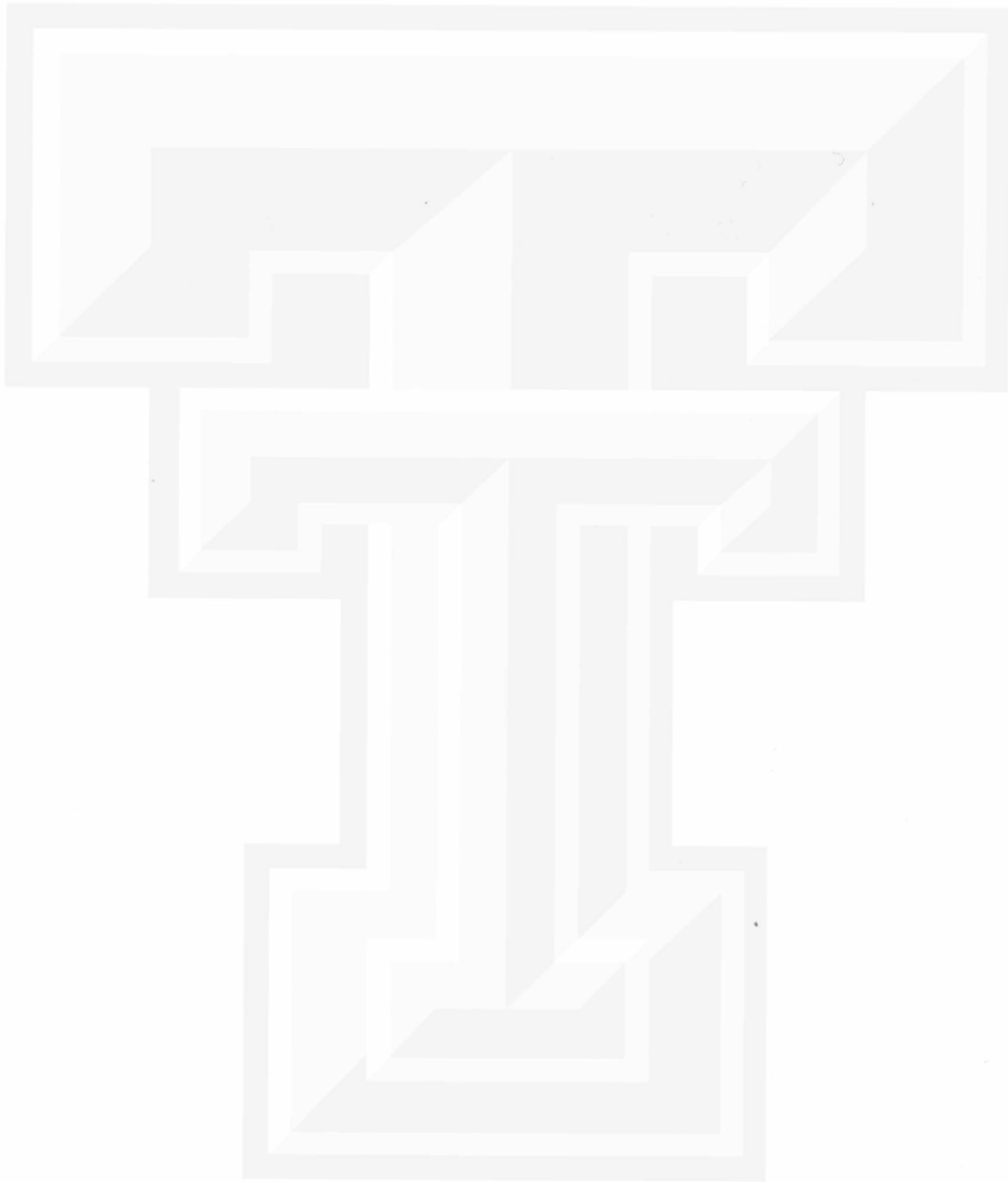


003



12/26/66

TO: Dennis Fraser

CC: Richard Thorne, Ron Ruth, Gordon McLendon

FROM: Ash

REPAIRS NEEDED ON A GOOD PSA

As previously suggested, the Auditorium ~~MM~~ Rehabilitation announcement should be repaired to remove reference to a "Christmas gift."

