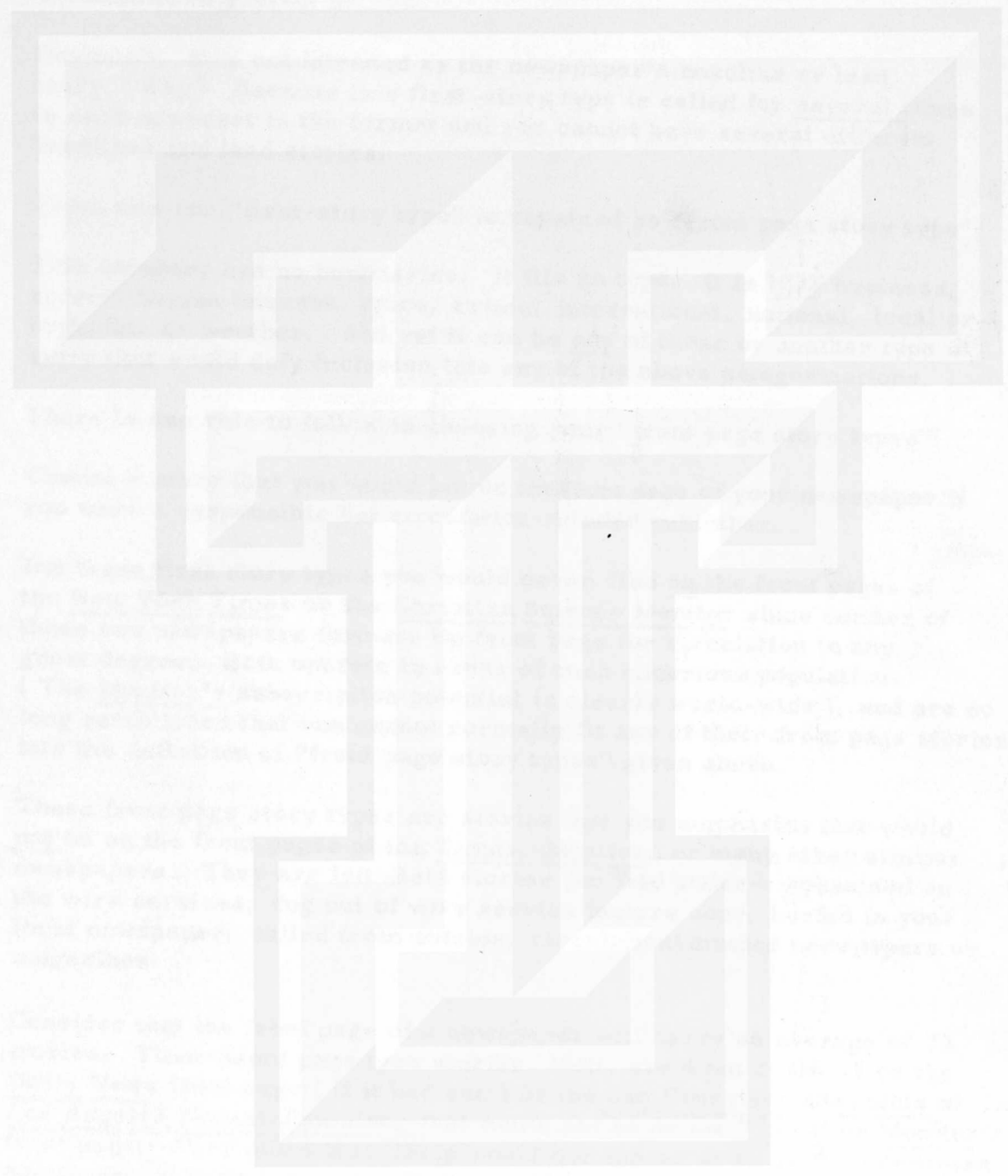


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What is a Front Page Type Story? Not to re-write a Front Pg. Story General Info.

Wrap-Up Story

FIRST-STORY TYPE

This is a category that is understandably puzzling a great many news-men.

To attempt to explain it:

Obviously, it is not intended as the newspaper's headline or lead story. Why? Because this first-story type is called for several times in each newscast in the format and you cannot have several different headlines and lead stories.

From now on, "first-story type" is renamed as "front page story type".

This category has no boundaries. It fits no type. It is NOT business, sports, human interest, spice, crime, international, national, local or regional, or weather. And yet it can be any of those or another type of story that would defy inclusion into any of the above categorizations.

There is one rule to follow in choosing your "front page story types":

Choose a story that you would put on the front page of your newspaper if you were a responsible but circulation-minded publisher.

But these first story types you would never find on the front pages of the New York Times or the Christian Science Monitor since neither of these two newspapers formats its front page for circulation in any great degree. Both operate in areas of such enormous population (The Monitor's subscription potential is clearly world-wide), and are so long established that one cannot normally fit any of their front page stories into the definition of "front page story types" given above.

These front page story types are stories that you emphasize that would not be on the front pages of the Times, Monitor, or many other similar newspapers. They are left-field stories you find under-emphasized on the wire services, dug out of wire service feature copy, buried in your local newspaper, called from outside, circulation-minded newspapers or magazines.

Consider that the front page of a newspaper will carry an average of 15 stories. These front page type stories, then, are 4 out of the 15 on the Daily News front page (if it had one) or the San Francisco Chronicle or Los Angeles Herald-Examiner that would not be on the Times' or Monitor's front page. They are 4 that likely would not appear at all in the 15-minute newscasts of WGN (or on the Tribune's front page) or on CBS-TV or NBC, and if they did appear at all in the newspaper or newscast, they would be greatly de-emphasized or buried. These stories are the parsley on the fish, the salt and pepper on the steak, the cheese on the spaghetti, the catnip in the salad, the mustard and relish on the hot dog.

So, you'll have 11 of their normal 15 front page stories but you'll also have 4 that they wouldn't have; stories that struck your particular interest and that you found and rewrote into greater length or edited or got, by request, in greater detail from a small throw-away item originally sent through on the news service.

The first story type is not:

- 1.) American jet fighters strike to within 800 yards of Cambodian border.
- 2.) Borman and Lovell say there's something wrong in the Gemini 6.
- 3.) Rockford police in all-out Christmas search for 11-year old Susan Brady.
- 4.) President Johnson lashes out angrily in new attack upon William McChevey Martin.
- 5.) One of FBI's Ten Most Wanted, Holice Black, captured and returned to Chicago for trial.
- 6.) Christmas cease-fire in Viet Nam still up in the air.
- 7.) Santa Fe's crack & special, the San Diegoan, in spectacular derailment at Anaheim, California.
- 8.) Head of America's space program's medical program feared lost in New Mexico mountains in private plane mishap.
- 9.) 51-year old Chicago track star, Jesse Owens, must face trial of income tax evasion New Year's Eve.
- 10.) American Broadcasting System in billion-dollar merger with International Telegraph and Telephone Company.

See the point? Those stories would be on the front page of the Chicago Tribune, or any responsible newspaper. And they will be on your newscast, too. Every one of them is a front page story for the Tribune and all would be for the Times if some of them were not Chicago-oriented (for the purpose of illustration here).

But, while those stories would also be front page in the Chronicle and Herald-Examiner, they aren't the unique and left-field story types that the makeup department of those papers would recognize as front page story types.

But they would recognize these, because the following are typical front page story types that have been used:

- 1.) Today is Santa Lucia day in Scandinavia and today, December 13, Christmas begins for many thousands of Chicago Scandinavians. The ceremony begins today as the eldest daughter in many a Chicago household arises, prepares breakfast..... (found in a recipe in the Chicago Sun-Times.)
- 2.) Somerset Maugham may be taken from the hospital to his beautiful and beloved villa by the sea to die. In a lovely room with many windows, surrounded by palms, and set just above the gentle Mediterranean waters of France's Cote d'Azur, Maugham may be allowed to make his final peace..... (from last few sentences of a Maugham story on UPI.)
- 3.) Russians relax divorce laws. Stalin made them terribly severe; now Russians, recognizing the human element in bad marriages, make divorce much easier--a la Hollywood.... (from a UPI feature.)
- 4.) Wisconsin legislator proposes a new type of nuclear-powered, smoke-free car that he says will cure Chicago and Los Angeles smog problems.... (UPI feature.)
- 5.) At midnight Sunday in Chicago, Spain tries for one of the great upsets in sports history; hopelessly, underdog Spanish Davis Cup team will go against powerful Australian tennis forces. Is an upset possible? (UPI sports story.)
- 6.) John Wayne and Robert Mitchum flatten 5 leather jacket motorcycle thugs when thugs call them old men in a roadside diner; trouble really began when thugs made remarks about Mitchum and Shirley MacLaine, both married... (New York World-Telegram)
- 7.) December 13th is here--longest we've ever gone without an appreciable snow here in Chicago. December 12th, 1946, was the previous record and we broke it last night..... (middle of a weather story in Chicago Tribune.)
- 8.) Penniless New York butcher divorced two months ago by his wife because he could not support her; today Ahmet wins the million dollar Turkish grand national lottery on a \$5 ticket.... (New York Daily News)
- 9.) Gale Sayers breaks all records with six touchdowns this afternoon.... (UPI. Would not be on front page of the paper.)

- 10.) Little Auschwitz trials begin in Frankfurt--last of the great Nazi trials--first defendant cries and says he knew nothing of what was going on... (UPI)
- 11.) Supreme Court Justice Joseph Klein in New York rules that lovely, 27-year old model Susan Farkas can't get her separation set aside just because husband renewed physical relations with her; in precedent-making decision, Judge says occasional or sporadic sex relationship between husband and wife doesn't cancel out a separation agreement; refuses to raise Susan's alimony of \$1,250.00 per month from Alexander Farkas, head of huge Alexander Department Store in New York... (N.Y. Post)
- 12.) Sophia Loren going to jail? Maybe, she says, but ... "I feel married. You can't say words and get married. You can't just go to bed and get married. You have to feel married." (bottom two paragraphs of a long UPI story)
- 13.) Chicago Bears sign college Linesman of the Year from Grambling College... (UPI)
- 14.) Chicagoans due for shocking surprise after New Year's; many big new deductions to be made from their pay checks for new Federal Tax hikes.... (Sun Times feature story)
- 15.) Pretty Indonesian dancer, Lu Thiang, tells of "Dance of the Falling Ribbons" part of erotic orgies among Communists in Indonesia. Admits mass physical relation parties among the Communists in open Jakarta inquiry... (UPI)
- 16.) In an astounding document, Czechoslovakian Communist party admits it is broke, far behind capitalist countries, does not know how it goes to catch up. Says some alteration has to be made in Communist system if Czech people ever even to live modestly... (UPI)
- 17.) Judge in Quincy, Massachusetts erects what he calls a "modesty bar" across jury panel; says pretty legs and high, creeping hemlines too distracting to men in the courtroom. Can't get justice ogling good looking legs and silk hosiery, he says... (UPI)
- 18.) City of Chicago votes to build 13 mile fence around Chicago's O'Hare Airport. (Chicago City News Service) Obvious lines: What is to be hidden? Is it to keep people in or out? The first American airport behind barbed wire, etc., etc.

ON REWRITING A FRONT-PAGE TYPE STORY

There are distinct and definable tricks in rewriting a front-page type story, whether it is rewritten from a wire-service feature or a newspaper you subscribe to or from some other source.

(1) The first and most important thing is to make it topical--make it sound like it came in today, on your wire service, and that it is a current and hard news item. Do not rewrite a feature into another feature. Repeat the essential facts of your lead paragraph in the body of the story since repetition is particularly important on radio--particularly repetition of the guts of the lead phrasing. Don't ever use, "Mrs. John Kennedy is going to Gstaad, Switzerland, according to White House informants". Heck, take credit. And use your sources first: "White House informants report to Wnews this afternoon that Mrs. John Kennedy will go to Gstaad, Switzerland, Friday."

Do not go too far into your rewrite. Don't get carried away by the fact that you are rewriting something and go on and on into unnecessary detail. This is like the guy who has the sale made and then just keeps on talking and finally talks himself out of it.

So that you can see better what I mean (and notice how the who, what, when, and where get right into that lead paragraph) I've rewritten a few first page (front page type) stories and attached herewith is an example of those stories as first rewritten and then as rewritten by me. Notice carefully the changes I've made. See if you can figure out why they were made. If you can't, write and ask me or ask me when you see me in person.

Anybody can do this type of rewrite--anybody with any journalistic training--but few people ever do it. The reason is that most people take a dated story and don't make it sound up-dated, or take a newspaper hard news story and in rewriting forget to make it topical, with the result that it ends up sounding like a feature story. ~~And~~ And many others don't rewrite a feature story into a hard-news story. They rewrite it right back into a feature, sometimes not as good as the original. Others wouldn't know a "front-page type" story if one sat down and introduced itself. Please refer to my memorandum on what a front-page story is by our definition--MOST OF ALL, AGAIN, IT HAS GOT TO BE SOMETHING THAT ENDS UP SOUNDING LIKE A HARD NEWS STORY THAT JUST CLEARED OUR WIRES.

