yacht enjoying a tonic to hear the beautiful music of CABLE. Rather adds to my pleasure, as I know it will to yours. CABLE music... on AM, and stereo-FM also. Like my product, it's curiously refreshing.

KILT - Thom Sherwood Promos

Music -- Dragnet ... up and under

If you're a fulltime, professional criminal but are not too successful at it, listen to this limited but amazing offer. Cousin Thom Sherwood is about to make available to those criminals who qualify a special anti-detection kit. This is a truly amazing offer. All you have to do is listen to the Cousin Thom Sherwood Show, six to ten every morning, and see if you can catch his secret, coded phrase which he will mention every so often on his show on KILT. When you have learned five of the phrases simply send them in to Cousin Thom, KILT. If your phrases are correct, you'll receive by return mail a special badge which glows and rotates in the dark and says: "I'm a criminal for the FBI"... This should fool any police officer... if he should happen to observe you.

July 7, 1967

KILT - Thom Sherwood Promos (Cont'd)

Cousin Thom will also send you fake identification stating that you are a nice person along with an autographed, wallet-sized picture of Bonnie Parker in a provocative pose.

So, fulltime, professional criminals, start listening to the Cousin Thom Sherwood Show six to ten AM on KILT... Start working toward your anti-detection kit today. Be sure to include your name and address. Off void where prohibited by law.

Music---up and under

Are you a fulltime, professional healthy person? Does this interfere with your social life because you just don't seem to fit with the "in" group and their neuroses? Don't be a healthy outcast. Join the "in" group and swing with the most unhealthy. Cousin Thom Sherwood, heard six to ten AM on KILT, will send you his amazing Cousin Thom's sure-fire psychosis kit... Why you can become a neurotic almost overnight. Just listen to what you get when you order Cousin Thom's sure-fire psychosis kit... A set of doorknobs that do not always open... a can of aerosol spray that drives you mad with headaches... a long play album entitled "Baby Lyndon at Home and at the Doctors"... and finally a booklet entitled, "I Was a Neurotic for the CIA"... with such choice chapters as "Only Castro's Barber really knows"... or "Buying a Student Organization"... or "Banker? Heck No, I'm a CIA Man"... Send your fifty-six dollars and twenty-one cents to cover postage and handling to Cousin Thom, KILT today... for your Cousin Thom's sure-fire psychosis kit. Order this week---be neurotic by next week. Offer void where prohibited by the Office of Health, Education and Welfare.

Music ---up and under

Are you a fulltime, professional has-been type person? Do you want to make a comeback? Well, now is your golden opportunity. Cousin Thom Sherwood, heard six to ten AM on KILT, is offering, for a limited time only, his amazing Cousin Thom's "How To Make A Comeback" kit. For the low sum of just sixteen thirty-seven, you get these wonderful comeback aids... A picture of Cousin Thom at Huntsville.. A simulated reproduction of Katy Winter's "Success if My Middle Name".. A long playing album entitled "Baby Lyndon Sings Everett Dirksen"... and finally a swell booklet entitled, "I Made A Comeback For The CIA... This informative and educational booklet has such great chapters as, "I Sold Fidel Castro a Razor Blade"... and, "I Saw Nassar At Hadassah"... and, "Me Work"... Heck No, I'm A CIA Man! This offer is limited, so hurry. Send your sixteen thirty-seven, to cover postage and handling, to Cousin Thom... KILT. Get your Cousin Thom's Home To Make A Comeback it now... offer void in Egypt, Jordan and Syria...

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KILT...where you turn us on.

Smile...you're on K-ADS...103.5 on the FM dial.

Super Summer 61

#

BEST NEW PRODUCTION TYPE ALBUM FOUND DURING WEEK -- LABEL AND NUMBER.

"Grand Prix Racing Sounds" - MGM

"The 25th Hour" - MGM - E4464

#

WHAT NEW AND CREATIVE SALES IDEA WAS EITHER SOLD OR PROPOSED TO A CLIENT THIS WEEK?

Country Club Malt Liquor commercial not acceptable as received from agency. KABL reworked the copy approach and submitted for approval.

Country Club Malt Liquor
KABL Music, D.L.M.

"THE QUIET ONE"

MUSIC: Light Jazz

Between midnight and dawn, when most cities sleep, San Francisco keeps secrets in out-of-the-way places from North Beach to Nob Hill. Warm lights and shifting shadows, soft music and whispering voices. This is where you'll find "THE QUIET ONE." Country Club Malt Liquor. We call Country Club Malt Liquor the quiet one because it speaks softly and carries a big kick! Country Club is not all sparkle and foam. It's naturally carbonated to give it zing - smooth enough to make it mellow. Country Club is light...the perfect after-midnight drink with a flavor you'll enjoy hour after hour. So, when you're in the mood for quiet music and soft shadows...ask for "THE QUIET ONE." Country Club Malt Liquor...light enough for ladies, with authority men respect. Look for Country Club in twist-top quarts, too.

#

Label or facsimile of Columbo's Pizza is sent to KLIF and we will award a total of six Columbo Pizza parties with disc jockeys and completely catered by Columbo. Grand prize provides dance for one with all KLIF jocks and a big-name band.

KILT...where you turn us on.

Smile...you're on K-ADS...103.5 on the FM dial.

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KFWB - Promotion designed to attract commercial interest in two-man morning team --

Since Westinghouse purchased KFWB, the station is gradually changing from "top 40" format to "MOR". Loman and Barclay, two-man team from KLAC, began doing the morning shot on February 20. On the air, the very humorous team states that there is a dearth of commercials. They offer a commercial to any business or firm which calls KFWB during their show for only 98¢. They state that the advertiser really does not have to pay the 98¢ if he agrees to display KFWB's bill for 98¢ in his place of business (the "bills" are obviously very promotionally printed). The advertiser gets his name mentioned by Loman & Barclay in a form commercial which sounds something like this:

On KFWB, this is Loman and Barclay, saying that for the best _____ go to _____. Friendly service and wide aisles have made _____ the number one place to shop for over 100 years. Shop at _____ and smile. You'll be glad you did.

(KADS)

###

WHAT IS THE BEST "OUTSIDE" PROMOTION IDEA YOU CAME UP WITH THIS WEEK?

Drop-Ins --

This is Interstate 1390, W-Nus, with you day and night behind the wheel.

This is your route to complete, accurate news, Interstate 1390, W-NUS from Chicago.

When you feel you'd be better "off" the expressway, turn "on" W-NUS! That wait on the expressway plus W-NUS will find you right on top of the news!

(W-NUS)

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KADS was kicked off without much of a production library at all. If any Program Directors of other stations have extra copies of good production albums, they would be put to good use at KADS.

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INDIVIDUAL DISC JOCKEY PROMOTION

Actually, while this is a promotion for an individual deejay, it must be carried on the whole station and there is no reason why it cannot be logged as NCSA. Noel Parrish, who works at KLIF, suggested this and it is unusual enough to get a lot of comment and participation.

Write a letter to your local Zoo Director and ask him what kind of animal the zoo lacks that it should have--perhaps a rare jungle bird or reptile. It should be something that can be purchased for \$1500.00 or less. One of the jockeys should take this on as a challenge and decide that he is going to remain and even do his show each day from a cage in the zoo until listeners bail him out by raising enough money to buy the animal in question.

Again, you can see the many possibilities for your promos--wild animal sound effects, the voice of the Zoo Director, and the show being done remote from the cage. We would think that in order to do this properly, the jock should actually have to stay in the cage 24 hours a day because if you just put him in the cage for the length of his show, it loses a lot of its impact.

DK/ys

INDIVIDUAL DISC JOCKEY PROMOTION

This should be attached to a note I sent you yesterday regarding "National Barefoot Freedom For Women Week". It could be called "The Talented Toes" contest. The winner of the contest gets to stand barefooted in a store window and transfer silver dollars from one tray to another with her toes. She gets to keep all the dollars she has transferred within a certain time limit and you might want to throw in a gift certificate from the store and a foot vibrator.

I don't know what kind of idiot is going to agree to do such a thing but it ought to be worth running just for talk since it's so ludicrous.

DK/ys

INDIVIDUAL DISC JOCKEY PROMOTION

Tom Murphy of KLIF has come up with an idea that is worth passing along to you. Tom has been asking listeners from his audience who think they can sing "Look For A Star" over the Billy Vaughn instrumental to contact him. He picks one applicant per day from those who call in and they come to the station and make a dub over the Billy Vaughn instrumental. The next day he billboards this through his show and finally plays the recording that had been made the previous day.

At the end of the promotion, he will send the various dubs to Randy Wood of Dot Records in Hollywood. No promises have been made concerning recording contracts or prizes of any nature. The only thing Tom has said is that a talent scout might hear the dub and choose to do something about it. Response to this has been excellent.

This is another example of good thinking on the part of a deejay.

DK/ys

INDIVIDUAL DISC JOCKEY PROMOTION

This was suggested by Jim Brand, the new Program Director in Louisville. Art Nelson started using it here this week and it's caught on tremendously. Art is now on 6:00 to 9:00 at KLIF and this is a natural for a morning man particularly. On Monday he started commenting on what a shameful condition we had in Dallas with an over abundance of stray cats. He was bemoaning the fact that.....

"...they scratch children, they tip garbage cans over, they cause automobile accidents, they meow all night, etc....."

On Tuesday he grew more vociferous and urged listeners to write in or call in with their solution to the problem.

On Wednesday he continued this and KLIF received phone calls and mail from about 14 individuals and agencies that were very upset about what he was saying since they were on the side of the cats. This, of course, was exactly the reaction that we wanted.

On the morning of the fourth day, he mentioned that he now had the answer to the problem and would reveal it at 8:20. He promo'd this after every record and at 8:20 it went something like this:

Art Nelson:

"Now here is the answer to the stray cat problem. Everyone please open all the windows in your house or if you're driving, open your car windows (at this point he played a commercial or two to stall for time, then he said), "Now everybody turn up the volume on your radios as loud as it will go, stand back away from the speaker because here it comes--the solution to the stray cat problem...."

At this point, he cut lose with the most godawful sound effects record of a pack of barking, snarling dogs. This ran for about 20 seconds after which he said, "That oughta take care of them", and went immediately into his next record.

The reaction to this whole thing was tremendous and it's another example of what you can do with no money and a helluva lot of imagination.

DK/ys

EVERY 15 MINUTES

Policy Book

Wed. 23rd Vote for I.H. The surge to Irving Harrigan has turned to a tidal wave in Houston. Vote for I.H.

Wed. 23rd. Vote for I.H. Conclusive early surveys show Irving Harrigan running away by more than 3 to 1. Vote for I.H.

Thurs. 24th. Vote for I.H. H-A-double-R-I-G-A-N spells Harrigan - Irving Harrigan, a name that has never known shame. Vote for I.H.

Thurs. 24th. Vote for I.H. Veteran political observers say that never before in Houston history has a candidate captured such public fervor. Vote for I.H.

BEGIN NOW EVERY 30 MINUTES

Fri. 25th. Vote for I.H. Only I.H. has the facts - - only I.H. has the courage to tell Houston. Vote for I.H.

Fri. 25th. Vote for I.H. Irving Harrigan knows the situation in Houston - - only I.H. knows how to deal with it. Vote for I.H.

Sat. 26th. Vote for I.H. Harrigan has revealed the discrepancies in the record and stands ready to rush into the breach. Join the landslides to I.H.

Sat. 26th. Vote for I.H. Harrigan's political enemies have now acknowledged Harrigan's record.

Sun. 27th. Vote for I.H. Harrigan has recorded telephone conversations which the voters must hear. Vote for I.H.

Mon. 28th. Vote for I.H. Now that Houston has heard I.H.'s recorded telephone conversations, there can be no doubt. Vote for I.H.

Tues. 29th. Vote for I.H. Irving H wants voters to know that documents now being circulated about I.H.'s morals are forgeries. Houston continues solidly behind I.H.

Wed. 30th. Vote for I.H. Only I.H. has had the courage to endorse legalized frabbis in Houston. Give Irving Harrigan your support. Vote for I.H.

Thurs. Oct. 1. Vote for I.H. Harrigan's relentless campaign for legalized frabbis in Houston has been overwhelmingly accepted. Vote for I.H.

Friday, Oct. 2. Irving Harrigan wishes to make this announcement to Houston voters. Irving Harrigan feels that his advocacy of legalized frabbis in Houston has so weakened his campaign that he must regretfully withdraw from the race. Irving Harrigan wishes, however, to thank the thousands who rallied to his banner.

Vote for Irving Harrigan. Harrigan has recorded telephone conversations which the voters must hear. Vote for Irving Harrigan.

Control: (Fat Man's Boogie - S. May - Capital)

ANNOUNCER 1:
Vote for Irving Harrigan. H-A-double R-I-G-A-N spells Harrigan -- Irving Harrigan,
ANNOUNCER 2:
a name that has never known shame. Vote for Irving Harrigan.

ANNOUNCER 1:
You see, WAKY's Jim Light is reducing, trying to get back
into the movies. Vote for Irving Harrigan.

Vote for Irving Harrigan. Harrigan's opponents have acknowledged Irving Harrigan's
record. Dallas is now solidly behind Irving Harrigan. Vote for Irving Harrigan.

ANNOUNCER 1:
and he's got to reduce by December first to get the
winning part. The WAKY listener who closes guesses how
much weight Jim Light loses by December first, will win

Vote for Irving Harrigan. Only Irving Harrigan has the facts - only Irving Harrigan has
ANNOUNCER 2:
the courage to tell them. Vote for Irving Harrigan.

ANNOUNCER 1:
win Jim Light's weight as a prize.

Vote for Irving Harrigan. Irving Harrigan knows the situation in Dallas -- only Irving
Harrigan knows how to deal with it. Vote for Irving Harrigan.

ANNOUNCER 1:
Vote for Irving Harrigan!

Vote for Irving Harrigan. Now that Dallas has heard Irving Harrigan's recorded telephone
Control: (Fat Man's Boogie - S. May - Capital)
conversations, there can be no doubt. Vote for Irving Harrigan!

ANNOUNCER 1:
JIM WAKY's Fat Boy contest is on. Vote for Irving Harrigan.

ANNOUNCER 2:
Vote for Irving Harrigan. Harrigan has revealed the discrepancies in the record and stands
ready to rush into the breach. Clean up with Irving Harrigan!

ANNOUNCER 1:
Jim has been offered a job in the movies....

ANNOUNCER 2:
Vote for Irving Harrigan! Irving Harrigan wants voters to know that documents now being
circulated about Irving Harrigan are forgeries. Dallas continues solidly behind Irving
Harrigan!

ANNOUNCER 1:
JIM WAKY's fat disc jockey, Jim Light is on the radio.

ANNOUNCER 2:
JIM WAKY's fat disc jockey, Jim Light is on the radio.
ANNOUNCER 1:
JIM WAKY's fat disc jockey, Jim Light is on the radio.
(Control)

File

IRVING HARRIGAN -- PROMOS

Ind. D.J. rpb

Run every 15 minutes:

- Control: (Fat Man's Boogie - B. May - Capitol)
1. Vote for Irving Harrigan! Louisiana will go downhill without Irving Harrigan. Vote for Irving Harrigan!
- ANNC 1: Jim Light is reducing !
2. Vote for Irving Harrigan! All Shreveport, all Louisiana is talking about Irving Harrigan. Vote for Irving Harrigan!
- ANNC 2: You mean WAKY's big, fat disc jockey Jim Light is reducing"?
3. Vote for Irving Harrigan! Never before in Shreveport has a man become a landslide. Vote for Irving Harrigan!
- ANNC 1: Yessir, WAKY's Jim Light is reducing, trying to get into the movies.
4. Vote for Irving Harrigan! Shreveport's Jim Light has become a landslide. Vote for Irving Harrigan!
- ANNC 2: But Jim Light weighs 280 pounds!
5. Vote for Irving Harrigan! The subject of Jim Light's weight has become a movie in Shreveport. Vote for Irving Harrigan!
- ANNC 1: Yeah, and he's got to reduce by December first to get the movie part. The WAKY listener who closest guesses how much weight Jim Light loses by December first, will win Jim Light's weight in silver dollars.
6. Vote for Irving Harrigan! Conclude the contest. Harrigan running away by more than 3 to 1. Vote for Irving Harrigan.
- ANNC 2: Send WAKY a card guessing how much weight WAKY's fat disc jockey, Jim Light, will lose by December first, and win Jim Light's weight in silver dollars
7. Vote for Irving Harrigan! H-A-double-E! Harrigan's name that has never known shame. Vote for Irving Harrigan!
8. Vote for Irving Harrigan! Veterans political observers say that never before in Shreveport history has a candidate captured the public fervor. Vote for Irving Harrigan.
- Control: (Curtain)

Run every 30 minutes:

9. Vote for Irving Harrigan! Only Irving Harrigan has the facts--only Irving Harrigan has the courage to tell Shreveport. Vote for Irving Harrigan.
10. Vote for Irving Harrigan. Irving Harrigan knows the situation in Shreveport--only Irving Harrigan knows how to deal with it. Vote for Irving Harrigan.
- Control: (Fat Man's Boogie - B. May - Capitol)
11. Vote for Irving Harrigan. Harrigan has revealed the discrepancies in the record and stands ready to rectify the breach. Vote for Irving Harrigan.
- ANNC 1: It's WAKY's Fat Boy contest
12. Vote for Irving Harrigan. Harrigan's political enemies have now acknowledged Harrigan's record.
- ANNC 2: WAKY's fat disc jockey, Jim Light, weighs 280 pounds. He's _____ feet _____ inches.
13. Vote for Irving Harrigan. Harrigan has recorded telephone conversations which the voters must hear. Vote for Irving Harrigan.
- ANNC 1: Jim has been offered a job in the movies....
14. Vote for Irving Harrigan. How the situation in Shreveport has changed. Harrigan's recorded telephone conversations, there can be no doubt. Vote for Irving Harrigan.
- ANNC 2: If he loses a lot of that over-du-plump.
- ANNC 1: WAKY's fat disc jockey, Jim Light goes on a diet today.
15. Vote for Irving Harrigan. Irving Harrigan wants voters to know that documents now being circulated about Irving Harrigan are forgeries. Shreveport continues solidly behind Irving Harrigan.
- ANNC 2: Send WAKY a postcard guessing how much weight WAKY's fat disc jockey will lose by December first. If your guess is closest, you win Jim Light's weight in silver dollars.