Okay, check the attached originals and my rewrites.

1/12/66

Announcers

How NOT to write: Page
a Front Pg. Story general Info

Wrap-up story

So that you can see better what I mean (and notice how the who, what, when, and where get right into that lead paragraph) I've rewritten a few first page (front page type) stories and attached herewith is an example of those stories as first rewritten and then as rewritten by me. Notice carefully the changes I've made. See if you can figure out why they were made. If you can't, write and ask me or ask me when you see me in person.

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Okay, check the attached originals and my rewrites.

1/12/66

How NOT to write Page
a Front Pg. Story General Info.

Wrap-up story

WHAT IS NOT A

The

Wrong

Way

-- or:

"Have NOT to write a
Front Page Story"

The Wrong Way --- or:

"How NOT to write a
Front Page Story"

PLEASE LEAVE ALL FRONT-PAGE TYPE STORIES ON THE HOOK FOR THE
MONDAY MORNING CREW. NOTHING IS MORE DISCOURAGING THAN WRITING
THESE STORIES AND THEN HAVING THEM DISAPPEAR BY THE NEXT MORNING.

THIS IS NOT A

Announcers

Front Page
General Info.



PLEASE LEAVE THIS PAPER THE MOST BEAUTIFUL OF LANGUAGES. AND SO, IT GOES. ACCORD

PLEASE LEAVE ALL FRONT-PAGE TYPE STORIES ON THE HOOK FOR THE
MONDAY MORNING CREW. NOTHING IS MORE DISCOURAGING THAN WRITING
THESE STORIES AND THEN HAVING THEM DISAPPEAR BY THE NEXT MORNING.

AND THAT'S THE WAY IT GOES. THE NEXT MORNING.

Wrap-Up Story

WTTA 1 IS NOT A
(UNIVERSAL LANGUAGE)

FRONT-PAGE STORY

EXPERTS IN THE FIELD HAVE ALWAYS MAINTAINED THAT THE ONLY WAY MANKIND HAS OF OBTAINING LASTING WORLD PEACE IS FOR EVERYBODY TO SPEAK THE SAME LINGO, IN OTHER WORDS, A UNIVERSAL LANGUAGE. IF WE ALL SPEAK THE SAME TONGUE, THEY REASON, EVERYBODY WILL READILY UNDERSTAND EVERYBODY ELSE AND THE CAUSE OF CONFLICTS WILL BE GONE FOREVER. AH, BUT WHAT LANGUAGE? THAT'S THE RUB! AMERICANS SAY, ENGLISH, OF COURSE! DOESN'T THE ENGLISH SPEAKING WORLD VIRTUALLY "RUN" THE WORLD TODAY AND LEAD IN EVERY WAY FROM BUSINESS AND ECONOMICS TO AGRICULTURE AND MEDICINE AND SPACE TECHNOLOGY? RUSSIANS, ON THE OTHER HAND, SAY, PERHAPS, BUT THE U.S.S.R. IS BIGGER; SAYS YOU COULD HOLD MANY AMERICAS AND ENGLANDS IN THE SPRAWLING ASIAN NATION. GERMANY SAYS, NO, THE UNIVERSAL LANGUAGE SHOULD BE GERMAN. "WE'RE OLDER, WISER, AND HAVE A RICH HISTORY." FRANCE SAYS FRENCH, DIFINETELY, SHOULD BE THE UNIVERSAL TONGUE, AS THAT IS THE MOST BEAUTIFUL OF LANGUAGES. AND SO, IT GOES. ACCORDING TO THE WORLD ALMANAC, IF SHEAR NUMBERS ARE THE DETERMINING FACTORS IN THE CHOOSING OF A UNIVERSAL LANGUAGE, NEITHER AMERICA OR RUSSIA CAN BE CONSIDERATED AS FAR AND AWAY, CHINESE IS THE LEADER, BEING THE MOTHER TONGUE OF 530 MILLION PEOPLE, ALMOST TWICE THE AMOUNT OF ENGLISH SPEAKERS, WHO COME IN SECOND IN THE LANGUAGE RACE WITH OVER 300 MILLION. THE RUSSIANS, THIRD, WITH 176 MILLION SPEAKERS OF RUSSIAN. HINDI IS FOUR WITH 171 MILLION PEOPLE AND SPANISH, THE WORLD'S FIFTH MOST POPULAR LANGUAGE WITH 166 MILLION SPEAKERS, FOLLOWED NEXT BY GERMANX WITH 120 MILLION LINGUISTS, AND JAPANESE CLAIMING AN EVEN 100 MILLION PEOPLE SPEAKING THAT TONGUE. ACCORDING TO SIDNEY C. CULBERT, ASSOCIATE PROFESSOR OF PSYCHOLOGY, AT THE UNIVERSITY OF WISCONSIN, THERE ARE MORE THAN 150 DIFFERENT MAJOR LANGUAGES SPOKEN BY A LEAST ONE MILLION PEOPLE EACH IN THIS WORLD. PERHAPS, THE ANSWER TO WHAT WOULD BE THE BEST UNIVERSAL LANGUAGE, MIGHT BE TO COME UP WITH A BRAND NEW LANGUAGE, MADE UP OF ALL 150.

WHAT IS NOT A

(UNIVERSAL LANGUAGE)

FRONT-PAGE STORY

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ABSOLUTE CLASSIC EXAMPLE OF EVERYTHING NOT TO DO

(NAMES)

WHAT'S IN A NAME? PLENTY IF IT'S YOURS! AND HOW POPULAR IS YOUR FIRST NAME? JAMES AND JANE STAYED ON TOP OF THE CHARTS IN THE ANNUAL ANALYSIS OF THE NAMES BRITONS GIVE THEIR CHILDREN. JOHN AND MARY STILL HELD THE RUNNER-UP, NO. 2 SPOT. PETER AND EMMA ARE ON THE OUTSIDE COMING UP FAST, MAKING A "SHOW" COMEBACK. THE ANALYSIS IS MADE BY J. W. LEAVER, A READER OF THE LONDON TIMES. EACH YEAR HE KEEPS AN EYE IN THE PAPER'S BIRTH COLUMNS. LEAVER SAID IN 1965, READERS OF THE TIMES ANNOUNCED OVER 6800 BIRTHS. THE TOP TEN BOYS NAMES ARE, IN ORDER,: JAMES, JOHN, CHARLES, WILLIAM, DAVID, RICHARD, RICHARD, ANDREW, EDWARD, MARK AND PETER(TIED). FOR THE GIRLS, MOST ARE NAMED: JANE, MARY, ELIZABETH, SARAH, ANN OR ANNE, LOUISE, CAROLINE, EMMA, CLARE, AND HELEN. ON THE FRINGES OR OUTSKIRTS, AS THE SEX MAY BE ON THE CHART, ARE: FOR THE MALES: ADAM, DOMINIC, HENRY AND PATRICK HAVE INCREASED IN FAVOR; JONATHAN, MATTHEW, MICHAEL, ROBERT (ONCE A WINNER), AND SIMON, ALL OF WHICH SEEM TO BE LOSING APPEAL. FOR THE DISTAFF MEMBERS, WERE: HARRIET, JULIA AND REBECCA, MORE POPULAR IN 1965 THAN PREVIOUSLY, FIONA, JENNIFER, JACQUELINE AND RACHEL, ALL WERE ON THE SLIDE. HOW DID YOUR NAME PLACE ON THE TOP "NAMES" IN '65?

FIRST STORY....FROM AP....GARDNER

No, No, No, No, N

ABSOLUTE CLASSIC EXAMPLE OF EVERYTHING NOT TO DO

(NAMES)

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FIRST STORY....FROM AP....GARDNER

THE MEN OF ST. JOHN IN FLOWER, ITALY ARE GOING BACK TO WORK AND
THEIR WOMEN AND CHILDREN WON'T SEE THEM FOR THE NEXT ELEVEN MONTHS.

THEY'RE CALLED THE MARRYING MIGRANTS AND FOR JUST ONE MONTH OUT OF
THE YEAR THEY RETURN TO THE TOWN OF SAN GIOVANNI IN FIORE, ITALY
FOR A JOYOUS REUNION WITH THEIR LOVED ONES OR TO MARRY A LOVED ONE.
FIVE THOUSAND MEN, ALMOST EVERY ABLE BODIED ADULT MALE IN THE TOWN
OF 18,000, WORK ELEVEN MONTHS OF THE YEAR IN FRANCE, GERMANY OR
SWITZERLAND. THE WOMEN, CHILDREN AND OLD PEOPLE REMAIN
IN THE VALLEY UNDER THE SHADOW OF FEMMINAMORTA...DEAD WOMAN MOUNTAIN.

THE TOWN, WHOSE NAME MEANS ST. JOHN IN FLOWER, BLOSSOMS INTO REUNIONS
AND MATRIMONY FOR FOUR WONDERFUL WEEKS OVER CHRISTMAS AND NEW YEAR'S.
FATHERS AND HUSBANDS GO HOME TO GREET CHILDREN THEY SEE BUT ONCE A
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WITH SAVED UP EARNINGS TO MARRY...THERE WERE FIFTY MARRIAGES IN JUST
TWO WEEKS...LAST YEAR OVER A HUNDRED WERE HELD. FAMILIES
HOARD THEIR BEST WINE AND SAVE THEIR FINEST CLOTHING FOR THE
JOYOUS MONTH OF REUNIONS AND MARRIAGES AND GENERAL "CATCHING
UP".

NOW THE MONTH OF HAPPINESS IS PAST AND AHEAD LIES ELEVEN MONTHS OF
WORK AND LONLINESS AND LONGING. THE WOMEN AND CHILDREN AND OLD
PEOPLE CHERISHING THE MONTH THAT'S PAST AND LOOK AND PLAN AHEAD TO
THAT ONE MONTH AT THE END OF THE YEAR WHEN THE MEN OF THEIR TOWN
IN THE POVERTY STRICKEN VALLEY OF SOUTH CALABRIA, UNDER THE SHADOW
OF THE DEAD WOMAN MOUNTAIN COME BACK. THEN AGAIN, NOT MANY
PLACES IN THE WORLD WILL BE HAPPIER THAN ST. JOHN IN FLOWER,....
SAN GIOVANNI IN FIORE, ITALY.

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PLACES IN THE WORLD WILL BE ~~HAPPY~~ HAPPIER THAN ST. JOHN IN FLOWER.....
SAN GIOVANNI IN FIORE, ITALY.

How

~~WHAT~~ NOT TO WRITE A

(1st PAGE) FOR USE MONDAY AM'S

STM

FRONT-PAGE TYPE
STORY

TO SWIM OR NOT TO SWIM....IN THE NUDE THAT IS....THAT'S THE QUESTION
SOON TO BE ANSWERED IN SAN FRANCISCO COURTS....

A SUPERIOR COURT JUDGE ASKING THE DISTRICT ATTORNEY'S OFFICE TO COME
UP WITH SOME SEARCHING THOUGHTS ON THE LEGALITY OF "TOPLESS" BATHING.
THIS CAME DURING A HEARING AT WHICH THE SEXUAL FREEDOM LEAGUE OPENED
A FULL-DRESS ATTACK ON THE CITY ORDINANCE WHICH PROHIBITS NUDE BATHING.

SPEARHEADING THE CAMPAIGN IN THE CITY BY THE BAY IS JEFFERSON POLAND
WHO, ALONG WITH TWO LOVELY YOUNG LADIES, ^{WAS} ~~WERE~~ ARRESTED FOR SWIMMING
IN THE NUDE AT "AQUATIC PARK".

THE WHOLE BATTLE IN SAN FRANCISCO IS SHAPING UP AROUND THE LEGAL
TERM "SUITABLE" AS APPLIED BY A CITY ORDINANCE REGARDING THE TYPE OF
CLOTHING TO BE WORN ^{AT} ~~ON~~ THE CITY'S BEACHES AND POOLS.

SO...THE DISTRICT ATTORNEY'S MISSION...TO DEFINE WHAT'S SUITABLE AND
WHAT'S NOT SUITABLE....IN SAN FRANCISCO BEACH WARE.

THE FATE OF THE "TOPLESS" BATHING SUIT...APPARENTLY IN THE HANDS OF
THE COURTS...IN THE BAY CITY.

Announcers

Front Page
General Info.

WIP-UP STORY

How
~~WHAT~~ NOT TO
WRITE A

(1st PAGE) FOR USE MONDAY AM'S

STM

FRONT-PAGE TYPE
STORY

TO SWIM OR NOT TO SWIM....IN THE NUDE THAT IS....THAT'S THE QUESTION
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THE FATE OF THE "TOPLESS" BATHING SUIT...APPARENTLY IN THE HANDS OF
THE COURTS...IN THE BAY CITY.