XXXXXXX

XXXXXXXXXX

ANNC 1:

WAKY's fat disc jockey, Jim Light is on the scales

Control:

(Curtain)

RPB

IRVING HARRIGAN -- PROMOS

Run every 15 minutes:

1. Vote for Irving Harrigan! Louisiana will go downhill without Irving Harrigan. Vote for Irving Harrigan!
2. Vote for Irving Harrigan! All Shreveport, all Louisiana is talking about Irving Harrigan. Vote for Irving Harrigan!
3. Vote for Irving Harrigan! Never before in Shreveport's history has anyone captured the public's imagination like Irving Harrigan. Vote for Irving Harrigan!
4. Vote for Irving Harrigan! Shreveport's rush to Harrigan has become a landslide. Vote for Irving Harrigan!
5. Vote for Irving Harrigan! The surge to Irving Harrigan has turned to a tidal wave in Shreveport. Vote for Irving Harrigan.
6. Vote for Irving Harrigan! Conclusive early surveys show Irving Harrigan running away by more than 3 to 1. Vote for Irving Harrigan.
7. Vote for Irving Harrigan! H-A-double R I-G-A-N spells Harrigan, Irving Harrigan, a name that has never known shame. Vote Irving Harrigan.
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Run every 30 minutes:

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14. Vote for Irving Harrigan. Now that Shreveport has heard Irving Harrigan's recorded telephone conversations, there can be no doubt. Vote for Irving Harrigan.
15. Vote for Irving Harrigan. Irving Harrigan wants voters to know that documents now being circulated about Irving Harrigan's morals are forgeries. Shreveport continues solidly behind Irving Harrigan.

16. Vote for Irving Harrigan. Only Irving Harrigan has had the courage to endorse legalized frabbis in Shreveport. Give Irving Harrigan your support. Vote for Irving Harrigan.
17. Vote for Irving Harrigan. Harrigan's relentless campaign for legalized frabbis in Shreveport has been overwhelmingly accepted. Vote for Irving Harrigan.

Run every 15 minutes:

18. Irving Harrigan wishes to make this announcement to Shreveport voters. Irving Harrigan feels that his advocacy of legalized frabbis in Shreveport has so weakened his campaign that he must regretfully withdraw from the race. Irving Harrigan wishes, however, to thank the thousands who rallied to his banner.

9. Vote for Irving Harrigan! Irving Harrigan is not one of America's ten best-dressed and he does not believe in dudes and dandies in public office. Vote for Irving Harrigan.
20. Vote for Irving Harrigan! Irving Harrigan cannot play the guitar, he cannot sing but he will not be a do-nothing in office. Vote Irving Harrigan!!

MEMORANDUM

5

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES

DATE:

*Kelt
Dok
B...*

owens
MON Nov. 16—L-C Cafeteria—
1x6 1/4—Post
Advertisement



Irving Harrigan, a man of impeccable character, will be eating at the L-C Cafeteria today. He wants to carry his message to the people and also take advantage of the L-C special today. Swiss steak, regularly 59c, is specially priced, from 1:30 p.m. until 8:30 p.m., for only 29c. The L-C is at Main and Walker. Remember: "A vote for Irving Harrigan is a vote for Irving Harrigan."

morning man that

is a take-off on
out every station.
any morning

While in
is worth

It's called
automobile
With good
show.

To wit:

side-
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ere an
encircled
ing that
ernate

What with sp... cans, trucks loading, an inebriate lying prostrate on the sidewalk, a lady with her heel caught in a grating, etc., etc., you can have some fun with it.



MEMORANDUM

(S)

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: FEBRUARY 14, 1962

While in Buffalo I heard about an ad lib topic used by a morning man that is worth passing along to you.

It's called the "Pedestrian Traffic Report" and obviously is a take-off on automobile traffic reports which are now done by just about every station. With good preparation, it can be a very strong feature of any morning show.

To wit:

"Pedestrian traffic is moving smoothly on the sidewalks of Main Street this morning. There minor congestion reported at the corner of Akard where an ice cream cone has been spilled and is being encircled by two streams of pedestrians. If you're walking that way this morning, you're advised to use an alternate route."

What with spilled garbage cans, trucks loading, an inebriate lying prostrate on the sidewalk, a lady with her heel caught in a grating, etc., etc., you can have some fun with it.

Don Keyes

ys

Control:

(music)

anner 1:

M E M O R A N D U M

Police expose giant gambling ring!

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: FEBRUARY 14, 1962

While in Buffalo I heard about an ad lib topic used by a morning man that is worth passing along to you.

It's called the "Pedestrian Traffic Report" and obviously is a take-off on automobile traffic reports which are now done by just about every station. With good preparation, it can be a very strong feature of any morning show.

To wit:

"Pedestrian traffic is moving smoothly on the sidewalks of Main Street this morning. There minor congestion reported at the corner of Akard where an ice cream cone has been spilled and is being encircled by two streams of pedestrians. If you're walking that way this morning, you're advised to use an alternate route."

What with spilled garbage cans, trucks loading, an inebriate lying prostrate on the sidewalk, a lady with her heel caught in a grating, etc., etc., you can have some fun with it.

Don Keyes

ys

Control:

Fanfare

Incline D.J. Proms Promo #1

Control:

(music)

Annecr 1:

(music) Police expose giant gambling ring!

Annecr 2:

The Los Angeles disc jockeys involved!

Annecr 1:

Bad as it may sound, it's true. when they beat

Annecr 2:

(call letters)'s DJ has made a bet on

Annecr 1:

The Chicago White Sox in the World Series

Annecr 1:

He's bet (call letters) disc jockey (name)

(name) is betting on the

Annecr 2:

The loser must wear a girl's bikini bathing suit and

Annecr 2:

crawl on his hands and knees from street to

street in (city), (day)

Annecr 1:

afternoon at (time) a girl's bikini bathing suit and

Annecr 1:

It's the Chicago White Sox and the way from against

street to and the Los Angeles Dodgers on (call

Annecr 2:

letters) the pay off for the loser?

Annecr 2:

Will it be or who has to don

annecr 2:

the female swim suit and crawl from in the back of

the baseball bikinis?

Control:

Fanfare

John 23: Prens #2

Male 1:

You know, you're very disagreeable. Why do you

Control:

(music)

Annrcr 1:

The Los Angeles Dodgers are bums!!

Female A:

Well, you hear him. I think he must be crazy.

Annrcr 2:

Well, they'll be bums to (name) when they beat

Male 1:

Well, young lady over there, why do you hate

the Chicago White Sox.

Female B:

He sounds feminine to me. I think he's miserable.

Annrcr 1:

What's the deal?

Male 2:

Why do you hate (name)?

Annrcr 2:

(name)'s (name) has made an embarrassing

Male 1:

Send your card or letter to (name) I Hate (name) to call

bet with (name)'s (name)

Male 2:

letters) (name) (city)

Annrcr 1:

What's the bet?

Male 2:

The (call letters) listeners who tell (call letters) best why

Annrcr 2:

(name) is betting on the Chicago White Sox --

(name) will win the right to stand

(name) is taking the Los Angeles Dodgers.

outside the control room and

Annrcr 1 :

The loser has to get into a girl's bikini bathing suit and

Male 1:

\$0000 (name) during his entire program!

Male 2:

crawl on his hands and knees all the way from (name)

street to (name) street in Houston.

Male 1:

Your chance to talk back to a disc jockey!

Annrcr 2:

When's the pay off for the loser?

Male 2:

Send (name) your reason why you hate (name)

Annrcr 1:

It's (name) afternoon at (name) PM.

and win the right to stand by the (name) control

annrcr 2:

See (name) and (name) in the battle of

room and see (name) during this show!

the baseball bikinis.

all winners

~~Star Promos~~ D.J.'s Prana #1
Indie

Male 1: You know, you're very disagreeable. Why do you

Male 1: Have you ever hated a disc jockey??
say you hate.....??

Female A: Well, you hear him. I think he must be crazy.

Male 1: Well, young lady over here, why do you hate _____?

Female B: He sounds feminine to me. I think he's miserable.

Male 2: Why do you hate _____?

Male 1: 2 & 3 Send your card or letter on "Why I Hate _____ to (call

Male 2: _____ letters) _____ (city) _____

Male 2: The (call letters) _____ listeners who tell (call letters) _____ best why
he or she hates _____ will win the right to stand

Male 1: _____ outside the control room and

Male 1: 00000 _____ (name) _____ during his entire program!

Male 2: it's the chance of a lifetime! day.....

Male 1: Your chance to talk back to a disc jockey!

Male 2: Send _____ your reason why you hate "Why I
and win the right to stand by the _____ control
room and boo _____ during his show! _____

all afternoon long.

Male 1:

Have you ever hated a disc jockey?

INDIVIDUAL DISC JOCKEY PROMOTION

Male 2:

On the radio, you can't talk back to a disc jockey.

Male 1: Yes, you can. For the day regarding listener who writes the

best answer to "Why I Hate The Talented", there's

contest. The winner of the contest a really gratifying prize.

Females 2 & 3: What is it? Tell me with her toes. She gets to

Male 2: For the best letter or card on "Why I hate you"

want to throw in a gift certificate from the store and KLIF will award some

listener

Male 1: I don't know what kind of idiot the prize

Male 2: The right to be so judicial guest and boo

during his entire program one day.....

Male 1:

They couldn't boo him enough in one day.

Male 2:

Oh well.for the best card or letter on "Why I

Hate " a listener will win the right

to come to the control room and boo

all afternoon long.

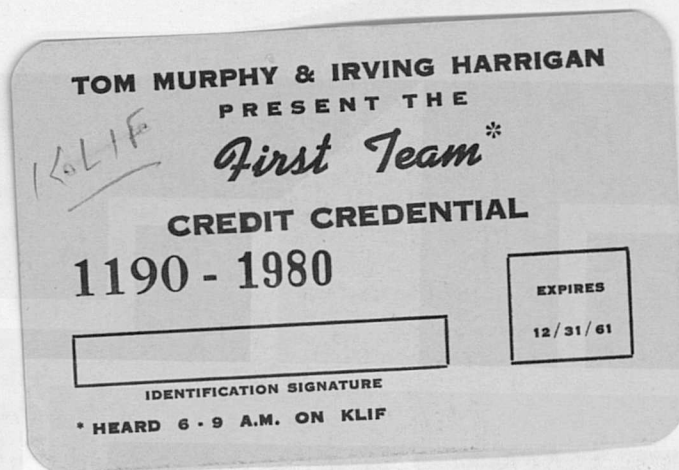
INDIVIDUAL DISC JOCKEY PROMOTION

This should be attached to a note I sent you yesterday regarding "National Barefoot Freedom For Women Week". It could be called "The Talented Toes" contest. The winner of the contest gets to stand barefooted in a store window and transfer silver dollars from one tray to another with her toes. She gets to keep all the dollars she has transferred within a certain time limit and you might want to throw in a gift certificate from the store and a foot vibrator.

I don't know what kind of idiot is going to agree to do such a thing but it ought to be worth running just for talk since it's so ludicrous.

DK/ys

Credit Cards



is a certified Complete Failure and is not responsible for acts of stupidity, negligence, mental malnutrition, non-conformity, shoddy attire, rowdiness, lethargy, chicanery, indiscretion, psychotic behavior, cloddishness or any other irregularities characteristic of a mental midge. With the proper therapy this Complete Failure can become to improve (if this is possible). This card also entitles its owner to impunity under all social, civic, ethical and moral laws.

This card is to attest that:

KTSA 550
The Bob Sinclair
COMPLETE FAILURE CLUB
Phooey

This card entitles the member to all the lousey benefits, privileges, special consideration (?), dirty looks, ridicule, harassment, etc. that is due a complete failure.



Before

Our Loser
 (or is it Leader)

(This is Progress?)



After

1 Eyes

Credit Cards

"This card entitles the bearer to the following:

Your second cup of coffee free at most Dallas restaurants.

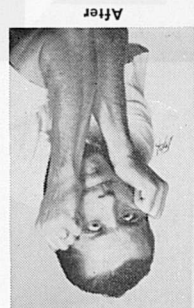
Windshield cleaned, oil and water checked free at service stations honoring this card.

You may ride free on the moving sidewalks at Love Field.

This card covers all toll charges on North & South Central Expressways. (This does not include fines for traffic violations)

For information of other goods and services available write to First Team, KLIF, Dallas."

"We refuse the right to reserve anyone."



After

(This is Progress?)
(or is it Leader)
Our Loser



Before

This card entitles the member to all the lousey benefits, privileges, special consideration (?), dirty looks, ridicule, harassment, etc. that is due a complete failure.

KTSA
550

The Bob Sinclair
COMPLETE FAILURE CLUB

Phooey

This card is to attest that:

is a certified Complete Failure and is not responsible for acts of stupidity, negligence, mental malnutrition, non-conformity, shoddy attire, rowdiness, lethargy, chicanery, indiscretion, psychotic behavior, cloddishness or any other irregularities characteristic of a mental midget. With the proper therapy this Complete Failure can become even worse (if this is possible). This card also entitles its owner to impunity under all social, civic, ethical and moral laws.

Keyes

Credit Cards

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Your second cup of coffee free at most Dallas restaurants.

Windshield cleaned, oil and water checked free at service stations honoring this card.

You may ride free on the moving sidewalks at Love Field.

This card covers all toll charges on North & South Central Expressways. (This does not include fines for traffic violations)

For information of other goods and services available write to First Team, KLIF, Dallas."

"We refuse the right to reserve anyone."

In order to maintain low standards this card is not transferable. If you are currently "without it" — get "with it."
This Complete Failure is perpetually laboring under spasms of gross incompetence.

Meetings (who needs 'em): One meeting per decade (and that's one too many). First meeting scheduled for 1970.

Place: Psycho ward of State Hospital

Dues: One Kopeck per decade. Pay on time fink! If dues not paid by 1985 an additional Kopeck will be charged to member. Hot checks accepted.

This space
for clods'
Photo

This space
for
Foot Print

This space
for
The Birds

This space
for
This space

Place this
space on
floor and
Dance on it

When
Hungry
Eat this
space

Sagamore
Sub soil
for
U.S. Pres.

As a certified Complete Failure I shall:

1. Preach the Gospel of Complete Failures to non-believers.
2. Gargle with peanut butter bi-monthly if so inclined.
3. Cultivate an appreciation for ingrown toe nails.
4. Never trust a plucked parakeet.
5. Boo when the crowd cheers.
- 5 1/2. Cheer when the crowd boos.
6. #5%&*√h()?
7. Help stamp out things in general.
8. Be heroically steadfast in my support of the principles and doctrine of the yet unwritten Complete Failure Magna Carta.
9. Partake of the Bob Sinclair Show.
10. Disregard No. 9

Sign here (kook)-----

1 Eyes

Credit Cards



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 2. Gargle with peanut butter bi-monthly if so inclined.
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 5. Boo when the crowd cheers.
 5 1/2. Cheer when the crowd boos.
 6. #5%K*V(h)?
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 9. Partake of the Bob Sinclair Show.
 10. Disregard No. 9.