How NOT To WRITE ONE...

(FIRST PAGE TYPE) STM FOR USE MONDAY AM

....TO HAVE AND TO HOLD ~~IN SICKNESS~~...TIL DEATH DO US PART...

THOSE WORDS RINGING OUT IN A PENNSYLVANIA CHURCH YESTERDAY...WHICH ISN'T REALLY NEWS...AS ~~THOSE~~ MARRIAGE VOWS ARE REPEATED IN CHURCHES ALL OVER THE COUNTRY...MANY TIMES A DAY....BUT YESTERDAY IN MEDIA IT WAS DIFFERENT. A MINISTER...REVEREND WILLIAM ALBERTS...SICK & TIRED OF HEARING ABOUT THE MOUNTING DIVORCE RATE IN THIS COUNTRY...CALLED ON THE COUPLES IN HIS CONGREGATION TO STAND UP...AND BE COUNTED...AND TO RE-STATE THEIR MARRIAGE VOWS AND THAT'S JUST WHAT THEY DID IN THAT OLD PENNSYLVANIAN CHURCH. SOME 100 ALREADY MARRIED COUPLES VOWING AGAIN..."TIL DEATH DO US PART."

REVEREND ALBERTS...WHO'S BEEN MARRIED 25 YEARS HIMSELF...GRATIFIED BY THE ~~THE~~ RESPONSE OF THE CONGREGATION SAYING...NOBODY SHOULD GET MARRIED UNLESS IT'S FOR KEEPS.

NOW...REVEREND ALBERTS SAYS HE'LL MARRY EVERYBODY AGAIN EVER YEAR... MAKE IT AN ANNUAL EVENT FOR COUPLES TO RE-STATE THEIR VOWS...IN THAT ~~CHURCH~~ ^{OLD} CHURCH IN MEDIA, PENNSYLVANIA.....

How NOT TO WRITE ONE...

(FIRST PAGE TYPE) STM FOR USE MONDAY AM

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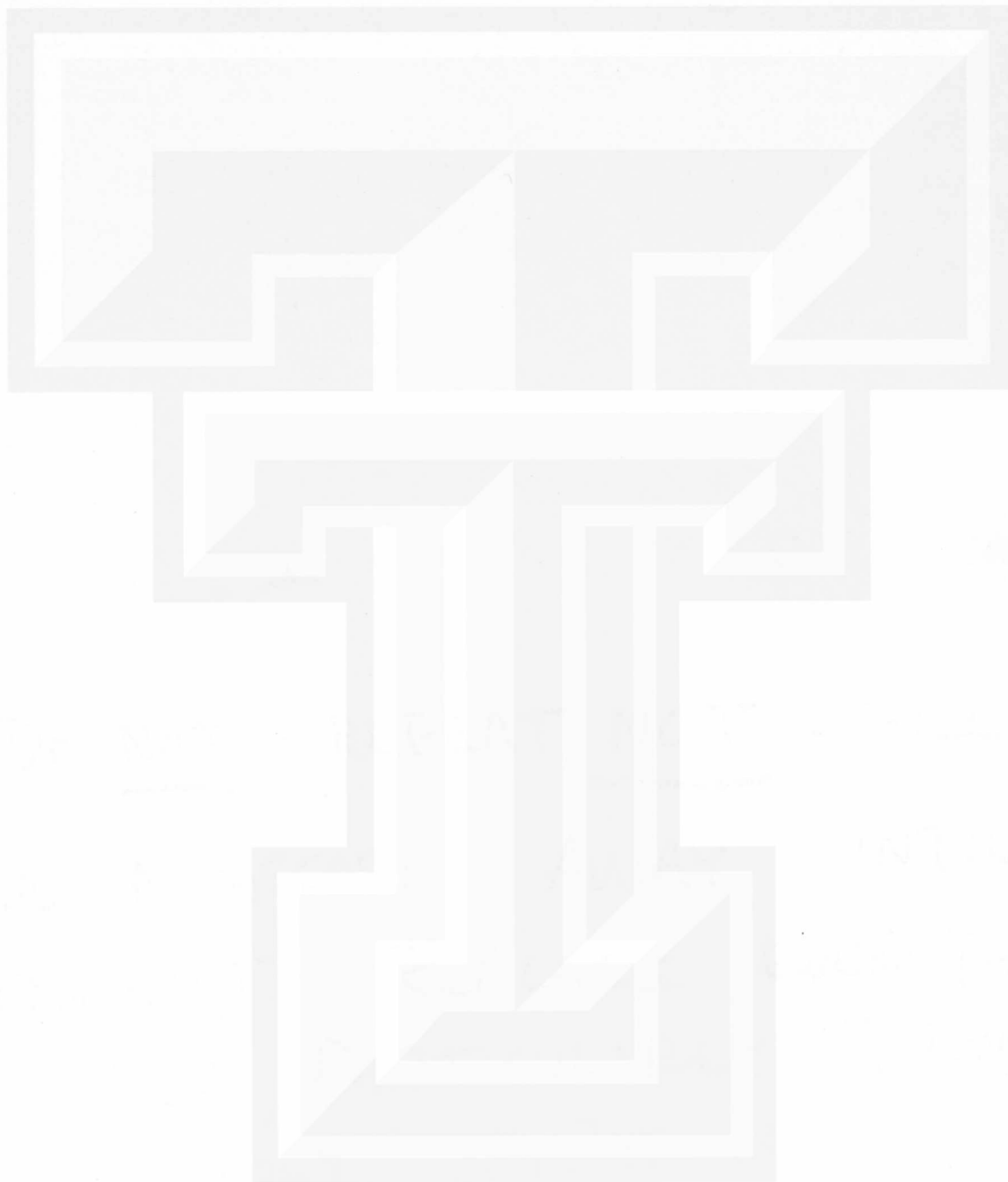
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Announcers

Front Page
General Info.

Wrap-Up story



Do NOT - REPEAT NOT - FILE

YOUR NEWSCASTS AWAY UNTIL
MIDNIGHT. REPLACE EVERYTHING
REUSABLE, PARTICULARLY "FRONT
PAGE STORY" TYPES ON THE

- ① PROPER HOOKS. TO ALL-NIGHT
MAN: FILE ALL OLD NEWS AT
MIDNIGHT EXCEPT "FRONT-PAGE STORY"
TYPES. THESE FILED ONLY WHEN 48 HOURS OLD.

1-1-1946
tube

Gentlemen:

Needless to say, I have not been particularly pleased by the fact that, insofar as I can determine, all attempts to get front-page type stories from outside newspapers have discontinued since the arrival of Mitch Lewis. I assume that this means that when we find someone to do this sort of thing for us on a more or less regular basis, you will all relax and let the newspapers pile up again. We will never have anyone doing half enough such outside rewrites on a free-lance basis so it would be best that you get back on this matter again IMMEDIATELY.

Again, write them as consisely as possible and write them as hard-news, topical stories. If you don't know how to do this, please for Heaven's sake ask for help. But don't let these newspapers stack up without a check; the re-writing (and finding) of these front-page type news stories will be your job even if we have a dozen different writers working on this type of thing--which we won't.

Now, let's get back on the ball!!!

Gordon McLendon

Announcers

Wrap-up story
Sample

1- tube

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Announcers

FACTS

Editing Samples

Wrap-Up Story
Sample

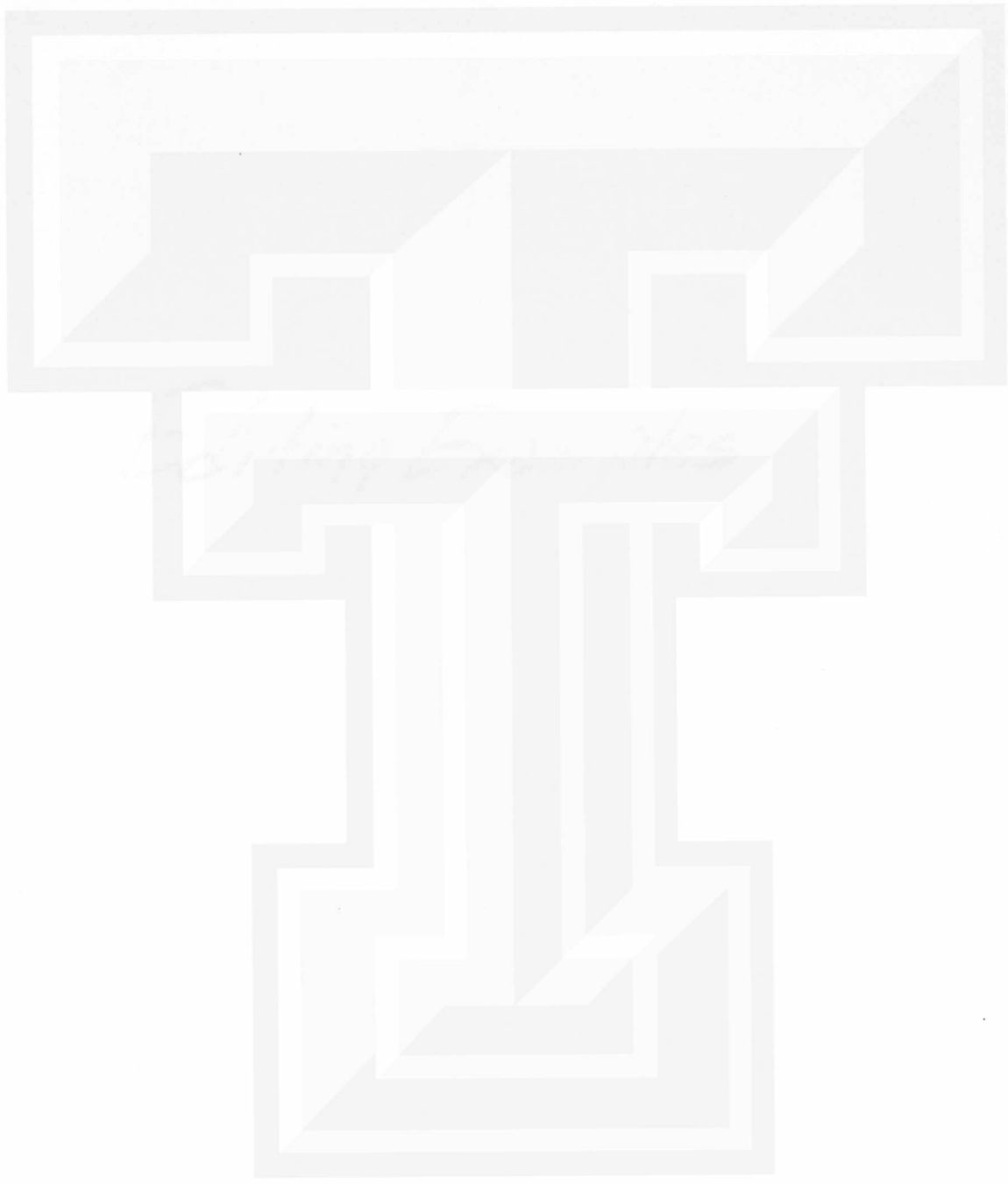
tube

Announcers

Effects

Editing Samples

Wrap-Up Story
Sample



tube

Announcers

ECTS

Editing Examples

Wrap-up story
Sample

no no
local official
said...

067- *there must be a clearer word*

FIRE JAN. 9 AJ
URGENT

HATTIESBURG, MISS. (UPI)--FIRE BELIEVED TO HAVE BEEN STARTED BY ARSONISTS DESTROYED THE HOME AND NEARBY GROCERY OF A NEGRO CIVIL RIGHTS LEADER NEAR HERE EARLY TODAY AND INJURED THREE PERSONS.

FORREST COUNTY DEPUTY SHERIFF T. A. WOODWARD SAID THE FIRE BROKE OUT AT THE HOME OF VERNON DAHMER, ABOUT FIVE MILES NORTH OF HATTIESBURG. *that negro civil rights worker*
HERE ABOUT 3 A. M. EST. HE SAID IT WAS BELIEVED TO "HAVE BEEN THE WORK OF ARSONISTS."

DAHMER, HIS WIFE *no* ELITE, AND THEIR 10-YEAR-OLD DAUGHTER, *no* BETTY, WERE TAKEN TO A LOCAL HOSPITAL WITH BURNS AND WERE REPORTED IN "PAINFUL BUT NOT SERIOUS CONDITION." *all of them had*

WOODWARD SAID RAINEY HEIDELBERG, AN 84-YEAR-OLD AUNT OF DAHMER, WAS ASLEEP IN THE REAR OF THE STORE, SEPARATED FROM THE HOUSE BY A DRIVEWAY, WHEN SHE HEARD SEVERAL EXPLOSIONS AND SAW THE FIRE BREAK OUT IN THE HOUSE. *feature - type - all - along - street - taken*

DAHMER, A PAST PRESIDENT OF THE FORREST COUNTY CHAPTER OF THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP), TOLD AUTHORITIES HE HAD HEARD SHOTS FIRED FROM A PASSING CAR BEFORE THE FIRE WAS DISCOVERED *in his home and grocery store*

NAACP STATE FIELD SECRETARY CHARLES EVERS CHARGED THE FIRE HAD BEEN SET BY "NIGHTRIDERS."

THE FBI *has just* JOINED LOCAL AUTHORITIES IN INVESTIGATING THE FIRE *that* IN HATTIESBURG. *which*
ONLY THE BRICK CHIMNEYS REMAINED IN THE CHARRED RUINS.

THE FORREST COUNTY AREA REPORTEDLY HAS BEEN A STRONGHOLD OF THE KU KLUX KLAN. LOCAL AUTHORITIES HAD BEGUN A CAMPAIGN TO BRING A HALT TO ACTS OF VIOLENCE IN THE COUNTY. *no, no, no*

no no
local official
said....
067-
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GT914AES

*lousy news paper-type
lead typical of 1850's
"A" wise service stores. In this
"A" fire early today destroyed the home and the
Mississippi, business of a negro civil rights
leader. That fire
in Hattiesburg
was believed set
deliberately. In all
3 people
were in
the fire.*

*feature-
type
audience-
killing
space
killer*

*leaving
no!*

no, no, no

HXR027

(BLAZE)

(CHICAGO)---AN EXPLOSION AND FIRE STRUCK A GROCERY STORE ON CHICAGO'S SOUTH SIDE THIS MORNING, *It caused the explosion caused falling in the roof and cutting of the grocery store* THE BUILDING. FOUR PERSONS WERE HURT.

Chicagoan FORTY-THREE-YEAR-OLD REGULIO GONZALEZ OF (2917 EAST 89TH STREET) WAS HURT ALONG WITH HIS FIVE-YEAR-OLD SON, VICTOR. *East 89th* THEY WERE WALKING PAST THE BUILDING WHEN AN EXPLOSION BLEW OUT THE WINDOWS.

TWO FIREMEN WERE HURT SLIGHTLY WHEN A HOSE BROKE AND WHIPLASHED. *obviously not.*

THE BUILDING IS THE HIGH-LOW GROCERY AT 3601 EAST 106TH STREET.

A1032ACS1/10

This should make the listener throw up if read on the radio; the last sentence, I mean.

The father and son

Announcers

EFFECTS

Wrap-Up Story Sample

Announcers

PROJECT C

Wrap-up story
Sample

HXR027

(BLAZE)

(CHICAGO)---AN EXPLOSION AND FIRE STRUCK A GROCERY STORE ON CHICAGO'S SOUTH SIDE THIS MORNING, ~~CAVING IN THE ROOF AND CUTTING~~ *It caused that explosion caved in the roof of the grocery store* ~~THE BUILDING. FOUR PERSONS WERE HURT.~~ *never; use "East 89th"*

Chicagoan FORTY-THREE-YEAR-OLD REGULIO GONZALEZ OF (2917 EAST 89TH STREET) WAS HURT ALONG WITH HIS FIVE-YEAR-OLD SON, VICTOR. ~~THEY~~ *no* WERE WALKING PAST THE BUILDING WHEN AN EXPLOSION BLEW OUT THE WINDOWS.

TWO FIREMEN WERE HURT SLIGHTLY WHEN A HOSE BROKE AND WHIPLASHED. *obviously not.* *The father and son*

THE BUILDING IS THE HIGH-LOW GROCERY AT 3601 EAST 106TH STREET.

A1032ACS1/10

This should make the listener throw up if read on the radio; the last sentence, I mean.

B37

(160) *no, no, no, no — absolutely no interest in*
WATERTOWN, MASS., JAN. 9 (AP)—U.S. POSTAL INSPECTORS SEIZED *Chicago —*
SUPPLIES, BOOKS AND RECORDS TODAY IN RAIDS ON A HOME AND A *Not Even When*
MAIL-ORDER OFFICE IN CONNECTION WITH AN ALLEGED SCHEME TO USE POSTAGE *Revised*
METER MACHINES FRAUDULENTLY THAT REPORTEDLY COST THE GOVERNMENT MORE
THAN \$2 MILLION IN POSTAGE REVENUES.

THE INSPECTORS USED A SEARCH WARRANT SECURED FROM U.S. COMMISSIONER
PETER J. NELLIGAN TO RAID THE HOUSE AND OFFICE.

THE RAIDS WERE THE RESULT OF ARRESTS LAST FRIDAY OF BERNARD
ABELSON, 46, OF NEWTON, IRA RAVNER, 48, AND HIS WIFE, LILA, 42, IN
THE PENTHOUSE OF A MAIL ORDER HOUSE AT WOODBURY, L.I. ALL THREE
WERE CHARGED WITH FRAUDULENT USE OF POSTAGE METERS.

IN NEW YORK, U.S. ATTY. ROBERT W. MORGENTHAU DESCRIBED THE CASE
AS UNIQUE BECAUSE IT HAD BEEN THOUGHT THE MACHINES WERE FOOLPROOF.
HE SAID THE POSTAGE METERS ARE LICENSED BY THE POST OFFICE AND
THE PERSON RECEIVING THEM PAYS IN ADVANCE FOR A CHOSEN NUMBER OF
POSTAGE UNITS.

MORGENTHAU SAID POSTAL AUTHORITIES BELIEVE THE METER INVOLVED
HAD BEEN RESET TO CONTINUE OPERATING BEYOND THE AMOUNT PAID FOR.

JD1226PES

Announcers

CHICAGO

Wrap-Up Story
Sample

HR1234PCS1.10

HXRO4

Localize a story 50% of time!!
URGENT

I'd pitch the story on the Chicago convict:

"A young Chicago convict, Prentiss Griffin, is one of 4 men just indicted in Chester, Illinois, by the Grand Jury there."

(CHESTER, ILLINOIS)---A GRAND JURY IN CHESTER, ILLINOIS, HAS

that was the prison revolt

INDICTED FOUR CONVICTS IN THE NOVEMBER UPRISING AT MENARD PRISON, IN

WHICH THREE GUARDS WERE STABBED TO DEATH. THE FOUR ARE INDICTED

Convicts in Chester

ON COUNTS OF MURDER, ATTEMPTED MURDER, ARMED ROBBERY, ARSON AND

HOLDING HOSTAGES. THEY ARE 26-YEAR-OLD JOHN STAMPS OF GRANITE

CITY, ILLINOIS...27-YEAR-OLD ALONZO JONES, OF MANCHESTER, TENNESSEE...

25-YEAR-OLD PRENTISS GRIFFIN OF CHICAGO...AND 26-YEAR-OLD WILLIAM

BASSET OF FAIRFIELD, ILLINOIS.

PCS1/10

Announcers

URGENT

Wrap-up story
Sample

(TUSKEGEE, ALABAMA)---TWO WAVES OF PICKETS FROM TUSKEGEE INSTITUTE DEMONSTRATED FOR FOUR HOURS IN DOWNTOWN TUSKEGEE, ALABAMA, THIS AFTERNOON. THEY WERE PROTESTING THE SLAYING OF A YOUNG NEGRO CIVIL RIGHTS WORKER LAST WEEK IN AN ARGUMENT AT A SERVICE STATION.

-0-

(BRECKENRIDGE, COLORADO)---FOUR PERSONS WERE KILLED AND AT LEAST 10 INJURED THIS AFTERNOON IN AN EXPLOSION THAT DESTROYED A THREE-STORY BUILDING AT A SKI RESORT NEAR BRECKENRIDGE, COLORADO. RESCUE TEAMS PULLED THE INJURED FROM THE WRECKAGE AND RUSHED THEM TO HOSPITALS. THE CAUSE OF THE BLAST WAS NOT KNOWN.

-0-

(WASHINGTON)---THE JUSTICE DEPARTMENT HAS ANNOUNCED A FEDERAL GRAND JURY IN NEW YORK CITY HAS INDICTED NINE MATCH PRODUCING FIRMS AND FOUR OF THEIR OFFICERS ON CHARGES OF PRICE FIXING. ATTORNEY GENERAL KATZENBACH SAID A CIVIL SUIT ALSO HAS BEEN FILED AGAINST THE COMPANIES TO PROHIBIT THEM FROM FIXING PRICES.

-0-

(WASHINGTON)---REPRESENTATIVE ED EDMONDSON, AN OKLAHOMA DEMOCRAT, HAS SUBMITTED A G-BILL OF RIGHTS FOR COLD WAR VETERANS. EDMONDSON'S BILL WOULD PROVIDE EDUCATIONAL AND OTHER BENEFITS FOR MEN WHO SERVED IN THE ARMED FORCES SINCE JANUARY 31, 1955, WHEN THE KOREAN WAR G-I BILL EXPIRED.

-0-

B37

(160)

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JD1226PES

Announcers

Wrap-up story
Sample

Why there? Why not "Mrs. George Wallace, possibly
the next Governor of Alabama, underwent."

B1 00 0

MONTGOMERY, ALA., JAN. 10 (AP)-MRS. GEORGE C. WALLACE, WIFE OF THE GOVERNOR OF ALABAMA, UNDERWENT MAJOR SURGERY TODAY.

HER DOCTORS SAID THE SURGERY, WHICH INCLUDED ABDOMINAL EXPLORATION, PROCEEDED "UNEVENTFULLY."

THE DOCTORS SAID "THE LONG-TERM HEALTH OUTLOOK FOR MRS. WALLACE IS GOOD."

→ Mrs. Wallace lately mentioned as possibly running for her husband's office...that she might make a try for the Alabama Governorship.....undergoing surgery in Montgomery and reported in Good Condition

RK840PES

(TUSKEGEE, ALABAMA)---TWO WAVES OF PICKETS FROM TUSKEGEE INSTITUTE DEMONSTRATED FOR FOUR HOURS IN DOWNTOWN TUSKEGEE, ALABAMA, THIS AFTERNOON. THEY WERE PROTESTING THE SLAYING OF A YOUNG NEGRO CIVIL RIGHTS WORKER LAST WEEK IN AN ARGUMENT AT A SERVICE STATION.

-0-

(BRECKENRIDGE, COLORADO)---FOUR PERSONS WERE KILLED AND AT LEAST 10 INJURED THIS AFTERNOON IN AN EXPLOSION THAT DESTROYED A THREE-STORY BUILDING AT A SKI RESORT NEAR BRECKENRIDGE, COLORADO. RESCUE TEAMS PULLED THE INJURED FROM THE WRECKAGE AND RUSHED THEM TO HOSPITALS. THE CAUSE OF THE BLAST WAS NOT KKNOWN.

No, we never do these summaries - or I'd better not find out about it.

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-0-

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do not use without re-edit or re-write. -0-
 (WARSAW, POLAND)---RELATIONS BETWEEN THE POLISH GOVERNMENT AND THE
 VATICAN HAVE ^{gone down today} PLUNGED TO A NEW LOW. THE COMMUNIST REGIME WITHDREW ^{that Polish move} THE PASSPORT OF STEFAN CARDINAL WYSZYNSKI (VIH-SHIHN'-SKEE) ^{BARING away} HIM FROM TRAVEL ABROAD. THE ^{Polish} GOVERNMENT CHARGES THAT HIS ACTIVITY WAS ^{Polish} HARMFUL TO THE STATE. THE ^{will} DECISION HAS VIRTUALLY ELIMINATED THE ^{this} POSSIBILITY THAT POPE PAUL THE SIXTH WOULD VISIT POLAND ^{has} IN THE SPRING. CARDINAL WYSZYNSKI, ^{the Cardinal said he} WHO SPENT YEARS IN CONFINEMENT UNDER THE COMMUNIST REGIME, ^{Polish} SAID HE DID "NOT FEEL THE NECESSITY OF REPLYING...AND WILL NOT REPLY" TO THE GOVERNMENT'S CHARGES ^{against him}.

*Why there? Why not "Mrs. George Wallace, possibly
the next Governor of Alabama, underwent..."*

B100 0

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RK84OPES Alabama Governorship.....undergoing surgery in Montgomery
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B99 0
(130)

*Why in Heaven's name
would we use this? it's
rewritten strike bad.*

LONDON, JAN. 10 (AP)—ONE OF BRITAIN'S LARGEST BAKERS ANGERED THE LABOR GOVERNMENT TONIGHT BY ANNOUNCING AN INCREASE IN THE PRICE OF BREAD EFFECTIVE NEXT MONDAY.

THE BOOST COMES A MONTH AFTER BAKING EMPLOYEES STAGED WIDESPREAD WAGE STRIKES THAT CAUSED TEMPORARY BREAD FAMINES IN LONDON AND SEVERAL OTHER MAJOR CITIES.

ECONOMICS MINISTER GEORGE BROWN CALLED FLOUR MAGNATE LORD JOSEPH RANK TO A CONFERENCE TOMORROW TO TRY TO STOP THE BOOST.