Sign here (kook)-----

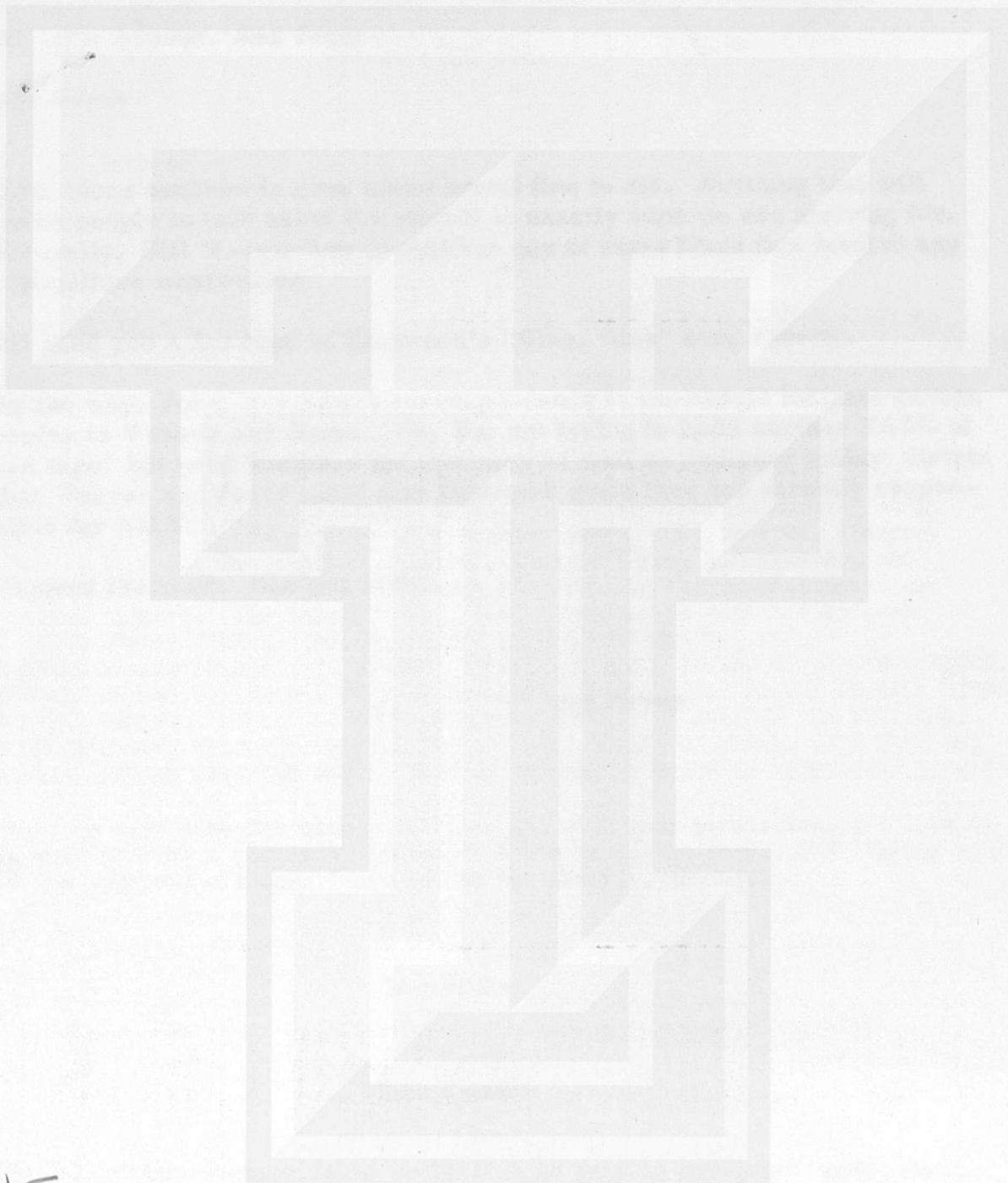
As a certified Complete Failure I shall:

Place this space on floor and Dance on it	When Hungry Eat this space	Sagamore Sub soil U.S. Pres. for
This space for clouds' Photo	This space for Foot Print	This space for The Birds
This space for This space		

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eyes 15

Credit Cards



1 Eyes has "Club Club"

11/21/1908



A McLENDON STATION

February 16, 1961

5,000 WATTS * 610 KILOCYCLES * 500 LOVETT BLVD. * HOUSTON, TEXAS

cc: Bill Weaver, Red Jones

February 13, 1961

Don Keyes

Mr. Bill Roberts

Your ideas outlined in your letter sound fine to me. Anything that will cause people to talk about the station is exactly what we are striving for. Naturally, Bill Weaver has to approve any of those ideas that involve any expenditure whatsoever.

Let me thank you (even if I am late) for the mention in your Crier column.

I'll send you a fax copy of Sherwood's "Club, Club" card shortly.

I'll send you a fax copy of Sherwood's "Club, Club" card shortly.

By the way, John, any future correspondence to me should indicate carbon

copies to Weaver and Jones. No, I'm not trying to build another KABC of

red tape, but good business management as well as company policy dictate

that Weaver and Jones must stay informed since they are directly respon-

that Weaver and Jones must stay informed since they are directly responsible for KULT

show, I'm going to advocate me as alternate mayor, Bill Roberts, Attorney

General, Paul Hock~~a~~-possibly, Admiral, Charlie Evans, Ambassador., and

Enjoyed the visit. See you later. Charge of servicing the commissioners car

air-conditioners. The things I feel need attending to immediately are:

WE SHALL DEMAND AN AUTOPSY ON DAVY CROCKETT AND THAT WALT DISNEY BE HALD WITHOUT BAIL.

WE SHALL DEMAND THAT ALL CAPTURED GERMAN SCIENTIST BE SWAPPED FOR RUSSIANS.

I'm gonna have some fun with this thing and with your permission, I'd like to use your name as a member of the cabinet I'm trying to form...OK? Thanks again for the courtesy and when I can return the favor...just hollar.

Very truly,

John Trotter

PS: Tell George Fuerman if he would like to join in our great cause, we'll appoint him to a responsible post and have a meeting with the cabinet at the Shamrock with a local distributor as host (since we ain't got no entertainment fund).



KILT



A McLENDON STATION

5,000 WATTS ★ 610 KILOCYCLES ★ 500 LOVETT BLVD. ★ HOUSTON, TEXAS

February 13, 1961

Mr. Bill Roberts
The Houston Post
Houston, Texas.

Dear Bill:

Let me thank you (even if I am late) for the mention in your Crier column. I ain't ungrateful...Just busy getting settled, etc.. The Trotter clan has enjoyed reading your daily and Sunday bits since moving here. Hope we can bend an elbow over one soon.

Since I've been tagged with the "Honest" John handle, I thought I'd pop up with some political views and as long as I'm carrying on a "Gimmick" as a frustrated "Expert" on political affairs starting tomorrow morning on my show, I'm going to advocate me as alternate mayor, Bill Roberts, Attorney General, Paul Hock^a-possibly, Admiral, Charlie Evans, Ambassador., and Johnny Goy-on-now, attendant-in charge of servicing the commissioners car air-conditions. The things I feel need attending to immediately are:

WE SHALL DEMAND THAT UNIONS BE ALLOWED TO OWN GOVERNMENTS, TOO.
WE SHALL DEMAND THAT ALL TV SCREENS BE PAINTED BLACK IN MEMORY OF GEN. CUSTER.
WE SHALL DEMAND AN AUTOPSY ON DAVY CROCKETT AND THAT WALT DISNEY BE HALD WITHOUT BAIL.
WE SHALL DEMAND THAT ALL CAPTURED GERMAN SCIENTIST BE SWAPPED FOR RUSSIANS.
WE SHALL DEMAND THAT THE UNIFICATION OF WEST BERLIN BE MERGED WITH HOUSTON.
WE SHALL DEMAND THAT THE PAYOLA TERM BE DROPPED IN HONOR OF THOSE THAT DIDN'T GET IT.

I'm gonna have some fun with this thing and with your permission, I'd like to use your name as a member of the cabinet I'm trying to form...OK? Thanks again for the courtesy and when I can return the favor...just hollar.

Very truly,

John Trotter

PS: Tell George Fuerman if he would like to join in our great cause, we'll appoint him to a responsible post and have a meeting with the cabinet at the Shamrock with a local distributor as host (since we ain't got no entertainment fund).



Waver

KILT



A McLENDON STATION

5,000 WATTS * 610 KILOCYCLES * 500 LOVETT BLVD. * HOUSTON, TEXAS

Dear Don,

I thought I'd shoot you copies of some of the things I'm doing.... I'll send you a copy of everything I write so you can steer me if I get into something that might have a history I don't know about. This letter I'm enclosing is a carbon of the ones I'm sending to all the newspaper folks I mentioned..(differently worded in a personal vein). These Cronicle and Post birds are anti-KILT, so I'm gonna wade-in like a jerk and ask em why with stuff like this. (enclosed)

I ask Gordon about throwing a cocktail party...agency people, newspaper people, etc...He said it sounded good to him..I haven't mentioned it to Bill yet, but I think the time is right and if we can arrange it about one week prior to the next Hooper, I'll cook up some dillies...For instance...I say something on the air about some topical subject (harmless) and I am cut off the air and one of the other guys takes over the remained of the show....Then I (with one trusted columnist at the Houston Press) make a statement to the effect that I am NOT going to be censored and restricted to my comments on the air...that my listeners are entitled to an "honest" opinion from "honest" John etc, etc (and we can go from there). I was thinking about ~~suing~~ suing KILT for the remainder of my contract (like \$54,000.00 or sumpin) and even make it serious as hell by going to KNUZ and maybe a couple of others and apply for a job. Then plant some newspaper stuff by spreading the rumor that I would ALSO apply for the 500 watt daytimer that has been thrown into a hearing (Kamin) HA! ...I can see his face now! ..where did Trotter get the look, etc....????

How do you spell it?

Don, Think it over and help me do it RIGHT (not tongue in cheek, but right!) if you think it's as good as I do. The whole promotion shouldn't take over a week and I personally feel it would be a smash if handled secretly and big. As I see it, this is a thing that would be great if Gordon and yourself came down to Houston and made some heated statements, etc....think it over seriously and let me know. I'm so hepped up on doing something different here I'm wetting the bed at nights....(also want to get ratings up to \$15,000 so I won't have to smile at my hebrew creditors)

Love and all that,

Ol' Law -

P.S. I forgot to get a copy of Sherwood's "Club Club" card..could you send me a rough draft of it and I'll adapt the idea here if it's ok....I'll even take you for a ride in a '58 Ford Urin-8!

His Urin - I also need a sec're-tary 34-24-34 would be OK.

MEMORANDUM

*indiv. dj.
promos.*

Murphy & Harrigan

September 12, 1961

FROM: DON KEYES

Don Keyes

JANUARY 23, 1961

Ad libs stolen from Don Mac Kinnan, KEWB, adapted for M & H. (think it is very good and well worth doing with it, particularly the one from 7:00 to

"This is Lt. Commander Irving Harrigan, Commander of all Sea Forces on Lake Dallas."

"I only do this for kicks, actually I'm a wealthy eccentric."

me, she always makes me look like the one who's on KTSA. Other variations of this type of thing are real stingers."

KTSA is also running the "Barrel of Monkeys" promotion and reports excellent response. This one, as you may recall, was on the list for some time and I am glad to see someone putting it to use.

Don Keyes

Fiedler can possibly tell you where to get the monkeys.

ys

Don Keyes

ys

indiv dj
promo

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 26, 1961

Here's an excerpt from a recent memo to me from Jack Fiedler. I think it is very good and well worth doing on our deejay shows, particularly the one from 7:00 to 12:00 M.

"TEENAGE CUE INS: For use on a single jock show, get voice recordings of high school students who say, 'I'm Mary Jones of Jefferson Hi. When my mother punishes me, she always makes me listen to the Joe Blow show on KTSA'. Other variations of this type of thing are real stingers. "

KTSA is also running the "Barrel of Monkeys" promotion and reports excellent response. This one, as you may recall, has been on the list for some time and I am glad to see someone putting it to use.

Fiedler can possibly tell you where to get the monkeys.

Don Keyes

ys

224-10-0-5
rph

Indiv. D.J. Pruned.



I JUST FLIPPED!
-OVER- KILT.
Honest JOHN TROTTER
6 TO 9 A.M.

Individual d.J
rpt = Promotions

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JUNE 8, 1961

Here are some goofy song titles I've heard recently that you might wish to pass along to your morning men. For the most part, they are parodies of well-known songs.

"Red Snails in My Sunsuit"

"You Are Too Beautiful For One Man Alone, so I brought along my brother"

"Nothing's More Unnerving than to wake up next to Irving in the mornin'..."

"Theme From Twenty Thousand Leaks Under the Sink"

"The Rain in Spain goes mainly down the Drain"

"There's A Valve Stuck on our Tuba of Love" (Blues)

"There's a blank piece of Paper in my Fortune Cookie of Romance"

"Father was an Odd Fellow, Mother was a Little Strange too"

"You Turned the Electric Blanket Up too high, Darling. Now I'm The Toast of the Town"

or the tune two moths were singing as they flew from the couch...

"You Came To Me From Out of Mohair"

Don Keyes

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TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JUNE 8, 1961

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"Father was an Odd Fellow, Mother was a Little Strange too"

"You Turned the Electric Blanket Up too high, Darling. Now I'm The Toast of the Town"

or the tune two moths were singing as they flew from the couch...

"You Came To Me From Out of Mohair"

Don Keyes

ys

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

TO: Bill Weaver

DATE: March 27, 1961

FROM: Gordon McLendon

SUBJECT:

Dear Bill,

I've just dashed off the enclosed in a rush and send them to you. From them, you can easily discern the basic idea and carry it out in the Press and whatever other media you use for trade-out.

Since they came to me without much deliberation, you can probably do ten times better if you and Trotter and a couple of others sit down and brainstorm the matter.

I'd suggest a different shot of Trotter in each ad. And here is the key: at least three such ads should appear in the same paper each day for a month. They should be one column five or six apiece -- around that.

Let me know what you think ?

Regards,

Gordon

GBM:us

cc: Don Keyes
Bill Morgan

CAN
HONEST JOHN TROTTER
ACTUALLY
TALK TO HORSES?

Trotter's
pic

Answer: Of course he can.
Every morning between 6-9
Honest John Trotter talks to
thousands of horses in the
Houston area--and a not
unusually number of
jackanins. This is not
unusual when you consider
Honest John's extensive
training at some of the
best tracks in America.

HONEST JOHN TROTTER
on KILT 6 to 9 a.m.

DID
HONEST JOHN TROTTER
HELP WITH
THE U-2 FLIGHT?

Trotter's
pic

Answer: No, but he pre-
dicts the whole matter
will blow over if we keep
it quiet. Besides, Honest
John Trotter is flying high
between 6-9 a.m. with the
most sensational morning
ratings ever achieved in
Houston.

HONEST JOHN TROTTER
on KILT 6 to 9 a.m.

IS
HONEST JOHN TROTTER
SOME KIND OF NUT?

Trotter's
pic

Answer: No, the reports
of his confinement in
various mental hospitals
has been widely exaggerated.

~~~~~  
~~~~~

WAS
HONEST JOHN TROTTER
ONCE A PROP?

Trotter's
pic

Answer: He still is?
He's one of the top pros
in broadcasting with a
sensational morning
audience on KILT.

~~~~~  
~~~~~

CAN
HONEST JOHN TROTTER
ACTUALLY
TALK TO HORSES?

Trotter's
pic

Answer: Of course he can.
Every morning between 6-9
Honest John Trotter talks to
thousands of horses on the
Hudson area -- and a not
unusually large number of
jockeys. This is not
unusual when you consider
Honest John's extensive
training at some of the
best tracks in America.
HONEST JOHN TROTTER
on KILT 6 to 9 a.m.

DID
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Trotter's
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Answer: No, but he pre-
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it quiet. Besides, Honest
John Trotter is flying high
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most sensational morning
ratings we achieve in
Haverton.
HONEST JOHN TROTTER
on KILT 6 to 9 a.m.

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SOME KIND OF NUT?

Trotter's
pic

Answer: No, the reports
of his confinement in
various mental hospitals
has been vastly exaggerated.

~~~~~  
~~~~~

WAS
HONEST JOHN TROTTER
ONCE A PRO?

Trotter's
pic

Answer: He still is?
He's one of the top pros
in broodstocking with a
sensational morning
audience on KILT.

~~~~~  
~~~~~


**DOES
HONEST JOHN
TROTTER
CUSS?**



Answer: No, not on the radio! But he's the most cussed and dis-cussed man in Houston radio. You'll know why after listening to the Honest John Trotter Show on KILT. Join with thousands of Houstonians every day and listen to Honest John!