THE INCREASE -- ANNOUNCED BY RANKS HOVIS MCDUGAL, LTD. AND LIKELY TO BE FOLLOWED BY OTHER BAKERS -- IS ONE PENNY (1.2 CENTS) FOR A TWO-POUND LOAF AND A HALFPENNY FOR A ONE-POUND LOAF.

--- BAKING COMPANIES HAVE CLAIMED THEY NEEDED AN INCREASE TO MEET WAGE BOOST DEMANDS.

A TWO-POUND LOAF NOW COSTS ONE SHILLING FOUR PENCE (19.2 CENTS) AND A ONE-POUND LOAF COSTS 10 PENCE (12 CENTS).

RK8 39 PES

Wrap-up story
Sample

LONDON, JAN. 17 (AP) — POLAND'S LATEST PAPERS ANGERED

LONDON GOVERNMENT

-0-

do not use without re-edit or re-write.
 (WARSAW, POLAND)---RELATIONS BETWEEN THE POLISH GOVERNMENT AND THE
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 POSSIBILITY THAT POPE PAUL THE SIXTH ~~WOULD VISIT~~ *will* POLAND ~~IN~~ *this* THE SPRING.
 CARDINAL WYSZYNSKI, ~~WHO SPENT YEARS IN CONFINEMENT UNDER THE COMMUNIST~~ *has*
 REGIME, ~~SAID HE DID~~ *The Cardinal said he* "NOT FEEL THE NECESSITY OF REPLYING...AND WILL NOT
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-0-

B99 0

(130)

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RK8 39 PES

Announcers
Schedule

TESTS

Wrap-up only
Sample

B99 Q
(130)

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R/S 39 PES

Announcers
Schedule

TESTS

Wrap-Up story
Sample

CITYNEWS 54 (JUICE HEARINGS)

is preparing for hot
THE ILLINOIS CRIME INVESTIGATING COMMISSION ~~WILL CALL AN~~
~~ESTIMATED 60 WITNESSES IN THEIR PUBLIC HEARINGS ON CHICAGO "JUICE~~
~~RACKETS" THIS WEEK.~~ *An estimated 60 witnesses will testify in those juice racket hearings.*
Commission Executive JOHN GALLAGHER, ~~THE SPECIAL ASSISTANT TO CRIME COMMISSION~~
~~EXECUTIVE DIRECTOR CHARLES SIRAGUSA,~~ *told W-News* *besides these 60* SAID TODAY THAT OTHER WITNESSES
Colagayher said
ARE STILL BEING SUMMONED, BUT THAT THOSE ALREADY SCHEDULED TO
is as juice racket witnesses APPEAR ARE "VERY IMPORTANT PEOPLE."
The Crime Commission Executive HE SAID THAT THE INVESTIGATING TEAM HAD NO DIFFICULTY IN GETTING
THE WITNESSES.

ALTHOUGH HE WOULD NOT DISCLOSE WHETHER ANY WITNESSES WOULD BE
GIVEN IMMUNITY, *Colagayher also told W-News* HE SAID THAT EXTREME PRECAUTIONS WILL BE TAKEN TO
PROTECT THE IDENTITY OF KEY FIGURES.

GALLAGHER SAID THE COMMISSION WILL NOT ASK FOR ANY INDICTMENTS. BUT
he said
it WILL TURN ALL OF ITS EVIDENCE OVER TO THE STATE'S ATTORNEY'S OFFICE.

THE ENTIRE COMMISSION WILL BE PRESENT AT THE HEARING.

THE HEARING WILL BE HELD IN THE COUNTY BOARD ROOM ~~ON THE FIFTH~~
~~FLOOR OF THE COUNTY BUILDING AT 116 NORTH CLARK STREET, WEDNESDAY~~
THROUGH FRIDAY. ~~WEDNESDAY'S HEARING WILL BEGIN AT 10 A.M. THE HEARINGS~~
~~ON THURSDAY AND FRIDAY WILL BEGIN AT 9 A.M. THE SESSIONS ARE EXPECTED~~
TO LAST ALL DAY.

~~PZ121TP 1-10ML~~

Announcers
Schedules

O. TESTS

Wrap-Up story
Sample

CITYNEWS 54 (JUICE HEARINGS)

THE ILLINOIS CRIME INVESTIGATING COMMISSION ~~WILL CALL AN~~
~~ESTIMATED 60 WITNESSES IN THEIR PUBLIC HEARINGS ON CHICAGO "JUICE~~
~~RACKETS" THIS WEEK.~~ *An estimated 60 witnesses will testify in those juice racket hearings.*

Commission Executive JOHN GALLAGHER, ~~THE SPECIAL ASSISTANT TO CRIME COMMISSION~~
~~EXECUTIVE DIRECTOR CHARLES SIRAGUSA,~~ *told W-NWS* SAID TODAY THAT OTHER WITNESSES
Gallagher said ARE STILL BEING SXMMUPOENAED. BUT THAT THOSE ALREADY SCHEDULED TO

APPEAR ARE "VERY IMPORTANT PEOPLE."

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THE WITNESSES.

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PZ1211P 1-10ML

Announcers
Schedules

O. TESTS

Wrap-up story
Sample

HX 1..

074A

PAINT JAN. 10 HX

CHICAGO (UPI)--THE CHILD STANDING IN HIS CRIB REACHED FOR THE
FLAKES OF PAINT PEELING OFF THE WALL AND PUT THEM IN HIS MOUTH.
THE FLAKES TASTED LIKE SUGAR, BUT CONTAINED DEADLY LEAD, WHICH
POISONED 207 CHILDREN HERE LAST YEAR AND KILLED 16.

THE ILLINOIS COUNCIL FOR MENTALLY RETARDED CHILDREN SAID
THE DEATHS REPRESENT A 100 PER CENT INCREASE OVER THE EIGHT LEAD
POISONING DEATHS REPORTED IN 1964 AND A ONE-THIRD INCREASE OVER
THE 140 CASES REPORTED THAT YEAR.

CHILDREN WHO EAT LEAD-BASED PAINT ALSO MAY SUFFER BRAIN DAMAGE AND
MENTAL RETARDATION, THE COUNCIL SAID. THE LEAD IS DISTRIBUTED THROUGH
THE BODY TO MOST OF THE SOFT TISSUES AND ULTIMATELY MAY WIND UP IN THE
BONES. BUT IN SOME CASES, THE DAMAGE IT DOES TO THE BRAIN AND CENTRAL
NERVOUS SYSTEM MAY BE PERMANENT.

LEAD POISONING IS BECOMING AN INCREASINGLY SERIOUS PROBLEM,
ACCORDING TO THE AMERICAN MEDICAL ASSOCIATION. ABOUT 90 PER CENT
OF THE CASES INVOLVE CHILDREN UNDER THE AGE OF 5, THE AMA SAID.

THE PROBLEM IS MOST SEVERE IN SLUM AREAS OF LARGE CITIES, WHERE
PEELING AND FLAKING PAINT IS MORE LIKELY. MOST OF THE PRESENT-DAY
SLUM BUILDINGS WERE BUILT 25 TO 50 YEARS AGO WHEN LEAD BASED PAINT WAS
MORE COMMON FOR INTERIOR DECOR.

THE AMA SAID OTHER SOURCES OF LEAD POISONING INCLUDE LIQUID PAINT,
WHICH CHILDREN HAVE BEEN KNOWN TO DRINK FROM UNCOVERED CANS; TOYS,
CRIBS, HIGHCHAIRS AND OTHER BABY FURNISHINGS WITH LEAD-BASED PAINT
FINISHES A TEETHING YOUNGSTER CAN CHEW OFF; AND FUMES FROM SUCH THINGS
AS BURNING BATTERIES IN JUNK YARDS.

THE AMA SAID IT ISN'T THE OCCASIONAL CHIPS OF PAINT A CHILD MAY
EAT THAT ENDANGER HIS PHYSICAL AND MENTAL HEALTH, BUT THE PERSISTENT
EATING OF CHUNKS OF LEAD-BASED PAINT.

*Unusable as it stands, but could be
rewritten (a) as a hard news story and (b)
for radio. Particularly a good story
for women's hours - if done as*

*outlined.
with
anyone who
wants to
know how
to rewrite it
into hard
news. I
can think
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Announcers
Schedules
Q. TESTS

Wrap-Up story
Sample

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 EAT THAT ENDANGER HIS PHYSICAL AND MENTAL HEALTH, BUT THE PERSISTENT
 EATING OF CHUNKS OF LEAD-BASED PAINT.

THE LEAD IS DEPOSITED IN THE BONES AND CAN REACH DEADLY
 PROPORTIONS. DURING THE HOT SUMMER MONTHS, THE STORED LEAD, UNDER THE
 INFLUENCE OF HEAT AND HUMIDITY, IS RELEASED FROM THE BONES
 INFLUENCE OF HEAT AND HUMIDITY, IS RELEASED FROM THE BONES AND
 DISTRIBUTED TO OTHER PARTS OF THE BODY, PARTICULARLY NERVE CELLS,
 THE AMA SAID.

JJ855ACS

Announcers
Schedules

TESTS

Wrap-Up Story
Sample

FOURTH SPORTS ROUNDUP

--C--

~~ST. LOUIS~~ LEMM

Chicago's

WALLY LEMM HAS RESIGNED AS HEAD COACH OF THE NATIONAL FOOTBALL LEAGUE ST. LOUIS CARDINALS.

Wally

LEMM HAD ONE YEAR TO GO ON ^{his} A TWO-YEAR CONTRACT. THE CARDINALS ^{with the Cardinals} WERE PICKED BY MANY TO WIN THE EASTERN DIVISION, ^{Yet St. Louis} FINISHED IN A FIFTH PLACE TIE WITH PHILADELPHIA. ^{the Cardinals} THEY HAD A 5-9 RECORD.

Cardinal chief

CLUB PRESIDENT CHARLES BIDWILL SAID---"WE ARE SORRY THAT WALLY IS LEAVING BECAUSE WE FELT HE DID A GOOD JOB WITH THE CARDINALS IN PAST SEASONS."

BID WILL EXPLAINED THAT WHEN LEMM WAS HIRED THE CLUB WANTED A COACH ON A YEAR ROUND BASIS. BUT BIDWILL SAID THAT LEMM WANTED THE JOB ON A SIX-MONTHS BASIS AND ^{that the Cardinals had a six-month basis} THEY AGREED. ^{to} HOWEVER, ^{Bidwill} POINTED ^{Said} OUT ^{full time} THAT IN THE FOLLOWING YEARS THE CLUB FELT THAT IT NEEDED A HEAD COACH, WHO WOULD BE AVAILABLE ALL THE TIME.

SAID BIDWILL---"WHEN THE ISSUE CAME UP AGAIN TODAY, THERE WAS NO COMPROMISE, AND, BY MUTUAL CONSENT, ^{Wally Lemm} HE IS LEAVING THE ORGANIZATION."

FOURTH SPORTS ROUNDUP

--0--

Chicago's
SUB LEMM*Wally*
WALLY LEMM HAS RESIGNED AS HEAD COACH OF THE NATIONAL FOOTBALL LEAGUE ST. LOUIS CARDINALS.*his*
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HXRO59

(BAFFES)

Why, oh why, would we use it?

(CHICAGO)---A CHICAGO PHYSICIAN TODAY (SUNDAY) RECEIVED THE GOLD CROSS OF THE ROYAL ORDER OF KING GEORGE THE 1ST OF GREECE FOR BRINGING GREEK CHILDREN TO CHICAGO FOR OPEN HEART SURGERY.

DR. THOMAS BAFFES IS HEAD OF A SURGICAL TEAM WHICH HAS OPERATED ON SEVERAL GREEK CHILDREN BROUGHT HERE IN RECENT YEARS.

GREEK CONSUL OF CHICAGO...JOHN TSAOUSSI (SAH-OH-OO'-SEE)...MADE THE PRESENTATION.

FK1135P1/9CST

From: Gordon McLendon
To: Production

FORMAT FOR WNEWSWEEK

The objective in this program is to utilize various features of the UPI Audio service not now being used, and to incorporate them into a highly listenable and informative program producing the maximum public service value to the University of Chicago. The UPI Audio inserts in this program are, of course, pre-recorded. The writer will also pre-record the introductions and closes to all of the various UPI Audio features which we use. This means that much of our chance for error will be in the manner in which we get in and out of the University of Chicago messages. If these can also be pre-recorded, and we hope that they can, we will be able to put together a highly professional, smooth, hour-long broadcast which will require only the insert of live headlines, time, temperature and news briefs. Such live inserts will be done by newsmen on duty. The following is a suggested format:

S.E. UP FIVE SECONDS, fading under and into:

ANN: The lovely bells of the University of Chicago, 75 years old this year...