**HEAR
HONEST JOHN
TROTTER
ON
KILT**

**6 to 9 A.M.
Monday thru Friday**

**DOES
HONEST
JOHN TROTTER
HAVE A RECORD?**

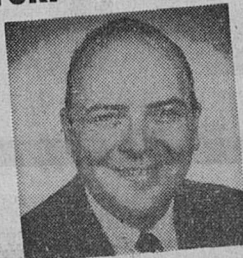


Answer: Yes! In fact, he has hundreds of them. And he plays them on KILT. You'll hear all of the top recordings, and the most entertaining show in Houston radio, when you listen to the Honest John Trotter Show.

**HEAR
HONEST
JOHN TROTTER
ON
KILT**

**6 to 9 A.M.
Monday thru Friday**

**IS
Honest
John Trotter
RELATED TO
YURI GAGARIN?**



Answer: No, but some people think he is. Honest John has been in orbit for 32 years. The only difference between Honest John and Yuri Gagarin is Honest John hasn't come back to earth. Honest John is 'way out'!

**HEAR
Honest
John Trotter
ON
KILT**

**6 to 9 A.M.
Monday thru Friday**

**IS
HONEST JOHN
TROTTER
EVEN TEMPERED?**

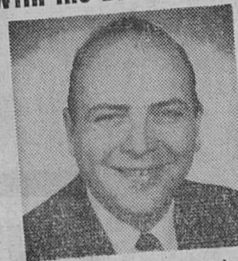


Answer: Yes, he is the most even tempered person you will ever meet. He is always mean, ornery, ill-tempered and obnoxious. But KILT listeners love him in spite of himself. You'll love Honest John too!

**HEAR
HONEST JOHN
TROTTER
ON
KILT**

**6 to 9 A.M.
Monday thru Friday**

**IS
Honest
John Trotter
Connected in Anyway
With the Blue Laws?**



Answer: No! Honest John Trotter is color blind. He doesn't know a green law from a red law, much less a blue law. But you'll never have the blues if you listen to Honest John.

**HEAR
Honest
John Trotter
ON
KILT**

**Monday thru Friday,
6 to 9 A.M.**

**WAS
Honest
John Trotter
ONCE A PRO?**



Answer: Yes, and he still is! He's one of the top pros in radio broadcasting. Trotter has more listeners on KILT than any other radio station. He consistently maintains the highest radio ratings in Houston. Honest John is strictly professional when it comes to radio broadcasting.

**HEAR
Honest
John Trotter
ON**

**KILT
6 to 9 A.M.
Monday thru Friday**

**IS
HONEST
JOHN TROTTER
IN SOME KIND
OF TROUBLE?**



Answer: Yes! He stays in trouble all the time, because he says what he thinks on KILT every morning. Yet it is a commonly known fact that Honest John can't think! Listen to Honest John on KILT and see what you think!

**HEAR
HONEST
JOHN TROTTER
ON
KILT**

**6 to 9 A.M.
Monday thru Friday**

**IS
HONEST JOHN
TROTTER
A Hypnotist?**



Answer: No! But he does keep his listeners in a trance. On the other hand, Honest John guarantees you won't go to sleep when you listen to the Honest John Trotter Show on KILT.

**HEAR
HONEST JOHN
TROTTER
ON
KILT**

**6 to 9 A.M.
Monday thru Friday**

**DOES
HONEST
JOHN TROTTER
REALLY HAVE A
JAPANESE
HOUSEBOY**



Answer: Yes! His name is Kikomon, and he sometimes appears on Honest John's Show on KILT. Kikomon can speak very little English, and Honest John can't speak a word of Japanese, so it makes for an interesting conversation.

**HEAR
HONEST
JOHN TROTTER
ON
KILT**

**6 to 9 A.M.
Monday thru Friday**

**DOES
HONEST
JOHN TROTTER
PLAY AROUND?**



Answer: Yes, He plays records around and around for three hours every morning on KILT. Honest John plays around on the funniest and most entertaining radio show in Houston.

**HEAR
HONEST
JOHN TROTTER
ON
KILT**

**6 to 9 A.M.
Monday thru Friday**

Radio Pol BK *Indiv. D.J. promo.*

2/28

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: FEBRUARY 24, 1961

Here's an inexpensive outdoor promotion to herald the first day of Spring. It is not particularly original but I don't believe any of our stations have ever done it. It is quite appropriate for KLIF and KILT, especially in the light of the latter's affiliation with The Houston Press.

At KLIF, it will work this way: In keeping with the spirit of springtime--blue skies, sunshine, etc. -- Murphy and Harrigan (KLIF's two-man morning show) decide they want to go for a walk in the great out-of-doors. Jay Lawrence, KLIF's 3:00 to 7:00 man, picks up on this and challenges them to a footrace (either walking or running or both) around White Rock Lake. Or perhaps they'll use bicycles or even roller skates. This ought to draw a helluva crowd, what with mobile coverage and possibly airplane or helicopter reporting, a contest of a small nature, Boy Scout participation, etc.

Advance promotion should be heavy with not only day-to-day gibes by all three on their shows, but station-wide promotion as well. The trip around White Rock is about 14 miles so this whole thing should only require one afternoon and ought to be much fun.

I would think KILT would want John Trotter to challenge a columnist of the Houston Press.

IMPORTANT: Whoever loses should loudly proclaim "foul" in his media in order that the feud can be continued.

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Ind. L.T. Prout. rych

M E M O R A N D U M

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Here's an excerpt from a recent memo to me from Jack Fiedler. I think it is very good and well worth doing on our deejay shows, particularly the one from 7:00 to 12:00 M.

"TEENAGE CUE INS: For use on a single jock show, get voice recordings of high school students who say, 'I'm Mary Jones of Jefferson Hi. When my mother punishes me, she always makes me listen to the Joe Blow show on KTSA'. Other variations of this type of thing are real stingers. "

KTSA is also running the "Barrel of Monkeys" promotion and reports excellent response. This one, as you may recall, has been on the list for some time and I am glad to see someone putting it to use.

Fiedler can possibly tell you where to get the monkeys.

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INDIVIDUAL DISC JOCKEY PROMOTION

This was suggested by Jim Brand, the new Program Director in Louisville. Art Nelson started using it here this week and it's caught on tremendously. Art is now on 6:00 to 9:00 at KLIF and this is a natural for a morning man particularly. On Monday he started commenting on what a shameful condition we had in Dallas with an over abundance of stray cats. He was bemoaning the fact that.....

"...they scratch children, they tip garbage cans over, they cause automobile accidents, they meow all night, etc....."

On Tuesday he grew more vociferous and urged listeners to write in or call in with their solution to the problem.

On Wednesday he continued this and KLIF received phone calls and mail from about 14 individuals and agencies that were very upset about what he was saying since they were on the side of the cats. This, of course, was exactly the reaction that we wanted.

On the morning of the fourth day, he mentioned that he now had the answer to the problem and would reveal it at 8:20. He promo'd this after every record and at 8:20 it went something like this:

Art Nelson:

"Now here is the answer to the stray cat problem. Everyone please open all the windows in your house or if you're driving, open your car windows (at this point he played a commercial or two to stall for time, then he said), "Now everybody turn up the volume on your radios as loud as it will go, stand back away from the speaker because here it comes--the solution to the stray cat problem...."

At this point, he cut lose with the most godawful sound effects record of a pack of barking, snarling dogs. This ran for about 20 seconds after which he said, "That oughta take care of them", and went immediately into his next record.

The reaction to this whole thing was tremendous and it's another example of what you can do with no money and a helluva lot of imagination.

DK/ys

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DK/ys

Contest

INDIVIDUAL DISC JOCKEY PROMOTION

This should be attached to a note I sent you yesterday regarding "National Barefoot Freedom For Women Week". It could be called "The Talented Toes" contest. The winner of the contest gets to stand barefooted in a store window and transfer silver dollars from one tray to another with her toes. She gets to keep all the dollars she has transferred within a certain time limit and you might want to throw in a gift certificate from the store and a foot vibrator.

I don't know what kind of idiot is going to agree to do such a thing but it ought to be worth running just for talk since it's so ludicrous.

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DK/ys

“
INDIVIDUAL DISC JOCKEY PROMOTION”

Actually, while this is a promotion for an individual deejay, it must be carried on the whole station and there is no reason why it cannot be logged as NCSA. Noel Parrish, who works at KLIF, suggested this and it is unusual enough to get a lot of comment and participation.

Write a letter to your local Zoo Director and ask him what kind of animal the zoo lacks that it should have--perhaps a rare jungle bird or reptile. It should be something that can be purchased for \$1500.00 or less. One of the jockeys should take this on as a challenge and decide that he is going to remain and even do his show each day from a cage in the zoo until listeners bail him out by raising enough money to buy the animal in question.

Again, you can see the many possibilities for your promos--wild animal sound effects, the voice of the Zoo Director, and the show being done remote from the cage. We would think that in order to do this properly, the jock should actually have to stay in the cage 24 hours a day because if you just put him in the cage for the length of his show, it loses a lot of its impact.

DK/ys

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DK/ys

klf
SPB

Promo.

"GOLF MARATHON"

This shouldn't be good for over a two-day run due to human limitations. To my way of thinking, this should be the subject of much conversation particularly among businessmen if not agency men. The question is, "How long can Joel A. Spivak play golf without stopping?".

The reason this appeals to me is that it is so completely ridiculous. Spivak would have to be out hitting golf balls in the middle of the night with occasional reports from the mobile news unit. I would allow ten minutes rest each hour and naturally it even almost has to take place on a public golf course so listeners can watch him as he enters his 856th hole!

If you'll recall, Pat Tallman did this with bowling in San Antonio and received much comment.

DK/ys

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DK/ys

INDIVIDUAL DISC JOCKEY PROMOTION

Tom Murphy of KLIF has come up with an idea that is worth passing along to you. Tom has been asking listeners from his audience who think they can sing "Look For A Star" over the Billy Vaughn instrumental to contact him. He picks one applicant per day from those who call in and they come to the station and make a dub over the Billy Vaughn instrumental. The next day he billboards this through his show and finally plays the recording that had been made the previous day.

At the end of the promotion, he will send the various dubs to Randy Wood of Dot Records in Hollywood. No promises have been made concerning recording contracts or prizes of any nature. The only thing Tom has said is that a talent scout might hear the dub and choose to do something about it. Response to this has been excellent.

This is another example of good thinking on the part of a deejay.

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DK/ys

In Echo Chamber

Sam Seeburg open:

This is Sam Seeburg. Add my name to the list of top KLIF disc jockeys. I'm the world's only robot disc jockey. Yes, the big seven of Big D is now the big eight! Join me now for six hours of music--the same great music you listen to every day over KLIF.. the one and only KLIF standard of music! This is Sam Seeburg, world's only robot disc jockey, with KLIF music through the wee hours.

Sam Seeburg close:

Sam Seeburg, the world's only robot disc jockey, signing off my Monday morning KLIF show. Join me again next Monday morning right after the midnight news. Stay tuned for Uncle Bruce...the hazy one...on KLIF. And remember...the KLIF big seven is now the KLIF big eight! Add my name...Sam Seeburg...the world's only robot disc jockey...to your list. Until next Monday...Good morning!

ONCE EVERY THIRTY MINUTES (FROM ECHO CHAMBER):

This is Sam Seeburg, world's only robot disc jockey, and this is KLIF in Dallas.

TSam Seeburg here..world's only robot disc jockey...breaking in for a minute to say: This is KLIF, the only station in Dallas sending you popular music 24 hours a day. KLIF never signs off.

Sam Seeburg, world's first robot disc jockey, with music in the wee hours on KLIF, pride of Dallas.

his is Sam Seeburg, KLIF's robot disc jockey, and this is KLIF in Dallas, one of America's great stations.

Sam Seeburg, world's only robot disc jockey, and the music continues on KLIF in Dallas.

In Echo Chamber

Sam Seeburg open:

This is Sam Seeburg. Add my name to the list of top KLIF disc jockeys. I'm the world's only robot disc jockey. Yes, the big seven of Big D is now the big eight! Join me now for six hours of music--the same great music you listen to every day over KLIF..the one and only KLIF standard of music! This is Sam Seeburg, world's only robot disc jockey, with KLIF music through the wee hours.

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SAM SEEBURG PROMO

#1

Thurs, Fri, Sat and Sun
June 14, 15, 16, 17

This is KLIF in Dallas where Sam Seeburg, the world's first robot
disc jockey begins at one a.m. Monday morning.

SAM SEEBURG PROMO

#1

Thurs, Fri, Sat and Sun
June 14, 15, 16, 17

This is KLIF in Dallas where Sam Seeburg, the world's first robot
disc jockey begins at one a.m. Monday morning.

SAM SEEBURG PROMOTION

Monday night, Tue and Wed June 11, 12, 13

62

Your dial is set for KLIF in Dallas where the first robot disc jockey in the history of radio begins working at one a. m. next Monday morning.

SAM SEEBURG PROMOTION

Monday night, Tue and Wed June 11, 12, 13

#2

Your dial is set for KLIF in Dallas where the first robot disc jockey in the history of radio begins working at one a.m. next Monday morning.

Announcer: (Voice above noise) Dr. McLendonstein, Doctor!

McLendonstein: Yes, yes.

Announcer: Could you tell our KLIF listeners what a terrific job you've been working on here, high in the mountains of Texas?

McLendonstein: Why, yes, I suppose it's no longer a secret. In fact, I'm very close to perfecting the world's first robot disc jockey.

Announcer: You say you're CLOSE to perfecting--

McLendonstein: Yes--I mean we still have problems. For the last week, even after infusing the program with the blue waves every two milliseconds into the brain circuits, I've still found that our robot disc jockey here, Sam Seeburg, has not developed the wit of the regular disc jockeys.

Announcer: What's that, Dr. McLendonstein?

McLendonstein: He doesn't talk.

SOUND OF TREMENDOUS EXPLOSION CLOSES SPOT.

MC LENDONSTEIN PROMOTION SPOT
(Sam Seeburg)

#1

We ask your indulgence for a moment. We are now going to take KLIF listeners to KLIF's special laboratories located on a bleak, remote mountaintop in the Carpathian range. Our KLIF newsmen was sent to this almost inaccessible peak to interview the eminent electronic scientist, Dr. McLendonstein, who is attempting to perfect radio's first robot disc jockey. The following recording was made last Sunday night at midnight during an electrical storm which raged around Dr. McLendonstein's castle retreat at 23,000 feet.

FADE INTO SOUNDS OF THUNDER, LIGHTNING, WIND FADING UNDER AND OUT DURING FOLLOWING:

Announcer: Now, we take you inside Dr. McLendonstein's laboratory.

SOUNDS OF ELECTRICAL MACHINES, CRACKLING CURRENTS, ETC., FADING SLIGHTLY UNDER FOLLOWING:

Announcer: (calling above noise): Dr. McLendonstein! Doctor!

McLendonstein: Yes, yes.

Announcer: Could you tell our KLIF listeners what scientific miracle you've been working on here, high in the mountains for the past year?

McLendonstein: Why, yes, I suppose it's no longer a government secret. I'm very close to perfecting the world's first robot disc jockey.

Announcer: You say you're CLOSE to perfecting--

McLendonstein: Yes--I mean we still have problems. For the last week, even after infusing the x gamma ray and the blue waves every ten milliseconds into the brain cathode, I've still found that our robot disc jockey here, Sam Seeburg, has one characteristic that is unlike regular disc jockeys.

Announcer: What's that, Dr. McLendonstein?

McLendonstein: He doesn't talk.

SOUND OF TREMENDOUS EXPLOSION CLOSSES SPOT.

MC LENDONSTEIN PROMOTION SPOT
(Sam Seeburg)

61

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Announcer: (calling above noise): Dr. McLendonstein! Doctor!

McLendonstein: Yes, yes.

Announcer: Could you tell our KLIF listeners what scientific miracle you've been working on here, high in the mountains for the past year?

McLendonstein: Why, yes, I suppose it's no longer a government secret. I'm very close to perfecting the world's first robot disc jockey.

Announcer: You say you're CLOSE to perfecting--

McLendonstein: Yes--I mean we still have problems. For the last week, even after infusing the x gamma ray and the blue waves every ten milliseconds into the brain cathode, I've still found that our robot disc jockey here, Sam Seeburg, has one characteristic that is unlike regular disc jockeys.

Announcer: What's that, Dr. McLendonstein?

McLendonstein: He doesn't talk.

SOUND OF TREMENDOUS EXPLOSION CLOSSES SPOT.

MCLENDONSTEIN PROMOTION SPOT
(Sam Seeburg)

#2

And now, KLIF takes you again to the remote and stormy mountain castle of the great scientist, Dr. McLendonstein, who is continuing his work to produce the world's first robot disc jockey, Sam Seeburg.

SOUNDS OF ELECTRICAL MACHINES, CRACKLING CURRENTS, ETC., FADING SLIGHTLY UNDER FOLLOWING:

Dr. McLendonstein: Hello, young man, can I help you?

Announcer: Yes, Dr. McLendonstein, we'd like to know what progress you've made toward creation of the monster, Sam Seeburg--I believe you call him the world's first robot disc jockey.

McLendonstein: That's correct. But we still have difficulties.

Announcer: Could you tell us what problems, Doctor?

McLendonstein: Yes, well, despite extraordinary current--nearly ten million volts--and into sub-reflex centers, Sam is not behaving like ordinary disc jockeys.

Announcer: How so, Doctor?

McLendonstein: He's sad. And--when he gives the weather, he keeps saying over and over, "it's cold as a welldigger's knee. it's cold as a welldigger's knee." But our real problem is when he plays the music--he--oh, my heavens, there he goes. . . Sam, I told you not to play him again--

DISC JOCKEY GOES INTO ELVIS PRESLEY RECORD.

MCLENDONSTEIN PROMOTION SPOT

(Sam Seeburg)

#2

And now, KLIF takes you again to the remote and stormy mountain castle of the great scientist, Dr. McLendonstein, who is continuing his work to produce the world's first robot disc jockey, Sam Seeburg.

SOUNDS OF ELECTRICAL MACHINES, CRACKLING CURRENTS, ETC., FADING SLIGHTLY UNDER FOLLOWING:

Dr. McLendonstein: Hello, young man, can I help you?

Announcer: Yes, Dr. McLendonstein, we'd like to know what progress you've made toward creation of the monster, Sam Seeburg--I believe you call him the world's first robot disc jockey.

McLendonstein: That's correct. But we still have difficulties.

Announcer: Could you tell us what problems, Doctor?

McLendonstein: Yes, well, despite extraordinary current--nearly ten million volts--and into sub-reflex centers, Sam is not behaving like ordinary disc jockeys.

Announcer: How so, Doctor?

McLendonstein: He's sad. And--when he gives the weather, he keeps saying over and over, "it's cold as a wlldigger's knee. it's cold as a wlldigger's knee." But our real problem is when he plays the music--he--oh, my heavens, there he goes... Sam, I told you not to play him again--

DISC JOCKEY GOES INTO ELVIS PRESLEY RECORD.

Les,

PRODUCTION ANNOUNCEMENTS:

Echo chamber, preceded by sound of creaking door and done in a halting mechanical voice:

1. This is Sam Seeburg, world's first robot disc jockey and I'm on KLIF Mondays from one in the morning until dawn.
2. Hello, friends, this is the world's first robot disc jockey, Sam Seeburg, and this is KLIF in Dallas.
3. This is Sam Seeburg, one of the Big Eight of Big D. I'm radio's only robot disc jockey and I'm heard every Monday morning until dawn on KLIF.

Tuesday, Wednesday, Thursday

This is KLIF in Dallas, where the world's first robot disc jockey makes his debut at 1 a.m. next Monday morning.

Your dial is set for Cliff in Dallas, where the first robot disc jockey in the history of radio begins work at 1 a.m. next Monday morning.

It's another first for Cliff! KLIF researchers have at last developed the world's first robot disc jockey and we will unveil him at one a.m. next Monday morning.

* * * * *

Thursday, Friday, Saturday, Sunday

This is KLIF in Dallas, where Sam Seeburg, world's first robot disc jockey, begins at 1 a.m. Monday morning.

This is Cliff in Dallas, where the Big 7 is now the Big 8 as Sam Seeburg, radio's first and only robot disc jockey, makes his debut at 1 a.m. Monday morning.

(in addition to the above two, beginning Thursday morning, KLIF announcers should give ad lib welcomes to Sam Seeburg as a new member of the deejay staff).

RUN DR. McLENDONSTEIN GIMMICK PRODUCTION COMMERCIALS THURSDAY, FRIDAY, SATURDAY, SUNDAY.

Beginning Monday, June 18:

FOLLOWING IN ECHO CHAMBER, PRECEDED BY SOUND OF CREAKING DOOR, AND DONE IN HALTING, MECHANICAL VOICE:

1. This is Sam Seeburg, world's first robot disc jockey, and I'm on KLIF Mondays from 1 in the morning until dawn.
2. Hello, friends, this is the world's first robot disc jockey, Sam Seeburg, and this is KLIF in Dallas.
3. This is Sam Seeburg, one of the Big 8 on KLIF in Dallas. I'm radio's only robot disc jockey and I'm heard every Monday morning until dawn on KLIF.

Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

This is KLIF in Dallas, where the world's first robot disc jockey, ~~Sam~~
Seeburg, makes his debut at 1 a.m., Monday morning.

Your dial is set for C

29 3 12

3/2 calls
24 yes

KRF 10
KRD 5
KRL 3
KNR 4
KRO 1
WFAA-820 1

mins 760 calls

KRF 9
KNR 1
KRD 1
KEO 1
KRO 1
WFAA 820 5
KXL 1
CLE 1

~~Saturday~~

14628

School Promis

TO: ALL STATIONS
FROM: Gordon McLendon
DATE: April 25, 1957

Don Keyes has heard an interesting gimmick and passes it on to us. I think it is simple and something you definitely should do. The idea is that the early morning disc jockey gives the public school lunch menu for that day. It consumes practically no time at all... just a cute little gimmick. It might be repeated at noon for the benefit of mothers who might be just curious.

GBM:bp

TO: ALL STATIONS

FROM: Gordon McLendon

DATE: April 25, 1957

Don Keyes has heard an interesting gimmick and passes it on to us. I think it is simple and something you definitely should do. The idea is that the early morning disc jockey gives the public school lunch menu for that day. It consumes practically no time at all... just a cute little gimmick. It might be repeated at noon for the benefit of mothers who might be just curious.

GBM:bp

M E M O R A N D U M

RPB Ind-DJ Promos

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 23, 1960

Dick Whittinghill of KMPC, one of the funniest, most popular morning men in Los Angeles radio came up with an off-beat gimmick a few months back which is worth running at all of our pop music stations. He has taken his last name, a noun, and changed it into a verb. The one line promos all over the station are so unusual sounding that they get lots of comment. For example...

"Did you Whittinghill on the way to work this morning?"

"Did you Whittinghill during breakfast this morning?"

"Did you Whittinghill as soon as you got out of bed this morning?"

Obviously, the act of "Whittinghilling" is acknowledged by KMPC to be as much a part of morning activity as brushing your teeth, dressing, eating breakfast, driving to work, etc.

Naturally, you can write a great many variations on this. Since the one line presentation is such a shocker, I think it's best that all stations except KILT and KTSA use both first and last names of their morning men. The names Knox, Ward and Hart are one syllable and could easily be misunderstood or lost altogether. Spivak and Lester are two syllable and will be more easily understood.

It is most important that the teenage deejay (this can be a boy or a girl, by the way) join your evening jock in his opening remarks of greetings when the show begins; he can read the NCSA's; he can make station breaks and maybe even try his hand at the records, possibly one of which he could intro as his own personal favorite. Even when he is not on mike, the jockey himself should refer to his presence quite often. We would have no objections, if on one of the records he chose to mention a few names of his friends by way of dedication.

Don Keyes

This is a very simple, effective promotion and I think I've touched upon everything here that is important. If you have any questions, drop me a line.

ys

Don Keyes

g'l Promos - DJ's. - Indiv. D.J. Promos - g'l Programming

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: NOVEMBER 22, 1960

Please put the following promotion into effect immediately. We call this the "Teenage Deejay" promotion. It costs you nothing and here is how it works:

Each evening, your 7:00 to 12:00 M jock has as his guest a local teenager who is actually allowed to be on mike four or five times during the course of one hour. We have found that the best hour for this is between seven and eight because it does not interfere with homework or the individual parental curfews.

You should kick this off with promo spots running throughout the day encouraging teenagers to send their names on a post card to "Teenage Deejay" c/o the station, if they would like to be a teenage disc jockey on your evening man's show. Each afternoon, your evening jock selects one of the post cards and calls the person to set it up for that night or several nights ahead. How he chooses to work this out mechanically is up to him. This is not a station promotion, it is just for the evening show. The jockey contacts the person and informs him that he ought to be at the studio possibly 30 minutes before air time. That way the jock can spend some time with the teenager before he becomes involved with his show. The dee-jay can also point out to the visitor what pieces of copy he will have the opportunity to read, how his chair will be placed and any other problems of a mechanical nature that would arise in a crowded control room situation.

After the disc jockey has made the telephone contact late in the afternoon, he informs the 3:00 to 7:00 deejay as to the name of the person who will be visiting with him that evening, his address, the school he goes to and the class he's in. The 3:00 to 7:00 deejay then takes this information and promos it in an ad lib manner throughout the remainder of his show. By the time 7:00 o'clock comes on, we can safely assume that the word has been spread among the person's classmates and friends.

It is most important that the teenage deejay (this can be a boy or a girl, by the way) be assigned specific things to do during the hour. He can, for example, join your evening jock in his opening remarks of greetings when the show begins; he can read the NCSA's; he can make station breaks and maybe even try his hand at reading live promos. He can also give the time occasionally and intro a couple of the records, possibly one of which he could intro as his own personal favorite. Even when he is not on mike, the jockey himself should refer to his presence quite often. We would have no objections, either, if on one of the records he chose to mention a few names of his friends by way of dedication.

This is a very simple, effective promotion and I think I've touched upon everything here that is important. If you have any questions, drop me a line.

Don Keyes

"AL HART GAINS WEIGHT" #2

Promo. - D.J. J. Jones

Control: (Fat Man's Boogie - B. May - Captitol)

Annrc 1: It's KEEL's Thin Man contest

Annrc 2: KEEL's skinney disc jockey, Al Hart weighs 158 pounds...
he's six feet tall.

Annrc 1: Al has been offered a job in the movies....

Annrc 2: If he gets some meat on those bones.

Annrc 1: KEEL's skinny disc jockey, Al Hart goes on a diet today.

Annrc 2: Send Kay double E-el a postcard guessing how much weight
KEEL's thin disc jockey will gain by December first. If your
guess is c)osest, you win Al Hart's weight in silver dollars.

Annrc 1: KEEL's thin disc jockey, Al Hart, is on the scales!

Control: (Curtain)
skinney disc jockey, Al Hart, will gain by December first
and win Al Hart's weight in silver dollars!

Control: (Curtain)

Indiv. J.T. Print
"AL HART GAINS WEIGHT" #1

TO: ALL MANAGERS - ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 25, 1959

Control: (Fat Man's Boogie - B. May - Capitol)

Annrc 1: Al Hart is gaining weight!

Annrc 2: You mean, KEEL's long, skinny disc jockey, Al Hart,
is gaining weight?

Annrc 1: Yessire, KEEL's Al Hart is gaining weight, trying to get
into the movies.

Annrc 2: But, Al Hart is 6 ft. tall and weighs 158 bony pounds!

Annrc 1: Yeah, and he's got to gain 50 lbs by December first to
get the movie part. The KEEL listener who guesses most
closely how much weight Al Hart gains by December first,
will win Al Hart's weight in silver dollars.

Annrc 2: Send KEEL a card guessing how much weight Kay double E -els
skinny disc jockey, Al Hart, will gain by December first
and win Al Hart's weight in silver dillars!

DK/ys
cc: Gordon McLendon ✓
B. R. McLendon

Control: (Curtain)

MEMORANDUM

R. Policy book
Ind. J. P. P. P.

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 25, 1959

Here is an idea that I heard about the other day that costs just pennies to carry out and could easily become a fad, especially with Junior High School girls.

One enterprising dee jay I heard about has had labels printed for 45 RPM records. On the label, of course, is his name and call letters and perhaps some miscellaneous information about his show or the radio station. These labels are glued on to junk 45 records that the station is not playing and he gives them away at record hops for girls to put their pony tails through.

It sure is a cheap idea and knowing the workings of 14-year-old minds, it is easy to see how this could become a fad. Give this some thought and see if you want to try it out.

Don Keyes

DK/ys

cc: Gordon McLendon ✓
B. R. McLendon

DPB

MEMORANDUM

McLendon, D. J. P. memo

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: MAY 4, 1960

Here's a small promotion that has a "springtime sound" and, with some good promotional coverage, could cause a lot of comment. A contest asking for letters as to "why I want Buddy MacGregor to fertilize my lawn".

The winner has his lawn fertilized by MacGregor.

Or you might go whole hog with "why the WAKY disc jockeys should do all my yard work". The winner has all deejays converge upon his yard some Saturday afternoon. Joel Spivak is Vice President in Charge of Edging, Red Jones is General Director of Hedge Clipping, etc.

Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

Indie DJ. Prom.

Male 1:

You know, you're very disagreeable. Why do you

Male 1:

Have you ever hated a disc jockey?

Male 2:

On the radio, you can't talk back to a disc jockey.

Male 1:

Yes, you can. For the _____ listener who writes the

Female 3:

best answer to "Why I Hate _____", there's

Male 2:

a really gratifying prize.

Females 2 & 3

What is it ? Tell me!

Male 2:

For the best letter or card on "Why I hate _____'s

Male 2:

_____, KLIF will award some _____

listener

Male 1:

The dram prize

Male 2:

The right to be _____ ^{guest} 's ~~great~~ and boo _____

Male 2:

during his entire program one day.....

Male 1:

They couldn't boo him enough in one day.

Male 2:q

Oh well.for the best card or letter on "Why I
Hate _____" a _____ listener will win the right
to come to the _____ control room and boo _____
all afternoon long.

Male 1: You know, you're very disagreeable. Why do you say you hate.....?

Female A: Well, you hear him. I think he must be crazy.

Male 1: Well, young lady over here, why do you hate.....?

Female B: He sounds feminine to me. I think he's miserable.

Male 2: Why do you hate.....?

Male 1: Send your card or letter on "Why I Hate..... to (call letters)....., (city)....."

Male 2: The (call letters)..... listeners who tell (call letters)..... best why he or she hates..... will win the right to stand outside the control room and

Male 1: B0000 (name)..... during his entire program!

Male 2: it's the chance of a lifetime!

Male 1: Your chance to talk back to a disc jockey!

Male 2: Send..... your reason why you hate..... and win the right to stand by the..... control room and boo..... during his show!

GBM:bp

TO:
All KLIF Employees,
Charles Breker

Indiv D.J. 2

PROMOTION FOR PAT BOONE SHOW

A meeting of all disc jockeys should be held Friday, September 27th, to acquaint them with every facet of the Boone promotion--ticket costs, how to get them by mail, distribution of fact sheets on the show, cost at gate, where to obtain tickets, time of performance, length of show, and every other detail.

The disc jockeys promoted this show on the air last year ad lib, in addition to Presley's own recorded promos and our production spots. This deejay ad lib is an integral and important part of the buildup.

This buildup should begin in earnest Saturday, September 28th, although announcements on how to get tickets by mail will have been underway before that time.

On September 28, we should begin one production spot per hour, plus Boone shorties if they have arrived, in addition to disc jockey ad libbed comment. On October 5, production spots should be increased to two an hour plus the addition of a variety of station breaks, such as, "KLIF in Dallas, where KLIF brings Pat Boone to the Cotton Bowl in just eight days," etc.

We think this can be as great or greater success than last year if everybody cooperates. One thing should be included in the fact sheet: that the performance will be over at eight-thirty. What with next day being a school day, the kids can use this fact persuasively at home. It means they can get home in time to study or get a good night's sleep.

Let's everybody get in there and pitch.

Gordon McLendon

GBM:bp

TO:
All KLIF Employees,
Charles Meeker

Indiv. D.J. Prom.

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

SUBJECT: PROMOTION

DATE: MARCH 10, 1959

Here's a cute gimmick I heard on a recent trip that I think you should all adopt immediately.

Have your morning man "salute" by mention, or however you want to do it, your city's first born child of that day, ie.

JOCKEY: "The Don French Show salutes San Antonio's first born of the day. A little girl, Sandra, weight 6 lbs 8 ozs, born at 12:23 AM today. The proud parents are Mr & Mrs. Frank Scranson of 112 Freebie Court in San Antonio."

He can mention this several times during his show and I think a little ET intro would help color it up. The newsman can easily gain this info by telephone when he makes his morning check calls to hospitals. Whether or not you wish to award a daily prize is up to you.

Obviously, it cannot be expensive. Perhaps just a congratulatory card signed by all the jocks.