S.E. BELLS UP AGAIN THREE SECONDS

ANN: The University of Chicago in conjunction with Radio Station WNUS bring you John Hoffman's production of "Wnewsweek". Sixty minutes from now this moment's "Wnewsweek" will be the week that was. And sixty minutes from now a new Wnewsweek will be born. The University of Chicago and WNUS join hands to bring you an hourlong program of the week passing and the week to be--finance, space, sports, diplomacy, guest analysts. To begin, Wnewsweek and the University of Chicago take you to Washington for a one-minute report on what will happen in Washington during the coming week.

UPI SUNDAY 11:10 a.m. EST feed--1-minute--no cutaway.

ANN: And so it will go in the nation's capitol this week. Next, this hour's late headlines, after this message from the University of Chicago.

UNIVERSITY OF CHICAGO--1 minute.

ANN: This is Wnewsweek, a joint presentation of the University of Chicago and Wnews. Wnewsweek takes you to New York in a moment for a report on the week on Wall Street. First, these late headlines.

SIX HEADLINES--MORE IF IMPORTANCE OF STORIES DICTATE SAME.

ANN NOTE LIVE NOTE LIVE And now, ~~thru~~ Wnewsweek takes you to William Laffler in New York, analyzing the week that was in the stock market.

LAFFLER ANALYZES THE WEEK IN THE STOCK MARKET--Saturday, 11:10 a.m. EST
FEED, 3:30, ONE UNIVERSITY OF CHICAGO CUTAWAY*1 minute.

ANN: That was Wnewsweek's man in New York with the Wnewsweek that was in the New York stock market. Far southward is the sprawling NASA space center in Houston. There, the University of Chicago

Announcers
Schedules

Q. TESTS

Wrap-Up Story
Sample

WNEWSWEEK FORMAT

-2-

Announcers
Schedules

Q. TESTS

has Wnewsweek correspondents ready to report to you on the latest developments in space from NASA headquarters:

UPI AUDIO 3:30, ONE CUTAWAY FOR UNIVERSITY OF CHICAGO, TRANSMISSION TIMES TUESDAY 6:35 p.m., and WEDNESDAY, 7:35 a.m., EST.

ANN: Wnewsweek's reporter in Houston directly from NASA's enormous Houston space center on latest developments in the space race.
Next, Wnewsweek...

This is sufficient for the moment to give you the idea of how the program should and can go. Will appreciate any changes anyone wishes to suggest. And I am stopping here so that John Hoffman can offer suggestions on the placement of UPI Audio material in the remainder of the hour. We should have two other spots in which Wnewsweek presents six headlines--or more if importance of the stories dictate. I do not think it absolutely vital that the program time out exactly on the hour but we should try to end it as close to the hour as we can.

Wrap-Up story
Sample

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Announcers
Schedules

Q. TESTS

Wrap-Up Story
Sample

WNEWSWEEK FORMAT

-2-

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Announcers
Schedules

Q. TESTS

Wrap-up story
Sample

From: Gordon McLendon
To: Production

FORMAT FOR WNEWSWEEK

Wash Rg ———— headlines
Finance
Space
Proachway And. 4:30 with
3:30 fill: 4:30 cutaway

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Announcers
Schedules

Q. TESTS

Wrap-up story
Sample

WNEWSWEEK FORMAT

-2-

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Announcers
Schedules
Q. TESTS

Wrap-up story
Sample

MEMO

TO: ALL WNUSmen

DATE: 24 Jan '66

FROM: DON KEYES

SUBJECT: FORMAT

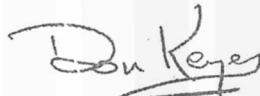
Effective tomorrow morning, the following revision in the format is to be put into effect.

You are to give a complete Chicago area weather forecast every ten minutes. This applies only in the "morning traffic" newscasts... that is, from 6:00 AM to 10:00 AM. Place these forecasts at ten past, twenty past and again as the last item in the 'cast.

On Wednesday, when we revert to the 20 minute format during those hours, insert the complete Chicago area forecast at ten past and then again as the last item.

This revision is the result of many listener comments in the mail.

Obviously, it is extremely important so make sure it is adhered to.


Don Keyes

cc: GBM
Holt
Burke
Johnson
Walgren

Announcers
Schedules

Q. TESTS

Wrap-Up Story
Sample

M. P. O

TO: ALL WNUSmen

Date: 23 Jan '66

FROM: Don Keyes

Subject: Format

Effective immediately, substitute the following as closing format. It should be read by the newscaster after the last story in the newscaster.

1. "...and that's the end of another WNUScast. If you tuned in late and just heard part of it, stay tuned. Another fresh WNUScast starts in seconds."
2. "So ends another WNUScast. This is _____ reminding you that if you just heard a portion of it, keep tuned. Another new WNUScast will be starting in just seconds."
3. "That's all for this WNUScast. If you tuned in late and didn't get to hear all the news...stay tuned. A brand new WNUScast starts in seconds with _____ reporting."


Don Keyes

Announcers
Schedules

Q. TESTS

Wrap-Up Story
Sample

M. E. O

TO: ALL WNUSmen

Date: 23 Jan '66

FROM: Don Keyes

Subject; Format

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2. "So ends another WNUScast, ~~This is _____ reminding you that~~ If you just heard a portion of it, keep tuned. Another new WNUScast will be starting in just seconds."
3. "That's all for this WNUScast. If you tuned in late and didn't get to hear all the news...stay tuned. A brand new WNUScast starts in seconds ~~with _____ reporting.~~"


Don Keyes

Announcers
Schedules

Q. TESTS

Wrap-up story
Sample

BROADCAST EDITORIAL

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



FIRST ALL-NEWS RADIO IN U.S.

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

230 N. MICHIGAN AVE. • 726-1566

For further information
or photographs, contact:.....

SUBJECT:

And that's the end of another WNUScast with portions transcribed. If you tuned in late and heard~~ed~~ only part of the news, keep tuned since another fresh Wnewscast starts in seconds...

* * * * *

with portions transcribed,
/So ends one Wnewscast but if you heard just a part of the last newscast, remember that another new Wnewscast will begin momentarily.

* * * * *

With portions transcribed, thirty for another Wnewscast and if you tuned in in the middle and missed some of the news, stay tuned since a brand new Wnewscast starts forthwith...

Announcers
Schedules

Q. TESTS

Wrap-Up Story
Sample

MEMO

TO: ALL WNUSmen
cc: Burke, Walgren, Holt

SUBJECT: Format

Fr: Don Keyes

DATE: 20 Dec '65

I understand that some misunderstanding exists on the subject of so called "Sex Stories" and how they relate to our format. I hope this note will tend to clarify it.

A "Sex Story", a story whose primary appeal is sex, is a part of the first story category. While it certainly includes raw sex such as horrendous rape stories, it also includes sex on a more subdued basis. "Gypsy Rose Lee hits drunk who jumped on stage during act", "Actress Lee Remick says 'I don't love him anymore since he's been seeing Debbie Reynolds'", "Boys outnumber the girls in recent University of Chicago Poll", "Dean of Univ. of Minnesota frowns on sex on campus."

Sex is news, sex is interesting, sex is a vital force. Sex stories need not be stories that jump up and down and run around the room yelling rape.

It is not our intention to make this radio station into the National Enquirer of the air. Use your sex stories accordingly. As a matter of fact, to eliminate further confusion, let me state it this way....

Policy. Of the 4 First Story types that you deliver in one newscast, only one of them is to be a sex story. Clear enough?

Don Keyes

Announcers
Schedules

Q. TESTS

WFAA-UP STORY
Sample

MEMO

TO: All WNUSmen
cc: Burke, Walgren, Holt

SUBJECT: Format

FROM: Don Keyes

DATE: 20 Dec '65

This morning I heard something on WNUS that I hope I don't hear again. It was a telephone beeper on driving conditions from the Chicago Motor Club. While this has been done in the past, the new format specifically eliminates local telephone beepers. They are simply not to be made.

I'm sure the same road information was available on one of our wire services. Regardless, however, the beeper should not have been made or broadcast.

Don't clutter your own work schedule by even attempting to do anything not dictated by the format.

Don Keyes

Announcers
Schedules
O. TESTS

Wrap-up story
Sample

Format Info.

.....NOW...THE OFFICIAL FORECAST FOR CHICAGO & VICINITY.....

FOR MOTORISTS DRIVING WITHIN 150 MILES OF CHICAGO.....

(NEWS CLOSES)

- 1.....AND SO ENDS THIS W-NEWSCAST. ANOTHER FULL & COMPLETE 30-MINUTE REPORT FOLLOWS IN SECONDS.
- 2.....THIS CONCLUDES ANOTHER UP-TO-THESECOND NEWSCAST FROM W-NEWS. STANDBY FOR THE NEXT W-NEWSCAST...IN SECONDS.
- 3.....YOU'VE JUST HEARD ANOTHER FULL & COMPLETE 30-MINUTE REPORT FROM W-NEWS. THE NEXT UP-TO-THE MINUTE NEWSCAST...FOLLOWS IN SECONDS.
- 4.....THIS HAS BEEN ANOTHER FULL 30-MINUTE REPORT FROM W-NEWS. THE NEXT W-NEWSCAST FOLLOWS IN MOMENTS.

Announcers
Schedules

O. TESTS

Wrap-up story
Sample

.....NOW...THE OFFICIAL FORECAST FOR CHICAGO & VICINITY.....

FOR MOTORISTS DRIVING WITHIN 150 MILES OF CHICAGO.....

(NEWS CLOSES)

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Announcers
Schedules

O. TESTS

Wrap-up story
Sample

NEWSCAST AT

Format Info.

ANNOUNCER

1st THIRD.....CHICAGO TIME (AM/PM) AND TIME FOR ANOTHER FRESH
NEWSCAST FROM W*NEWS.

2nd THIRD.....THE TIME AT W*NEWS IS (AM/PM) AND HERE IS STILL
ANOTHER UP TO THE SECOND NEWSCAST FROM W*NEWS.

3rd THIRD.....IT'S (AM/PM) IN CHICAGO, AND STARTING TIME FOR
ANOTHER NEWSCAST FROM W*NEWS.

(HEADLINES)

1....

2....

3....

(PERSONALITY CREDITS)

----- (CUT SHEET HERE) -----

NOW WITH NEWS FROM THE WORLD OF ENTERTAINMENT...HERE IS W*NEWS REPORTER ANGELA
SMITH.

----- (CUT SHEET HERE) -----

SECOND SPORTS STORY

----- (CUT SHEET HERE) -----

W*NEWS IS REPORTING ON THESE HEADLINE STORIES TO THIS HOUR:

1.

2.

3.

FOR THE CHICAGOLAND AREA, THE WEATHERMAN PREDICTS....(READ FIRST LINE OF WEATHER
FORECAST). WE'LL HAVE A COMPLETE WEATHER FORECAST AT THE COMPLETION OF THIS
NEWSCAST, WITH DETAILS OF THE HEADLINE STORIES ON THE NEXT FULL AND COMPLETE
W*NEWSCAST AT _____.

Announcers
Schedules

O. TESTS

Wrap-Up story
Sample

NEWSCAST AT _____

ANNOUNCER _____

1st THIRD.....CHICAGO TIME _____ (AM/PM) AND TIME FOR ANOTHER FRESH
NEWSCAST FROM W*NEWS.

2nd THIRD.....THE TIME AT W*NEWS IS _____ (AM/PM) AND HERE IS STILL
ANOTHER UP TO THE SECOND NEWSCAST FROM W*NEWS.

3rd THIRD.....IT'S _____ (AM/PM) IN CHICAGO, AND STARTING TIME FOR
ANOTHER NEWSCAST FROM W*NEWS.

(HEADLINES)

1....

2....

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(PERSONALITY CREDITS)

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W*NEWSCAST AT _____.

Announcers

TESTS

Wrap-up story
Sample

From: Gordon McLendon
To: All UPI Audio Stations

Unless special overtime is required, please begin to transcribe from UPI Audio the following features:

FROM THE PEOPLE

EARLY A.M. FARM FEATURE.

EARLY AM SPORTS FEATURE--there was one at 3:30 seconds with a cutaway; is there still one?

REFLECTION

WORLD REPORT

SPACE

WASHINGTON REPORT

PERSPECTIVE

UN REVIEW

BOGUE: 3:30 with cutaway--financial editor Jesse Bogue analyzes the week's markets.

NY INTERVIEW--3:30 with cutaway, NY bureau report from the world of arts.

Get all of the 3:30 reports that come in each day. Some may be valuable as a source of hard news. If we don't transcribe them, we'll never know. We plan to use the above features in part at WNUS as material for public service forum, discussion, ~~xxx~~ agriculture, etc., programs.

Since my UPI information dates back to the summer of last year, please advise if there are any other UPI features which are new, or any other reports which I should know about.