Don Keyes
Don Keyes

cc: Gordon McLendon ✓
B. R. McLendon

Incl. D.T. Program

HONEST JOHN TROTTER

does not

DRINK - SMOKE - CURSE

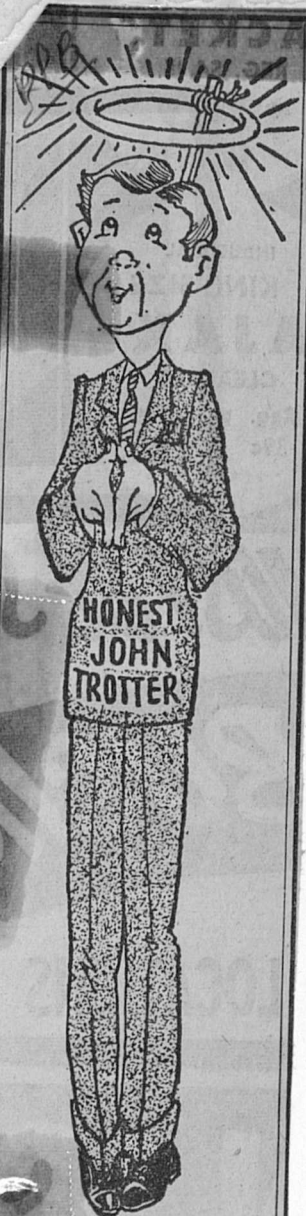
Honest John Trotter
is also a liar;

*Radio
Police
Book*
**HEAR HONEST JOHN TROTTER
EVERY MORNING ON**

KILT

6 to 9 A. M.

Starting January 9th



**Starting
January**

9th

Incl. DJ. Promo

✓

SAM SEEBURG PROMO

SAM SEEBURG PROMOTION

Monday night, Tuesday & Wednesday (June 11, 12, 13)

#2

Your dial is set for KLIF in Dallas where the first robot disc jockey
in the history of radio begins working at one a.m. next Monday
morning.

Radio Division KLF
Houston, Texas
February 17, 53

W

SAM SEEBURG PROMO
Thursday, Friday Saturday & Sunday
(June 14, 15, 16, 17)

#1

This is KLIF in Dallas where Sam Seeburg, the world's first robot
disc jockey begins at one a. m. Monday morning.

Now, I will contact him where-ever he is. I will
find the contact and build the promotion around the new
disc jockey in Houston. This place is really with a
lot of good contacts, and the same information for the
new jock.

I am going to start on using this idea in this way, so the
key is to find a new jock, and advise on Monday. That
night inform him of my intentions, and I will talk to him
on the telephone, and explain the details of the promotion.

We will also get the contact sponsored, so it won't cost
as much of anything.

Please advise on new jock.

Report.

Bill Weber

Radio Station KILT
Houston, Texas

January 17, 58

Encl. D.J. Promul

To: Don Keyes
cc: Bill Morgan
Gordon McLendon ✓

Re: Mystery Driver Contest as per your memo dated January 16th

Fr: Bill Weaver

The idea that Morgan has presented is excellent, however, I do not want to use it as he has outlined. I have another idea which I believe will have more promotional value for KILT.

Just as soon as you hire a new AM jock for KILT, let me know. I will contact him where-ever he is, and we will run the contest and build our promotion around the new Jock driving to Houston. This gives us double value - (a) a good solid contest, and (b) good promotion for the new Jock.

I am going to plan on using this idea in this way, so the key is to find a new jock, and advise me soonest. You might inform him of my intentions, and I will talk to him on the telephone, and explain the details of the promotion.

We will also get the contest sponsored, so it won't cost us much of anything.

Please advise on new AM jock.

Regards,

Bill Weaver

Incl. D.J. Print

PROMO
Begin

Tiger's Free "Portable Air Conditioner!"

KEN KNOX FANS FOR KEN KNOX FANS

**Like KLIF — — you can
TAKE IT WITH YOU
WHEREVER YOU GO**

**THE KEN KNOX SHOW 6 to 9 P.M. DAILY ON
KLIF — — 1190 — — DALLAS**

Also Heard on KLIF

Bruce Hayes	Mark Foster	George Singer
Art Nelson	Johnny Land	Sam Seeburg

ROSI

Inclus. D.J. Print

PROMO
Begin

Policy Book 42

Inclus. D.J. Print

ption)

11,

Incl. J. J. Prom

PROMO -- BUD CONNELL
Beginning Thursday, November

ember 4th, 1957

**BUDDY
MacGREGOR**

GARY:

Lad

OE proudly

an

ality to its

st

to 6:00 P. M.

..

(Pad for interruption)

ROSIE:

(i

L SHOW ?

GARY:

TR

everyday on the WLL-NEW

WM

ROSIE:

Did

W ?

GARY:

BUD

ks will bring WNOE listeners

a fres

spinning discs. (Pad for interruption)

ROSIE:

Who i

GARY:

Look!

UD C-O-N-N-E-L-L---Connell,

Connell

ROSIE:

Well, t

?

**WAS
HERE**

KXOK
DIAL 630

Incliv. D J. Print

PROMO -- BUD CONNELL

Beginning Thursday, November 28th, 1957 through December 4th, 1957

GARY: Ladies and gentlemen, The ALL-NEW WNOE proudly announces the addition of a great new personality to its staff of fine Dee-Jays. Everyday... at 3:00 to 6:00 P. M.listen for the BUD CONNELL Show. (Pad for interruption)

ROSIE: (interrupting).....The BUD COLONEL SHOW?

GARY: THE BUD CONNELL SHOW is heard everyday on the WLL-NEW WNOE....from 3 to 6 P. M.

ROSIE: Did you say the BUD CAMEL SHOW?

GARY: BUD CONNELL and his side-kicks will bring WNOE listeners a fresh new approach to the art of spinning discs. (Pad for interruption)

ROSIE: Who is Bud Cornell?

GARY: Look! ----- the guy's name is BUD C-O-N-N-E-L-L----Connell, Connell, Connell!

ROSIE: Well, that's what I said, diddle I?

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GARY: Look! ----- the guy's name is BUD C-O-N-N-E-L-L----Connell, Connell, Connell!

ROSIE: Well, that's what I said, diddle I?

Incl. DJ Prime

SUGAR BOWL BET "Payoff" PROMO

Runs all day -- 12:00 Midnight to 5:00 P. M. -- January 2nd ON LY

TODAY'S THE DAY! FIVE P. M. is the TIME!

Yes, today is "PEANUT PUSHING DAY" for the All-New WNOE's
afternoon Dee-jay, BUD CONNELL!

Ole' Miss won the Sugar Bowl but BUD CONNELL "Lost" his bet
with JIM STEWART. See Bud push a peanut UP CANAL STREET
with his nose at FIVE P. M. this afternoon. BE THERE... on Canal
Street... between Carondelet and St. Charles... at 5:00 P. M. !!

It'll be FUN FOR EVERYONE.....except Bud Connell!

Indie D.J. Promo

PROMO PETE DRYER
KK 8/15/57

Ken: Ladies and gentlemen, KTSA proudly announces ^{the addition of} another
great new personality to its staff of fine dee jays. Beginning
soon the PETE DRYER SHOW! (pad another line for interruption of:)

Gloria: (interrupting)....The Pete Drawer Show?

Ken: THE PETE DRYER SHOW begins soon on KTSA from 6 in the evening
until 9 PM!

Gloria: Did you say the PETE DREE-ER SHOW?

Ken: PETE DRYER and his side-kicks will bring KTSA listeners a
fresh new appraach to the art of spinning discs. (pad)

Gloria: Who is Pete Dray-er?

Ken: Look----the guy's name is PETE D R Y E R---DRYER, DRYER DRYER!

Gloria: Well, that's what I said, diddle I?

Memorandum

KILT

To: Gordon McLendon

Date: January 8, 1958

Houston, Texas

Individual jock contest idea for teenagers. If I could talk to Elvis Presley on the telephone, I would ask him - - twenty-five words or less.

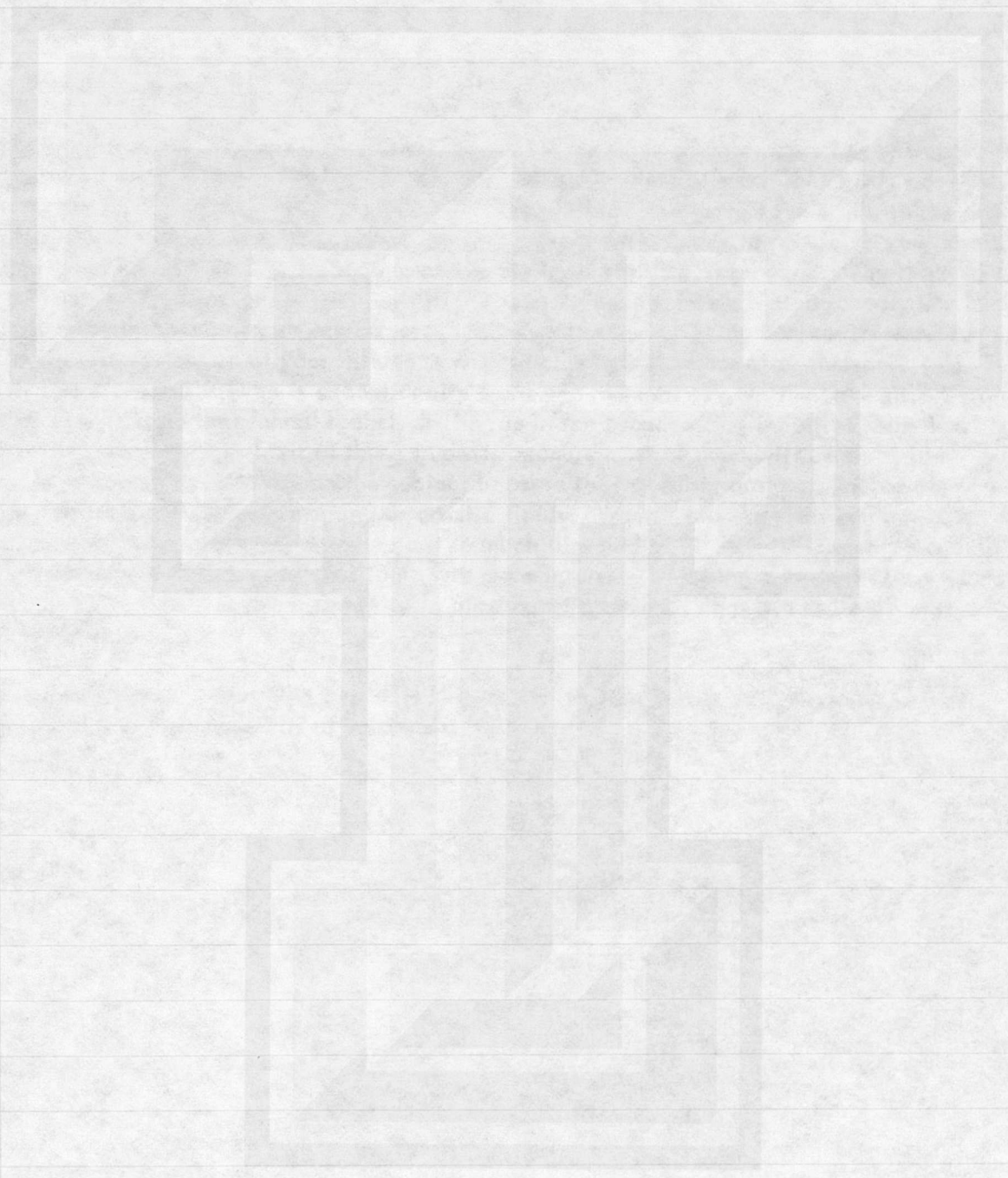
Prize - long distance phone call to Elvis Presley.

GBM eats mayonnaise!

From: Buddy MacGregor



000 . 117



RBB - G.J. Prou

TO: All Managers, All Program Directors

FROM: Don Keyes

DATE: October 23, 1958

SUBJECT: Merchandising

Something that I had the pleasure of doing while at KLIF a couple of years ago, has been brought to mind again by Larry Fischer, P.D. at KAKI, San Antonio. Pat Tallman, KAKI DJ, has visited the speech class or classes at a local high school. I don't know the text of Pat's talk to the class but it was my experience that such a visit offers you a great opportunity to publicize your Radio Station and establish certain fine intimate personal contacts with the teenagers. The thing to do is write a letter to the principal or perhaps just the speech teacher in each high school, Jr. High, or University where speech classes are offered. In this letter, you, being community-service-minded, and certainly aware of your influence with the younger people, offer the service of yourself or one of your DJs (who is exceptionally mature in manner) to give the students a first-hand report of how important formal speech drilling is in the broadcasting industry. This is a great angle to get yourself in front of these students because most of them will be sincerely interested in what you have to say on the subject because they possibly are planning careers in radio or any of the allied entertaining or artistic fields. When I found myself in front of this particular speech class, the questions were not so much directed at "How will speech class help me in my chosen field of endeavor" but there was more interest in asking questions about KLIF. Naturally, this gave me a great opportunity to blow our promotional horn and make at least 35 solid contacts.

This then is just another little thing that will help establish your DJs in your markets. I will be interested in hearing the results of your visits.

GBM:bp
cc: Gene Edwards
Larry Moore

Don Keyes

TO: ALL DISC JOCKEYS

FROM: Gordon McLendon

DATE: April 14, 1956

Some time ago I pointed out that I would like to see some of you begin to get intros from deejays in other stations in other cities to go along with your shows. So far as I can hear, none of you has done this yet...not only with our stations but with such stations as KLAC in Los Angeles, KMPC; Chicago and New York stations. I am sure that you could effect an interesting exchange. I do hope you will follow this up.

GBM:bp
cc: Gene Edwards
Larry Monroe

Hi, there! This is Gene Edwards, at WRIT in Milwaukee, one of KLIF's sister stations. By way of saying hello to all my old friends at KLIF in Dallas, I thought you'd like to hear the song that's Number One in Milwaukee right now. Here 'tis.

Hi, there! This is Gene Edwards, up here at WRIT in Milwaukee-- we're one of KLIF's sister stations. I can't forget Big D and it just occurred to me you might like to hear our top song at WRIT in Milwaukee this week. Ready?

PROMOS

This is _____ of _____, reminding you that you're listening to the big six of big D on KLIF here in Dallas. The top deejays in the southwest are all on KLIF... throughout the day, you'll hear Jerry Todd, Bruce Hayes, Kenny Sargent, Gene Edwards, Bob Mitchell and Jim Randolph, with all the latest and best the recording industry has to offer.

This is Dallas, KLIF, the McLendon station, where you hear the big six of Big D... the six top disc jockeys in the southwest bringing you the best on wax all day long. This is _____ of _____ reminding you to stay tuned to KLIF and you'll hear the big six... Bruce Hayes, Jerry Todd, Gene Edwards, Kenny Sargent, Jim Randolph, and Bob Mitchell.

This is _____ of _____ reminding you that you're listening to the McLendon station for El Paso, KELP. Every day on KELP, you'll hear your favorite records of the day with news every hour on the hour. Remember, for good listening all the time, make it KELP in El Paso... your top station for the best in music.

Your're tuned to the 920 spot on your dial for the best in popular music. This is _____ of _____, reminding you that KELP brings you the best in recorded music all day long, with the shappest news every hour on the hour. Remember, for the best in music, news, and sports results, leave that dial set for KELP in El Paso, the McLendon stations.

GBM:by
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Indiv. D.J.'s Promos

TO: ALL STATION MANAGERS

FROM: Gordon McLendon

DATE: February 15, 1956

Tom Merriman informed me today that he is ready to write lyrics for your deejays' individual theme jingles. Now, for goodness sake, don't include in your list any deejay that you aren't pretty sure is going to be with you for some time.

We will need the names of the deejays, and you are permitted 5 maximum, and we will also need what each individual deejay wishes to have said about himself. For example, Don Keyes at KLIF refers to himself as Dapper Don, the Dallas Disk Deployer and something like this might be built around each one of the deejays. Not every deejay should suddenly try to create a nickname for purposes of these jingles and if there is nothing distinctive about a certain deejay, just say that and we will build a general jingle for them.

Let me hear from you on this information by return mail.

GBM:bp

Sta. Promo ?
J. J. Promo ?

This edition of the news has been brought to you by
the BILL STEWART SHOWS OF AMERICA, offering you a
money-back guarantee on good listening from 3:05 PM
until 8, Mondays through Saturdays. Listen! Either
you completely agree that the BILL STEWART SHOW is
the biggest and best deal on the dial, or your admission
price will be cheerfully refunded; no questions asked.
Here's how the offer works: Try the BILL STEWART SHOW.
Compare it with such competing products as:

Second Mrs. Burton

Record Breakers

Ernie the Whip ... or

Stella Dallas

After a fair trial period, simply send the unused portion,
together with your own name and address, to:

BILL STEWART, V N O E, New Orleans. This is your personal
guarantee of good listening!

Sta. or DJ. Prune?

This edition of the news has been brought to you through the courtesy of your REX JONES SHOW. When you're shopping for a bargain, it's always best to compare.

Check carefully for appeal, for long wear, and for dependability. For those shopping for good listening, WNOE offers the REX JONES SHOW - and among other features, heard elsewhere when the REX JONES SHOW is on ... you'll find

Strike It Rich

Florida Calling

Phrase that Pays ... or

Our Gal Sunday

May we invite your careful comparison - and earnestly solicit your patronage on the merit of the product we offer on the Even Nower WNOE. It is our sincere belief that your best bargain in music today is the REX JONES SHOW.

Sta Prime ? 98 Prime ?

Here's news of a sensational Home Demonstration Offer, from our sponsor, The BILL ELLIOTT SHOW. Shop from the comfort of your own home, or in the convenience of your own car. The BILL ELLIOTT SHOW makes a strong bid in a competitive field, by giving you the opportunity to check, compare; feature-for-feature. Check the market - and then ask yourself whether, in your own opinion, the BILL ELLIOTT SHOW doesn't offer you MORE good listening - MORE good music - MORE good features. Simply dial around, any morning between 6:30 and 10:00 AM. Listen to such programs as:

Get Up and Go

Cowboy Chapel

Beams of Life ... or

Ladies First

Then go to your radio, simply dial 1060, for a demonstration, absolutely without charge, of the BILL ELLIOTT SHOW. See how the weather, the temperature, the music and news are blended for your enjoyment. This Home Demonstration is for a limited time only. Take advantage of it TOMORROW morning.

Sta. Primus or 25 Primus?

The news has been brought to you by the JEFF HUG SHOW, offering you wide selection, quality products and courteous service. Open each evening from seven to midnight for your shopping convenience, the JEFF HUG SHOW features for your pleasure, the very latest in headlines, every hour on the hour. You are invited to browse through the spacious, well-stocked selections of the newest record hits - and in addition to discs and data, you're always assured of getting First news First from the Mobile News Unit. Compare these features with other competing shows such as:

Goodnight Mother

How to Fix It

Thoughts and Themes ... or

E.Z. Headown

We believe you'll learn WHY more and more people are insisting on the JEFF HUG SHOW.

MERCHANDISING PROMOTIONS

Merchandising
Promotions

RBB nph
TO: All Manager, All Program Directors

FROM: Don Keyes

DATE: October 23, 1958

SUBJECT: Programming and merchandising

Bill Weaver and I have come up with an idea that is the combination of two separate ideas. It is a programming gimmick with a merchandising stinger.

Once a week, say on Mondays, you run the following gimmick once per hour throughout the day. A short production opening possibly followed by words with this effect, "In recognition of her 35th year of unselfish service to the youth of Shreveport, Mrs. Ellen Johnson, English Teacher at Woodrow Wilson High School, is hereby recognized by KEEL as "KEEL's Teacher of the Week". Now I think you all will readily see how much conversation this is going to cause among students, families, the school board, parents, alumni, and possibly even the city fathers. The conversational value is almost unlimited, especially with the student body of that particular school and more specifically, the 2 or 300 students that Mrs. Johnson instructs each day. Now here is the merchandising kicker that should be included within the format. Sometime during the day, one of your DJs will deliver to Mrs. Johnson, while class is in session, a small wicker basket of fancy wrapped apples complete with ribbon and a letter from the station manager on Company letterhead congratulating her, in a most sincere manner, on her devotion to her chosen profession. As you can see, hardly any principal can object to our recognizing one of his teachers in such a publicly spirited manner and here again, the DJ upon interrupting class with a surprise visit, has simply gassed everyone including the teacher who can be nothing but gracious about this and the conversation of his visit should spread like wildfire. The apple presentation can easily be arranged for through a trade-out with local delicatessens. A roster of teachers in the public school system in order of seniority can be obtained by doing a few hours of hard research at the superintendent's office. If there are any questions from them, do not tell them of the basket of apples angle, simply say that we are going to give recognition to the outstanding teacher in the school system each week. There is no particular need to mention the merchandising angle.

I see no reason why this can't be logged as 100% public service. Please put this into effect as soon as possible.

RBB - D.J. Phone

TO: All Managers, All Program Directors

FROM: Don Keyes

DATE: October 23, 1958

SUBJECT: Merchandising

Something that I had the pleasure of doing while at KLIF a couple of years ago, has been brought to mind again by Larry Fischer, P.D. at KAKI, San Antonio. Pat Tallman, KAKI DJ, has visited the speech class or classes at a local high school. I don't know the text of Pat's talk to the class but it was my experience that such a visit offers you a great opportunity to publicize your Radio Station and establish certain fine intimate personal contacts with the teenagers. The thing to do is write a letter to the principal or perhaps just the speech teacher in each high school, Jr. High, or University where speech classes are offered. In this letter, you, being community-service-minded, and certainly aware of your influence with the younger people, offer the service of yourself or one of your DJs (who is exceptionally mature in manner) to give the students a first-hand report of how important formal speech drilling is in the broadcasting industry. This is a great angle to get yourself in front of these students because most of them will be sincerely interested in what you have to say on the subject because they possibly are planning careers in radio or any of the allied entertaining or artistic fields. When I found myself in front of this particular speech class, the questions were not so much directed at "How will speech class help me in my chosen field of endeavor" but there was more interest in asking questions about KLIF. Naturally, this gave me a great opportunity to blow our promotional horn and make at least 35 solid contacts.

This then is just another little thing that will help establish your DJs in your markets. I will be interested in hearing the results of your visits.

Don Keyes

nph

MERCHANDISING (Bill Young, Program Director, KILT)

With the heavy emphasis on outdoor activity in our area during the summer, we are planning weekend promotions throughout the season. For example : A Sunday afternoon might be spent on the Galveston Beach with an old fashioned weiner roast, surfing contest, etc., or a Friday night hop at Garner State Park. Good merchandising gimmick for seasonal sponsors because prizes or gifts of such items, as sun tan lotion, sun glasses, etc., could be given away.

#

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

Surfing is a very popular Gulf Coast sport for area teens. One popular Houston department store has a complete stock of surfing wear. We convinced them to buy a schedule on KILT. Even if surfing is not possible in some McLendon markets, kids love to wear surfing wear. Now is the time to pitch these stores who handle the merchandise.

#

ACCOUNT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

Florists in Houston find the gift of corsages, among young set, is a fading practice. As the prom season approaches good schedule sold to Allied Florists for the promotion of corsage giving for dances. Appeal is to the teen girls with theme "If your boyfriend doesn't furnish you a corsage for dance, you are not 'in'..." This can be developed in many ways such as gift of black orchid of the week, etc.

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#

Penning

RBB

Merchandise

MEMORANDUM

KLIF--DALLAS

TO: Gordon McLendon

DATE: April 14, 1959

FROM: Don Keyes

SUBJECT:

Here is an example of what I think we ought to be doing more of at shopping centers and downtown not only in all of our markets but particularly in Ft. Worth.

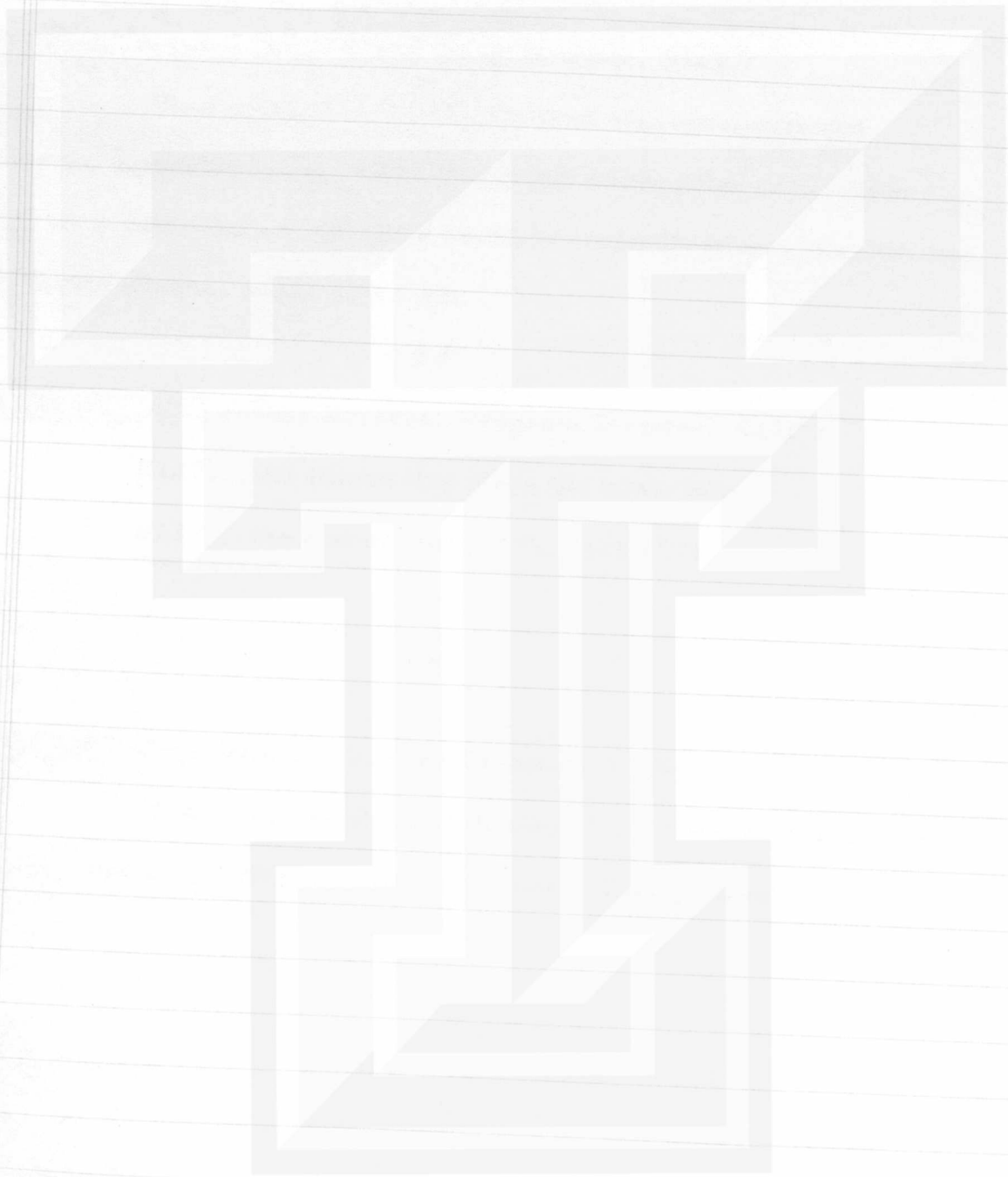
I disagree completely with Bill Morgan's recent memo to you in which he discredits outdoor promotion such as this.

Don

Striped pants salesman

WAVY-TV Norfolk - Portsmouth, Va., has a new salesman on the street. He's 13 years old and wears striped pants, cutaway, Homburg and ascot tie. Young Allan Smith is charged with execution of WAVY-TV's new client merchandising plan, "The Ambassador Service." The station sends its emissary to call on retailers, brokers, and others, spreading good will for WAVY-TV advertisers. In official calls for the first product to get the ambassador treatment, Esquire shoe polish, the envoy distributed gift shoe shine kits.

Pennant





...to go to the Sears hardware department to see and
along with this, Sears bought a substantial amount of

PROGRAMS (Johnny Borders, Program Director, KLIF)
"Easter Hunt" -- KLIF presented with end-stage and
Bugs Bunny character voice. KLIF Bumper and Heathy gales certificates
throughout greater Dallas. DeeJays broadcast their Penthouse. Certificates
worth a whole album, wig, 45's, etc.

STATION BREAKS (Johnny Borders, Program Director, KLIF)

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

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

PROGRAMS (Floyd Brown, Program Director)

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

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

nyrh

mower for listeners to go to the Sears hardware department to see and register for to win. Along with this, Sears bought a substantial amount of air time.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

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

###

STATION BREAKS (Johnny Borders, Program Director, KLIF)

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

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

###

PROMOTION (Floyd Brown, Program Director, WYNR)

Merchandising

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

###

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

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

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###

Ind. D.J. Bruno



Name Tag & Card
letters on red jackets
for disc jockeys

Policy Book 42

Merchandising

M E M O R A N D U M

TO: RADIO POLICY BOOK

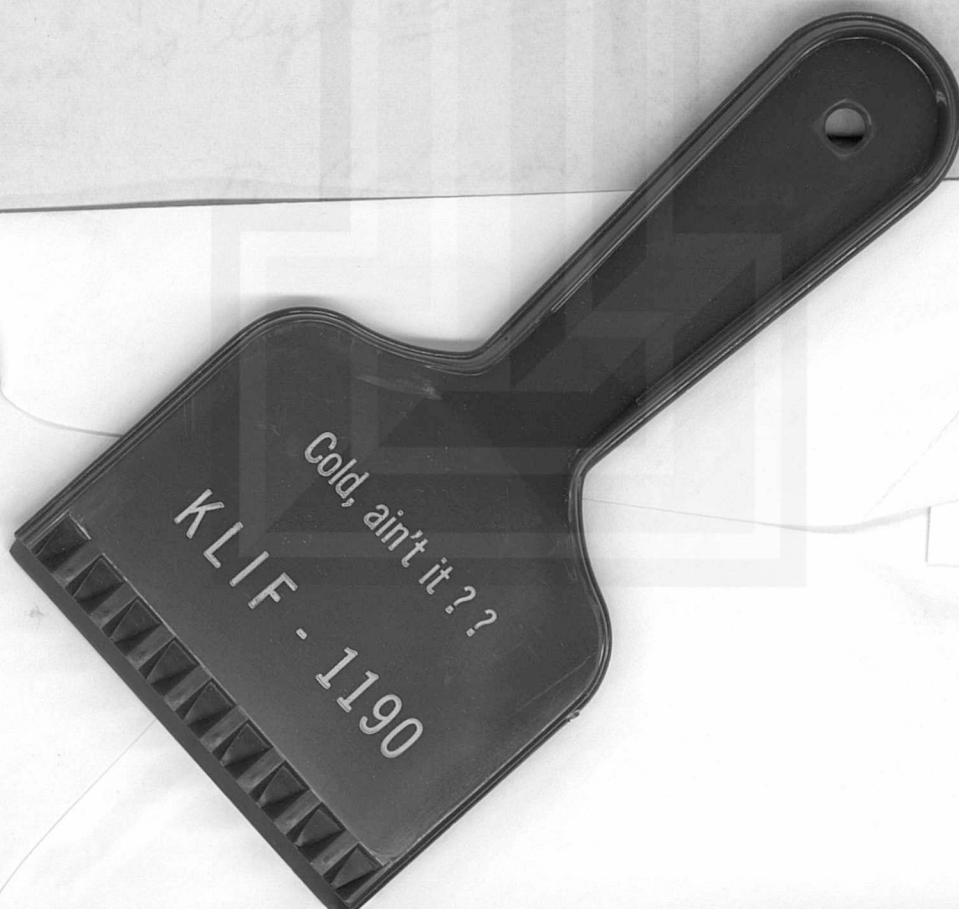
DATE: FEBRUARY 21, 1962

During a recent cold snap, with icy weather forecast, the KLIF
Deejays gathered at an intersection during heavy afternoon traffic
and gave away 950 of these ice-scrapers to drivers.

The cost per thousand was \$92.18 and we got them from the J.
Hugh Campbell Co. here in Dallas.

Don Keyes

ys



TV SETS • RADIOS • CASH

PORTABLE STEREO • VACUUM CLEANERS

KEEP THIS LUCKY 1490 CARD BY YOUR RADIO

WIN \$10,000 in CASH and prizes

NO MONTHLY
PAYMENTS UNTIL
APRIL 1, 1962

No down payment,
with work agreement

Guaranteed repurchase if
called into the armed services

DECKER'S Easy-Livin'
Golden Triangle Homes in
Chandler Hills
22nd and Chandler Road
(7700 Block South)

JOHNNY BAXTER

The Plymouth, Valiant, Simca

KING

6115 Military o Benson

Direct Factory Dealer

You Never Pay Too Much At

BAXTER'S

MARK
MAGUIRE

Appliance and Furniture Co.

Bring this coupon to MAGUIRE
for a FREE gift

One mile east of the Iowa School
for the Deaf, on Highway 92

Council Bluffs

TEXACO DISTRIBUTOR

Do it all in one stop
at

THE CENTER
42nd and Center



FINEST IN HI FI &
STEREO
FOR EVERYONE

Electro-Voice, Bozak, Ampex
Garrard, H.H. Scott, Eico
Kits, Tandberg, McIntosh
YM Records, Daystrom Kits
Dyna-Kit, Fairchild, Thorens
Sony Records

LONDON'S
IS NOW NO. 1

exclusive men's clothes - more
clothing on open display than
any other in town

GIFT HEADQUARTERS

Downtown - opposite postoffice

South Omaha -

corner of 24th St.