Announcers

TESTS

Wrap-Up story
Sample

From: Gordon McLendon
To: All UPI Audio Stations

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Announcers

TESTS

Wrap-Up story
Sample

Announcers

TESTS

Wrap-Up story
Sample

WRAPUP

.....W-NEWS HAS LEARNED THAT AUTHORITIES IN IDAHO ARE NOT SATISFIED WITH A SUSPECT QUESTIONED IN OREGON ABOUT THE DEATH OF EVANSTON, ILLINOIS CO-ED BARBARA JEAN DIXON...AND IN VIEW OF THE ALLEDGED CONFESSION OF A MAN OF THE SAME NAME...WILLIAM BUTLER...HERE IN CHICAGO TONIGHT...SHERIFF PAUL BRIGHT OF BOISE, IDAHO WILL FLY INTO CHICAGO IN THE MORNING TO CONTACT AND QUESTION THE MAN CHICAGO POLICE HAVE IN CUSTODY.

THE STRANGE ASPECT OF THIS CASE...AS DEVELOPED BY W-NEWS FIRST...ON DIRECT CONTACTS WITH AUTHORITIES IN OREGON AND HERE IN CHICAGO...WAS THAT TWO MENWITH THE SAME NAMES...HAD BEEN TAKEN INTO CUSTODY BY POLICE IN DIFFERENT PARTS OF THE COUNTRY...ALLEGEDLY INVOLVED IN THE SAME CRIME....THE STRANGULATION MURDER OF PRETTY BARBARA JEAN DIXON OF EVANSTON....CO-ED AT THE UNIVERSITY OF IDAHO.

THEN...THE OREGON SUSPECT...NOT COMPLETELY SATISFYING OFFICIALS OUT THERE WITH HIS STORY....AND THE STRANGE TURN OF EVENTS...AS DEVELOPED FIRST ON W-NEWS...A MAN CLAIMING TO BE WILLIAM ~~BUTLER~~ BUTLER..FRIEND OF MISS DIXON....WALKING UP TO A CHICAGO POLICEMAN IN THE LOOP BUS STATION...SAYING HE WAS THE MAN THE POLICE WANTED IN CONNECTION WITH THE MURDER.

THAT WILLIAM BUTLER...WHO SAID HE BEFRIENDED MISS DIXON ON A BUS TRIP TO BOISE...IS NOW BEING QUESTIONED IN CHICAGO. AND OREGON AUTHORITIES ARE ON THEIR WAY TO THE WINDY CITY TO QUESTION THE SUSPECT.

Sample

MURDER STORY WRAPUP STORY

for release: 1/17/66

Detectives today in Chicago's Area 1 Homicide bureau were talking today about the dogged determination of W-News reporters to hound a fast developing murder story that, even police admit, was one of the most bewildering in recent Chicago times.

And, although the suspect seized by Chicago police has changed his story about the murder of pretty, Evanston coed ~~Barbara~~ ^{Barbara} Sean Dixon, several times since being taken in custody, W-News reporters straightened out a tangle of conflicting reports.

First, there was the report of two different William Butlers, both with the same name, in custody in two police stations, thousands of miles apart, Both ^{William Butlers} charged with the murder. The first, a William Butler, was being questioned in Hood River, Oregon. But then, when W-News was bulletined ~~that~~ a second William Butler had given himself up in a Chicago bus station about six last night, a squad of W-news reporters leaped to find out just who was who...which Bugler was the prime suspect ^{in the brutal slaying}

Turning While Chicago police were quizzing the latest Butler to admit he was with the victim of the murder, W-News tracked down Sheriff Paul Bright of Boise, Idaho, wherever site of the Friday afternoon strangulation of the 20-year-old girl. Bright, the Idaho Sheriff was winding up questioning the first suspect, the William Butler held in Hood River, who also admitted that he was with the girl hours before the murder. W-News reporters held on the line while Bright wrapped up the questioning. Then he picked up the phone and ^{do} ~~the~~ give W-News ~~the~~ first report: BRIGHT TIGHT

#2

Continuing the evolution of a murder story, W-News shifted to Area one homicide ^{in Chicago} where they were told ~~xxxx~~ by sargent George Leslie that he was, at that moment (quote) just talking to the young boy and he hasn't confessed to anything, (end quote. W-News reporters were chasing down a ^{garbled} wire report that was in error when it said the William Butler, in custody in Chicago, admitted the murder when he was first taken to the station.

Combing wire reports for every bit of information concerning ^{both named William Butler} the two men in custody, ...one in Chicago and the other in Oregon, but both ^{claiming} the same name and both admitting to being in the Idaho city just before the girl's murder, ...an alert W-Nus ^{Hood River,} newsman spotted a statement from Oregon that said the suspect there had scratches on his neck and face and that ~~Butter~~ Barbara Jean Dixon had put them there when she fought off his advances. Reporters wondered how Boise Sheriff Paul Bright either overlooked the scratches or discarded them as being irrelevant. Hurriedly, reporters put in a ~~quick~~ second call to the Hood River, Oregon, jail to confirm ~~the fact~~ that the suspect held there, indeed, was scratched as the wire story reported.

Sam Ogden, a Hood River jailer, told W-News this:

(STRIP IN JAILER'S STATEMENT)

INSERT

The wire service, following the ^{first person interviews} ~~quick action~~ of W-News reporters, immediately corrected their report. The scratches, instead, were on the face and neck of the suspecy being questioned in Chicago.

W-News, on top of the story in two different parts of the country, badgered city homicide detectives for the first break in the questioning. While they held on the phone, the suspect

#3

at the very moment,
was, ~~confronting with~~ being questioned by sargent George Leslie and Assistant State's Attorney Patrick Murphy. City detective William Havensack giving W-News hope that a statement would soon be coming:

(STRIP IN CITY DETECTIVE STATEMENT)

INSERT

Still, as the case against William Butler, a 22-year-old former mental patient charged with Barbara Dixon's slaying, drew closer to a conclusion, he had, at that time, not had time to read over the 16 page statement concerning the crime. W-News then squeaked through a call to Patrick Murphy, the Assistant State's attorney, who listened as the young suspect gave his statement to a secretary, ~~who had~~ *The statement,* just given it to the suspect for his signature... Attorney Murphy ~~gave~~ *gives* W-News the fullest and latest report of the ~~murder~~ case against William Butler...

(STRIP IN REPORT OF MURPHY)

INSERT

W-News ~~asked~~ *questions* Murphy, pointedly, about the scratches on the Butler in custody in Chicago.....

(STRIP IN SCRATCH STORY).

INSERT

And, then, ~~came~~ the startling announcement to W-News that the suspect had, at the last moment at last confessed. A murder ~~story which~~ confession had progressed from beginning to end, followed by a band of reporters who rode ~~it~~ *a story boiling in two parts of the country* through to its conclusion.

Detectives in the Chicago homicide division amazed, ~~as~~ *today* radio station W-News follows the scent until the fox is treed and, at the midnight hour, consumed.

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(STORY IN PROGRESS)

#2

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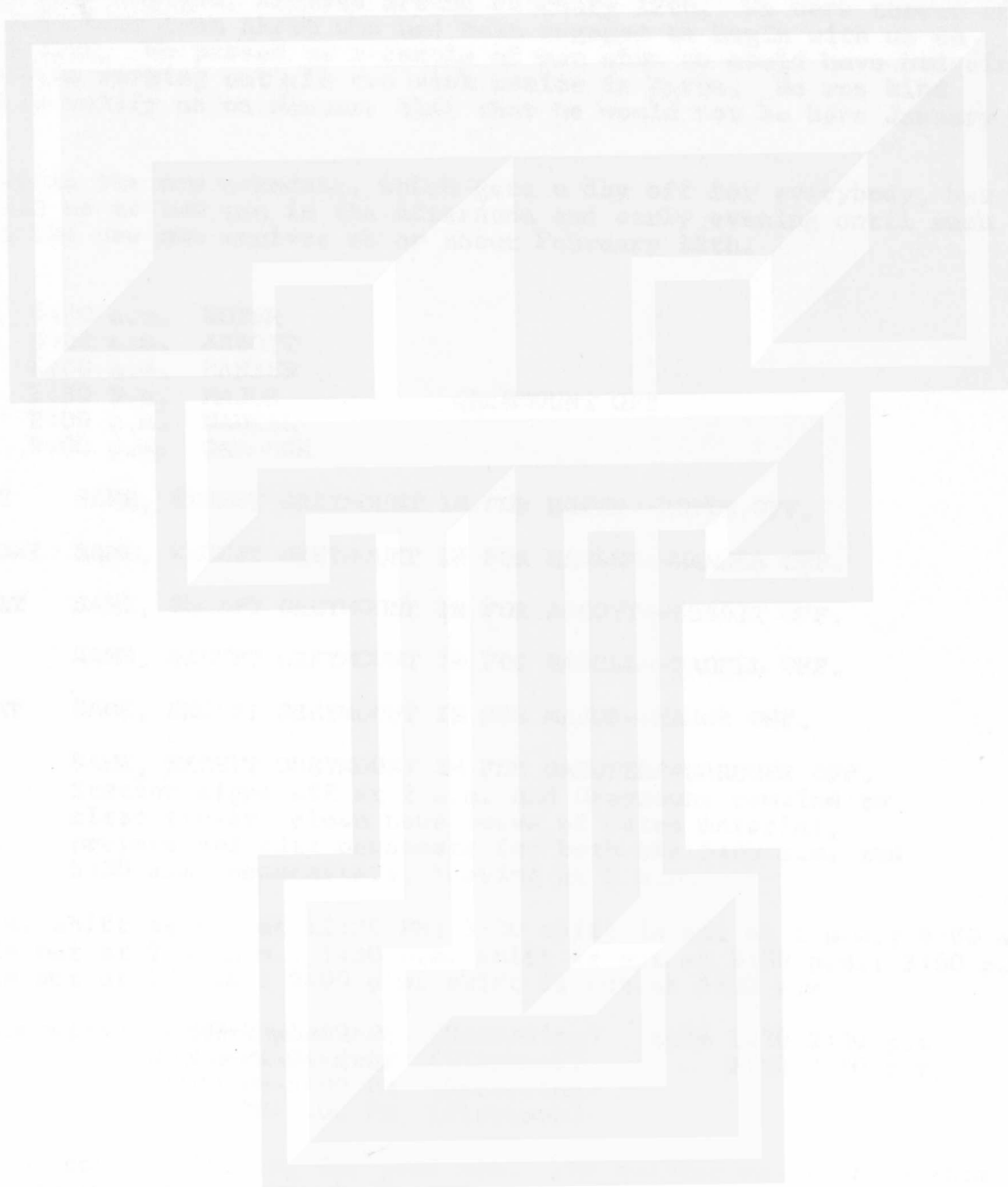
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Detectives in the Chicago homicide division amazed *to day* as radio
 station W-News follows the scent until the fox is treed and,
 at the midnight hour, consumed.



From: Gordon McLendon

ANNOUNCER'S SCHEDULE

The following schedule will prevail until a new announcer, who has already been engaged, arrives around February 12th. We were thrown off by an announcer from Akron who had been engaged to begin with us on January 31st. We passed up a couple of men whom we could have had since he has been working out his two week notice in Akron. He was kind enough to notify us on January 31st that he would not be here January 31st.

Here is the new schedule, which gets a day off for everybody, but will hold us to two men in the afternoon and early evening until such time as the new man arrives on or about February 12th.

MONDAY 4:30 a.m. ROPER
5:00 a.m. ABBOTT
6:00 a.m. HANSEN
1:30 p.m. MAJOR GREYMOUNT OFF
2:00 p.m. NADELL
9:00 p.m. GARDNER

TUESDAY SAME, EXCEPT GREYMOUNT IN FOR ROPER--ROPER OFF.

WEDNESDAY SAME, EXCEPT GREYMOUNT IN FOR HANSEN--HANSEN OFF.

THURSDAY SAME, EXCEPT GREYMOUNT IN FOR ABBOTT--ABBOTT OFF.

FRIDAY SAME, EXCEPT GREYMOUNT IN FOR NADELL--NADELL OFF.

SATURDAY SAME, EXCEPT GREYMOUNT IN FOR MAJOR--MAJOR OFF.

SUNDAY SAME, EXCEPT GREYMOUNT IN FOR GARDNER--GARDNER OFF.
Station signs off at 2 a.m. and Greymount remains to clear ticker, clean news boxes of dated material, prepare and edit newscasts for both the 5:00 a.m. and 5:30 a.m. newscasters, leaving at 5 a.m.

4:30 a.m. shift is out at 12:30 PM; 5:00 shift is out at 1 p.m.; 6:00 a.m. shift is out at 2:00 p.m.; 1:30 p.m. shift is out at 9:30 p.m.; 2:00 p.m. shift is out at 10 p.m.; 9:00 p.m. shift is out at 5:00 a.m.