JOLLY
GIANT
STORES



Ben Perelmans 35 & Leavenworth
Crestwood Shops 25th & Ames
Crestwood Shops 60th & Woolworth
Louis Market 57th & Military
Omaha Potato Market 16th & Burt
Owl Jolly Giant Store 36th & "W"
Tom & Jerry Market 10th & Bancroft
THIS COUPON GOOD FOR \$0 FREE
King Korn Stamps at ANY JOLLY
GIANT STORE



GENERAL ELECTRIC

MAJOR

APPLIANCE REPAIR

FACTORY SERVICE

RADIO DISPATCHED

Phone 453-2400

in Omaha

*This card is printed 3,000
different cards to a series.
(no two alike). We can
give you as many different
series as you may desire.
Card prices are \$20.00 per
1000. you furnish camera
ready copy of ads.
This card is legal all states
if mailed.*

Prizes F.O.B. Colorado.

Policy Book

1/3 OFF ON ANY 3

Clip this coupon. Bring it with
any 3 garments to LIVE WIRE.
Save \$2... or more... on super-
ior Sanabone Service.

LIVE WIRE CLEANERS

1502 N. Saddle Creek
7128 Pacific 4502 Center
Brandeis (Downtown)
5005 Underwood (Main Plant)

Offer expires December 31, 1961

Coupon good for 10% discount
on your next purchase at

HANEY'S
SHOE STORES

6005 Military in Benson... or
our new AMES PLAZA STORE
opening December 1st

FAMOUS BRAND PAINTS

Valspar Dutch Boy
Pratt & Lambert Gold Bond

This coupon and a \$5.00 pur-
chase entitles you to a paint
roller and pan set FREE at



1,001 North 16th St.

FROST

for

SNOW TIRES - BATTERIES

BRAKES

2565 Leavenworth 341-9314

Take this coupon to FROST for
front wheel bearing pack and
brake adjustment; a \$5.50
value for only \$2.49 total.

Offer expires April 1, 1962

T V S E T S • R A D I O S • C A S H

P O R T A B L E S T E R E O S • V A C U U M C L E A N E R S

KEEP THIS LUCKY 1490 CARD BY YOUR RADIO

NO MONTHLY
PAYMENTS UNTIL
APRIL 1, 1962

No down payment,
with work agreement

Guaranteed repurchase if
called into the armed services

DECKER'S Easy-Livin'
Golden Triangle Homes in
Chandler Hills
22nd and Chandler Road
(7700 Block South)

JOHNNY BAXTER

The Plymouth, Valiant, Simca

K I N G

6115 Military o Benson

Direct Factory Dealer

You Never Pay Too Much At

B A X T E R ' S

MARK MAGUIRE

Appliance and Furniture Co.

Bring this coupon to MAGUIRE
for a FREE gift

One mile east of the Iowa School
for the Deaf, on Highway 92

Council Bluffs

TEXACO DISTRIBUTOR

Do it all in one stop
at

THE CENTER
42nd and Center

WIN \$10,000 in CASH and prizes

★ PRIZE every hour, 24 hours every day
★ MAJOR PRIZE EVERY WEEK

KBON

Radio KBON
World Insurance Bldg.
Omaha, Nebraska

7	26	31	53	68
11	28	35	56	70
4	29	2087	60	65
3	21	43	51	63
1	19	33	49	74

PLAY BINGO
IT'S FREE! IT'S EASY! IT'S FUN!
TO WIN, FILL 5 SPACES, ANY LINE

Listen to Radio 1490 KBON for
LUCKY BINGO! Numbers
are broadcast throughout the day.
Keep this card handy so when you
hear your numbers you can phone
KBON 342-8283 and identify your-
self as a winner. You must present
your card to win. Daily winners
qualify for the weekly prize. Deci-
sion of the judges is final.



**FINEST IN HI FI &
STEREO
FOR EVERYONE**

Electro-Voice, Bozak... Ampex
Garard... H. H. Scott... Eico
Kits... Tandberg... McIntosh
VM Recorders... Daystrom Kits
Dyna-Kit... Fairchild... Thorens
Sony Recorders

**L A N D O N ' S
IS NOW NO. 1**

exclusive men's clothes - more
clothing on open display than
any other in town

GIFT HEADQUARTERS

Downtown - opposite postoffice

South Omaha -
corner of 24th St.



**JOLLY
GIANT
STORES**

Ben Perelmans 35 & Leavenworth
Crestwood Shops 25th & Ames
Crestwood Shops 60th & Woolworth
Louis Market 57th & Military
Omaha Potato Market 16th & Burt
Owl Jolly Giant Store 36th & "W"
Tom & Jerry Market 10th & Bancroft
THIS COUPON GOOD FOR 50 FREE
King Korn Stamps at ANY JOLLY
GIANT STORE

**MALASHOCK'S
OPTICAL SERVICE**

Eyes Examined - Glasses Fitted

In Just One Visit

Omaha's Contact Lens Specialists
Dr. S. J. Malashock
Dr. J. R. Heaton

State Registered Optometrists

1519 Farnam o 341-5112

Omaha's Only
ALL-YOU-CAN-EAT BUFFET

And reasonable, too

FAMILY DINING

OPEN EVERY DAY

Fire Side

**RESTAURANT
AND COCKTAIL LOUNGE**

3802 Leavenworth

HOUSE OF PANCAKES

OPENING DECEMBER 1st

6 a.m. to 3 a.m. DAILY

*
SERVING AROUND
THE WORLD PANCAKES

7057 DODGE STREET

**FOOD PROCESSORS
OF NEBRASKA**

SPECIALIZING IN MEAT
AND FROZEN FOODS FOR
HOME FREEZERS ---

Budget Terms

1437 South 13th Street

Call 345-8827

FROST

for

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BRAKES

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GENERAL ELECTRIC

MAJOR

APPLIANCE REPAIR

FACTORY SERVICE

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Pratt & Lambert Gold Bond

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1,001 North 16th St.

Keep This **LUCKY 1490 Card**

WIN \$10,000

IN CASH and PRIZES!



**PRIZES EVERY HOUR, EVERY DAY
NOV. 20, 1961 to JAN. 20, 1962**



**IN CELEBRATION OF
KBON... BROADCASTING
WITH**

4 TIMES MORE POWER

Radio KBON
World Insurance Bldg.
Omaha, Nebraska

*Available in 9" x 12"
at same price.*

BULK RATE
U. S. Postage
PAID
Permit No. 50
Omaha, Nebr.

\$.02 1/2

Postage



Permission has been granted by the Federal Communications Commission October 12, 1961, for KBON to broadcast with four times its present power. KBON's new transmitter will be operating by the end of the year.

**RADIO
1490**

SWEETHEART MOUNTAIN PRODUCTIONS Denver, Colorado

MEMORANDUM

TO:
Jack Sharp

FROM:

DATE:
Don Keyes

This was
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November

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Write two m
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the name of t



Air Mail

Mr. Gordon B. Mc Lendon

KLIF Radio

2104 Jackson St.

Dallas, Texas

Sweetheart Mountain Productions
1245 SOUTH INGA STREET
DENVER 23, COLORADO

Box 4041

*KLIF
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MEMORANDUM

KLIF
merch

TO: Jack Sharp

POLICY BOOK

November 15, 1961

FROM:

DON KEYES

DATE:

NOVEMBER 15, 1961

Don Keyes

This was one of KLIF's first.
Start these live promos Friday morning November 17th at the rate of two per hour excepting 8:30 to 3:30. Kill them at 8:30 Friday evening.

for the school that won the City Champions
November "KLIF doesn't know whether the City Champions will be Woodrow or Kimball but we have a little surprise for the winning school. The KLIF deejays will be outside on the sidewalk when school lets out Monday with a little gift for every student."

Since the g...
High School...
both school...
retained for some future purpose.
"Who will win tonight, Woodrow or Kimball?
After much KLIF has a surprise gift for the winning school and Monday afternoon, the KLIF deejays will be outside the winning school to give out the surprises to all students. Watch for us then."

For the record, Tigert Printing...
and 1000 in red and gray...
Write two more of these for greater variety. Then write four more to start at midnight Friday through Monday morning in which you utilize the name of the winner. Caution jocks not to say what the surprise is.

Don Keyes

ys

MEMORANDUM

*reph
merchandising*

TO: POLICY BOOK
FROM: DON KEYES
DATE: NOVEMBER 21, 1961

This was one of KLIF's first merchandising efforts in November, 1961.

We promoted for four days the fact that KLIF would have surprise gifts for the school that won the City Football Championship on Friday night, November 17th.

Since the game was between Woodrow Wilson High School and Kimball High School, we had these paper inserts made up in school colors for both schools. We had no need for those for Kimball and they will be retained for some future purpose.

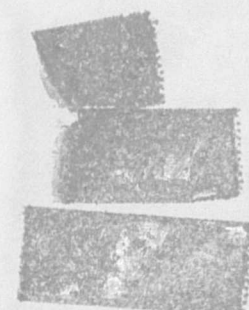
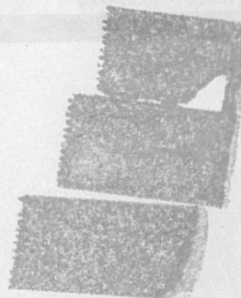
After much plugging, all deejays in two mobile units met the students when school was dismissed Monday afternoon the 21st and gave out these key chains.

For the record, Tigert Printing did the inserts (1000 in red and blue and 1000 in red and gray) for \$17.50. J. Hugh Campbell on Ross Avenue supplies the plastic holders with chains for 6¢ ea.

DC



ys



MEMORANDUM

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FROM: DON KEYES
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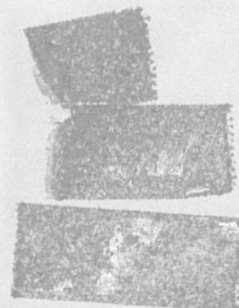
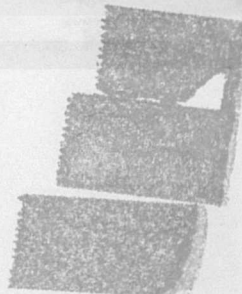
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DCK

ys



MEMORANDUM

KLIF
jmg

TO: ALL KLIF DISC JOCKEYS

cc: Bill Morgan, Jack Sharp, Gordon McLendon

FROM: DON KEYES

DATE: NOVEMBER 15, 1961

Our next merchandising effort will be aimed at the students of either Woodrow Wilson High School or Kimball High School, depending upon which team wins the City Championship this Friday night.

We are having plastic key chains made up which have the message in appropriate school colors, "Champions, Kimball High School and KLIF - 1190". We are also having them printed for Woodrow since the cost is nominal.

On Monday, November 20th, at 2:30 PM, the following jocks will meet at the station in their red jackets, etc.

Murphy
Harrigan
Miller

Drake
Knight
Laurie

From there, they will proceed to the High School in question. They will station themselves on the sidewalk or near the parking lot exits. When school lets out, they will hand out a keychain to every student who passes by. Be sure to include a few brief words of congratulations.

The visit itself should take no longer than 15 minutes after which we will return to the station.

While on the subject, check your call letters and name tags before Monday and make sure they are sewn on as neatly as possible and in line. I noticed at the Dick Clark Show that some of you have the call letters running up under your armpits.


Don Keyes

ys

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Don Keyes

ys

KLIF
prog.
miller.

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: DECEMBER 19, 1961

Several weeks ago, the KLIF deejays under the leadership of Irving Harrigan, put together a great bit which they exhibited at the start of the second half of the Dick Clark Show.

This act absolutely broke up the show and I submit it to you to show what teamwork and cooperation can do. The whole idea was that of the jocks and they received no directives from me on how to do it.

I've tried to explain the act (which involves only record editing and staging) to various people but I can't get it across in words.

Therefore, we filmed it. At your next staff meeting, simply get an 18mm sound projector and screen and show your people. Actually, you can use a sheet for the screen. You'll have to borrow a projector. Don't spend any money renting one. Perhaps a theater account can help you out.

The film I am sending you is the only copy so please take care of it. It should be forwarded in the following order. The first step will be KILT.

Weaver	-	send to Fiedler
Fiedler	-	send to Wilcox
Wilcox	-	send back to me

Send by registered mail to avoid loss.

Don Keyes
Don Keyes

ys

MEMORANDUM

TO: ALL McLENDON STATION MANAGERS

FROM: DON KEYES

DATE: DECEMBER 15, 1961

Here is a sales merchandising-promotion idea of gigantic proportions that would call for an equally gigantic sum from a client. It accomplishes four things.

- 1.) It puts your entire operation in view of the public.
- 2.) It merchandises a product or products.
- 3.) It advertises the store.
- 4.) It brings additional revenue to the station.

It is called "KLIF Under Glass". Let's consider the four points.

PROMOTION: For an entire week (or two) KLIF moves its entire operation into the display windows of Titcher's on the Main Street side. Doors connect one show window to another and operations can be carried on as usual.

Assuming there are four interconnected show windows (I haven't counted them), one is the Control Room, next the News Room, then Traffic and Continuity, then the DeeJay Lounge or Record Library. Decor is maintained throughout and the rooms must look completely functional. By simply walking from one window to another, pedestrians can view the whole thing, read cards posted on the glass explaining the various functions, identifying the personality, etc.

MERCHANDISING: Suppose Titcher's, in conjunction with Kuppenheimer Mens Suits, wanted to show how Kuppenheimer Suits are wrinkle-free. What better way to show it than by having all deejays and newsmen wearing Kuppenheimer clothing while sitting, walking around, performing their daily work right in front of an audience. Signs in the window and spots on the air would call attention to this.

SALES: A walloping price would have to be paid by the store to obtain this idea. You have a better idea of the price than I.

ADVERTISING: Aside from the Kuppenheimer publicity, the store should get general advertising just from the crowds of people.

FROM: DON KEYES

DATE: DECEMBER 13, 1961

As you can imagine, this is a back-breaking promotion and its worth is dependent upon how much you can possibly get for it.

would sell for an equally gigantic sum from a client. It accomplishes four things.

1.) It puts your entire operation before the public.

2.) It merchandises a product.

Don Keyes
Don Keyes

3.) It advertises the store.

ys

4.) It brings additional revenue to the store.

It is called "KLE Under Glass". Let's discuss each of these.

PROMOTION: For an entire week (or two) KLE will transform its entire operation into the display windows of Tickle's on the main floor only. There's connect one show window to another and operations can be carried on as usual.

Assuming there are four interconnected show windows (I haven't counted them), one is the Control Room, next one is the main floor, then Tickle and Continuity, then the Dressing Lounge or Dressing Room. Water is maintained throughout and the rooms must look completely finished. By simply walking from one window to another, pedestrians can view the whole thing, read cards posted on the glass explaining the various functions, identifying the personality, etc.

MERCHANDISING: Suppose Tickle's, in connection with Kuppenheimer Men's Suits, wanted to show how Kuppenheimer suits are worn in fact. What better way to show it than by having all the people and women wearing Kuppenheimer clothing while sitting, walking around, performing their daily work right in front of an audience. Signs on the window and signs in the store will draw attention to this.

ADDITION: A well-placed poster would be an asset to the store in this case. You have a better idea of the plan: this is.

MEMORANDUM

TO: ALL McLENDON STATION MANAGERS

FROM: DON KEYES

DATE: DECEMBER 15, 1961

Here is a sales-merchandising-promotion idea of gigantic proportions that would call for an equally gigantic sum from a client. It accomplishes four things.

- 1.) It puts your entire operation in view of the public.
- 2.) It merchandises a product or products.
- 3.) It advertises the store.
- 4.) It brings additional revenue to the station.

It is called "KLIF Under Glass". Let's consider the four points.

PROMOTION: For an entire week (or two) KLIF moves its entire operation into the display windows of Titcher's on the Main Street side. Doors connect one show window to another and operations can be carried on as usual.

Assuming there are four interconnected show windows (I haven't counted them), one is the Control Room, next the News Room, then Traffic and Continuity, then the DeeJay Lounge or Record Library. Decor is maintained throughout and the rooms must look completely functional. By simply walking from one window to another, pedestrians can view the whole thing, read cards posted on the glass explaining the various functions, identifying the personality, etc.

MERCHANDISING: Suppose Titcher's , in conjunction with Kuppenheimer Mens Suits, wanted to show how Kuppenheimer Suits are wrinkle-free. What better way to show it than by having all deejays and newsmen wearing Kuppenheimer clothing while sitting, walking around, performing their daily work right in front of an audience. Signs in the window and spots on the air would call attention to this.

SALES: A walloping price would have to be paid by the store to obtain this idea. You have a better idea of the price than I.

ADVERTISING: Aside from the Kuppenheimer publicity, the store should get general advertising just from the crowds of people.

As you can imagine, this is a back-breaking promotion and its worth is dependent upon how much you can possibly get for it.


Don Keyes
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