Wheel operators: 1:00 PM-2:00 PM (Recording) 2:00 PM-3:00 PM (Recording)
2:00 PM-3:00 PM (Playback) 3:00 PM-4:00 PM (Playback)
7:00 PM-8:00 PM (Recording)
8:00 PM-9:00 PM (Playback)

We are, of course, looking for good men. The quicker we can find them, the quicker we can mount to full staff. But no use hiring men who can't pronounce cat and rat; we'd be right back where we were. If you know any really good, savvy men, the well over \$12,000 they'll be making under new contract terms for their six-day week is pretty good money for newscasters. We've seven men we are interviewing at the moment so something should come out of that.

I will, of course, help out on the air where I can but is awfully important I work on promotion as much of the time as possible.

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Wheel operators: ~~1:00 PM-1:30 PM~~ (Recording) ~~2:00 PM-2:30 PM~~ 1:30-2:30 p.m.
~~1:30 PM-2:00 PM~~ (Playback) 2:30-3:30 p.m.
7:00 PM-8:00 PM (Recording)
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I will, of course, help out on the air where I can but is awfully important I work on promotion as much of the time as possible.

HERE IS A TEMPORARY WORKING SCHEDULE FOR NEWSMEN, BEGINNING WEDNESDAY,
JANUARY 26.

NAME	IN	OUT	DAY OFF
ROPER	5:30 A.M.	1:30 P.M.	TUESDAY
HANSEN	6:00 A.M.	2:00 P.M.	WEDNESDAY
JOHNSON	7:00 A.M.	4:00 P.M.	THURSDAY - LUNCH 12:00 N.
MAJOR	1:30 A.M.	9:30 P.M.	FRIDAY
NADELL	3:00 P.M.	11:00 P.M.	SATURDAY
KEYES	3:30 P.M.	6:30 P.M.	SUNDAY
ABBOTT	WORK DAYS OFF WITH FULL RELIEF		MONDAY

A.M. SHIFT

5:30 (ROPER IN)
 6:00 ROPER (HANSEN IN)
 6:20 HANSEN
 6:40 ROPER
 7:00 HANSEN (JOHNSON IN)
 7:20 JOHNSON
 7:40 ROPER
 8:00 HANSEN
 8:20 JOHNSON
 8:40 ROPER
 9:00 HANSEN
 9:30 JOHNSON (RECORD WHEEL) GIVE TIME & TEMPERATURE
 LIVE BETWEEN CARTS
 10:00 ROPER (RECORD WHEEL)
 10:30 HANSEN (PLAY BACK WHEEL) GIVE TIME & TEMPERATURE
 11:00 HANSEN (PLAY BACK WHEEL LIVE BETWEEN CARTS
 11:30 ROPER
 12:00 HANSEN

P. M. SHIFT

12:30 JOHNSON
 1:00 ROPER (RECORD WHEEL)
 1:30 HANSEN (STAN MAJOR IN)
 2:00 PLAY BACK WHEEL (JOHNSON
 STANDBY)
 2:30 PLAY BACK WHEEL (JOHNSON*
 MAJOR STAND)
 3:00 MAJOR (NADELL IN)
 3:30 ~~NADELL~~ NADELL (KEYES IN)
 4:00 KEYES
 4:20 MAJOR
 4:40 NADELL
 5:00 KEYES
 5:20 MAJOR
 5:40 NADELL
 6:00 KEYES
 6:20 MAJOR
 6:40 NADELL
 7:00 MAJOR (RECORD WHEEL)

I.O. TESTS

TEMPORARY WORKING SCHEDULE

PAGE #2

P. M. SHIFT CONTINUED

7:30 NADELL (RECORD WHEEL

8:00 PLAY BACK WHEEL

8:30 PLAY BACK WHEEL

9:00 MAJOR

9:30 NDAELL MAJOR OFF DUTY

10:00 GARDNER (BEGIN NIGHT WHEEL)

10:00 NADELL (BEGIN NIGHT WHEEL)

1:30 GARDNER (WHEEL UNTIL 6:00 A. M.) NADELL OFF DUTY

I.O. TESTS

HERE IS A TEMPORARY WORKING SCHEDULE FOR NEWSMEN, BEGINNING WEDNESDAY,
JANUARY 26.

NAME	IN	OUT	DAY OFF
ROPER	5:30 A.M.	1:30 P.M.	TUESDAY
HANSEN	6:00 A.M.	2:00 P.M.	WEDNESDAY
JOHNSON	7:00 A.M.	4:00 P.M.	THURSDAY - LUNCH 12:00 N.
MAJOR	1:30 A.M.	9:30 P.M.	FRIEDAY
NADELL	3:00 P.M.	11:00 P.M.	SATURDAY
KEYES	3:30 P.M.	6:30 P.M.	SUNDAY
ABBOTT	WORK DAYS OFF WITH FULL RELIEF		MONDAY

A.M. SHIFT

5:30 (ROPER IN)
6:00 ROPER (HANSEN IN)
6:20 HANSEN
6:40 ROPER
7:00 HANSEN (JOHNSON IN)
7:20 JOHNSON
7:40 ROPER
8:00 HANSEN
8:20 JOHNSON
8:40 ROPER
9:00 HANSEN
9:30 JOHNSON (RECORD WHEEL) GIVE TIME & TEMPERATURE
LIVE BETWEEN CARTS
10:00 ROPER (RECORD WHEEL)
10:30 HANSEN (PLAY BACK WHEEL) GIVE TIME & TEMPERATURE
11:00 HANSEN (PLAY BACK WHEEL LIVE BETWEEN CARTS
11:30 ROPER
12:00 HANSEN

P. M. SHIFT

12:30 JOHNSON
1:00 ROPER (RECORD WHEEL)
1:30 HANSEN (STAN MAJOR IN)
2:00 PLAY BACK WHEEL (JOHNSON
STANDBY)
2:30 PLAY BACK WHEEL (JOHNSON*
MAJOR STANDI
3:00 MAJOR (NADELL IN)
3:30 ~~HANSEN~~ NADELL (KEYES IN)
4:00 KEYES
4:20 MAJOR
4:40 NADELL
5:00 KEYES
5:20 MAJOR
5:40 NADELL
6:00 KEYES
6:20 MAJOR
6:40 NADELL
7:00 MAJOR (RECORD WHEEL)

I.O. TESTS

TEMPORARY WORKING SCHEDULE

PAGE #2

P. M. SHIFT CONTINUED

7:30 NADELL (RECORD WHEEL

8:00 PLAY BACK WHEEL

8:30 PLAY BACK WHEEL

9:00 MAJOR

9:30 NDAELL MAJOR OFF DUTY

10:00 GARDNER (BEGIN NIGHT WHEEL)

10:00 NADELL (BEGIN NIGHT WHEEL)

1:30 GARDNER (WHEEL UNTIL 6:00 A. M.) NADELL OFF DUTY

I. Q. TESTS

Ammer Sched.

EFFECTIVE IMMEDIATELY - JANUARY 31, 1966

<u>NEWSMAN</u>	<u>IN</u>	<u>OUT</u>
ROPER	4:30 AM	12:30 PM
NADELL	5:00 AM	1:00 PM
HANSEN	6:00 AM	2:00 PM
MAJOR	1:30 PM	9:30 PM
ABBOTT	2:00 PM	10:00 PM
GRAYMOUNT	2:00 PM	10:00 PM
GARDNER	9:00 PM	5:00 AM

I. Q. TESTS

	DAY	OFF
Reger	Tuesday	
Hansen	Wednesday	
Nadell	Friday	
Major	Saturday	
Abbott	Thursday	
Steynment	Monday	
Carlsen	Sunday	

Schedules

W-100

CHAPTER 100

Section 100.1

Section 100.2

Section 100.3

Section 100.4

Section 100.5

Section 100.6

Section 100.7

Section 100.8

Section 100.9

Section 100.10

Section 100.11

Section 100.12

Section 100.13

Section 100.14

Section 100.15

Section 100.16

Section 100.17

Section 100.18

Section 100.19

Section 100.20

Section 100.21

Section 100.22

Section 100.23

Section 100.24

Section 100.25

I. Q. TESTS

NEWSCASTER TEST No. 2

- I. Make brief notes
- II. Ask age, educational background
- III. Ask last three jobs
- IV. Ask these quiz questions, explaining that it is a routine for all our interviews with applicants:
 - 1.) Please pronounce the word XOCHIMILCO (so chce meelkoh)
 - 2.) Pronounce Teddy ROOSEVELT (Rews velt)
 - 3.) In what island group are the Dry Tortugas? (Bahamas)
 - 4.) Name and pronounce correctly the last name of Khrushchev's son-in-law, who was head of Pravda? (Adzubei AND ZHEW EY)
 - 5.) Pronounce the name of this famous Russian steel center in the Ural Mountains: DNIEPERPETROVSK (nee per petrahvsk)
 - 6.) Please pronounce the word for "good bye" in German: AUFWIEDERSEHEN (Oh vee der sayn)
 - 7.) (a) Who wrote "Gone With the Wind"? (Margaret Mitchell)
(b) Who wrote "From Here to Eternity"? (James Jones)
(c) Who was Martin Borman?
 - 8.) Define the verb flourish.
Pronounce and define INEXORABLY (in eggs uhr bly)
Name the five largest U. S. metropolitan areas in order:
 - (i) New York
 - (ii) Los Angeles
 - (iii) Chicago
 - (iv) Philadelphia
 - (v) Detroit
 - 9.) Pronounce the names of the largest cities in these countries :

South Africa	(Johannesburg)
Tibet	(Lhasa -- pron.: lah sa)
Red China	(Shanghai)
Rumania	(Bucharest -- pron.: byou kah rest)
Bulgaria	(Sofia -- pron.: so fee ah)
 - 10.) What are the capital cities of the following states:

LOUISIANA	(Baton Rouge)
CALIFORNIA	(Sacramento)
SOUTH DAKOTA	(Pierre)

11.) What is MYRRH ? (a herb or spice? -- pron.: mer)

- V. If you are satisfied that you should go further, ask the man to call you back station-to-station, collect, at a certain time and be prepared to give you a seven-minute live newscast to be recorded then and there. Ask him at the end of same to record his references.
- VI. If then satisfied still, ask him to fly in at our expense for a live audition (but only after you've checked his references).
- VII. After live audition, if still satisfied, hire him.

Gordon McLendon

NEWSCASTER TEST No. 2

- I. Make brief notes
- II. Ask age, educational background
- III. Ask last three jobs
- IV. Ask these quiz questions, explaining that it is a routine for all our interviews with applicants:
 - 1.) Please pronounce the word KOCHIMILCO (so chce meelkoh)
 - 2.) Pronounce Teddy ROOSEVELT (Rews velt)
 - 3.) In what island group are the Dry Tortugas? (Bahamas)
 - 4.) Name and pronounce correctly the last name of Khrushchev's son-in-law, who was head of Pravda? (Adzubei AND ZHEW BY)
 - 5.) Pronounce the name of this famous Russian steel center in the Ural Mountains: DNIEPERPETROVSK (nee per petrahvsk)
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(cont'd Pg -2-)

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Gordon McLendon

ON INTERVIEWING A JOB APPLICANT
FOR NEWSCASTER

1. Make brief notes.
2. Ask age, educational background.
3. Ask last three jobs.
4. Ask these quiz questions, explaining that it is a routine of all our interviews with applicants:
 1. Please pronounce for me the place name O A X A C A (answer: WAH HAH KAH--accent on HAH).
 2. Please pronounce for me A U T O P S Y. (answer: no real accent; if any, slightly on AU). Not on T O P.
 3. Please pronounce for me the first name of the new Prime Minister of India. (Answer: IN DEE RAH--accent on DEE).
 4. Please pronounce for me the following place name of a prominent racing spa in New Mexico: R U I D O S O. (answer: REW EE DOH SO--accent on DOH)
 5. Define the meaning of the words ROUT AND ROUTE. Do not pronounce these two words to the applicant, spell them out.
 6. Define ROUTE as both a noun and as a verb.
 7. Name the two top officials in the government of China.
 8. Please pronounce the following words when I spell them out:
I N E X P L I C A B L Y (answer: accent on EX).
J A W A H A R L A L (ZHAH VAHR LAL--accent on VAHR)
O L M E D O (AHL MAY DOH--accent on MAY)
N G O D I N H D I E M (UHNG O DIN ZI EM--accent is both on O DIN and then a return accent on EM).
 9. Please give me the capitol cities of the following states: Vermont, Florida, Nevada and Kansas. (Montpelier, Tallahassee, Carson City, Topeka).
5. If you are satisfied that you should go further, ask the man to call you back station-to-station collect at a certain time and be prepared to give you a seven-minute live newscast to be recorded then and there. Ask him at the end of same to record his references.
6. If then satisfied still, ask him to fly in at our expense for a live audition (but only after you've checked his references).
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O L M E D O (AHL MAY DOH--accent on MAY)
N G O D I N H D I E M (UHNG O DIN ZI EM--accent is both on O DIN and then a return accent on EM).
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