THIS is worth saving. It's one of the best announcements you've done so far. Fine production, proper use of music, etc.



12/26/66

TO: Ron Ruth

CC: Richard Thorne, Dennis Fraser, Gordon McLendon

FROM: Ash

CHRISTMAS SHOULD BE ALL OVER

Christmas music is heart-warming and acceptable in almost unlimited quantities -- before Christmas. After Christmas it is singularly annoying -- as dispensable as gift wrappings.

I called the studio to find out whether today's Holiday Sing and Bank Promos were on through error and was told that they were scheduled.

I hope they're not scheduled for the rest of the week. They' do more harm than good to the sponsor -- and to the station.

I thought that listener reaction to the sing would be broadcast this week. I feel that these will be inappropriate after January 1.

12/2166

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

I DON'T SEE NO COPY NO MORE

EVERYBODY HAS THEIR OWN IDEA ABOUT CHRISTMAS.

So says a current promo, apparently indicating that the WNUS idea of Christmas is to resume the dishing out of bad English to listeners.

This situation could so easily be prevented if Dennis would only resume the practice of allowing me to read copy on promos and PSAs. I was under the impression that Ron Ruth had issued instructions that I was to read copy.

I know that Dennis is submerged in details, but all that he has to do is to hand copy to Pat and ask her to check with me. I have found her to be very sharp in handling editing over the telephone. She reacts instantaneously to errors in sentence construction and often anticipates me in catching improper use of words.

Allowing me to edit copy isn't going to take more than a few seconds of Dennis' time. Furthermore, I bend backward in an effort not to change his style. My corrections are absolutely minimal.

Can't you persuade Dennis? Think of the time and bother everyone would be saved if I didn't have to write memos like this.

12/2166

TO: Ron Ruth and Richard Thirne  
C: Gordon McLendon  
FROM: Ash

PROBLEM OF CLOSEOUT FORMAT  
AND PSA SCHEDULING NOT YET SOLVED

At 8 a.m. today the final weather was preceded by two PSAs (Adler Pannatarium and Formosa University benefit) separated by brief news item. (In drive time yet!)

At 8:30 there was no PSA.

IN one drive-time half hour there were two long station promos.

In a six-hour period I heard three airings of the announcement about how girls should worry about their weak batteries.

And I was only half-listening about a third of the time. The ship could stand a bit of tightening.

12/14/66

TO: Ron Ruth

CC: Richard Thorne, Dennis Fraser, Gordon McLendon

FROM: Ash

SUGGESTED SMILE PROMOTION

I think WNUS doesn't have enough promotions, often enough -- and short enough.

I enclose self-explanatory copy for a little campaign in the seven days before Christmas. If you approve, Dennis will have duplicate copy and I'll write some more and suggest a follow-up.

SMILE COPY

(RANDOM-SCHEDULED DROP-INS)

OUCH! OH, COME ON NOW. THAT'S JUST A CHRISTMAS SHOPPER'S ELBOW IN YOUR RIBS. SHE DIDN'T MEAN IT. SMILE WHEN SHE ASKS YOUR PARDON. LET HER KNOW YOU'RE A WNUS LISTENER OBSERVING THE OFFICIAL WNUS "SMILE BEFORE CHRISTMAS WEEK." SMILE.

CHRISTMAS SHOPPERS. SHOW YOUR TEETH. NO, WE DON'T MEAN THAT YOU HAVE TO BITE YOUR WAY THROUGH THAT CROWD IN FRONT OF THE NECKTIE COUNTER. SMILE YOUR WAY THROUGH. LET THEM KNOW THAT YOU'RE A WNUS LISTENER OBSERVING THE OFFICIAL WNUS "SMILE BEFORE CHRISTMAS WEEK." SMILE.

SMILE AT THE BUS DRIVER WHEN YOU DROP YOUR COIN. MAYBE HE'S FROWNING ONLY BECAUSE THE 200 PASSENGERS AHEAD OF YOU WERE FROWNING. LET HIM KNOW YOU'RE A WNUS LISTENER OBSERVING THE OFFICIAL "WNUS SMILE BEFORE CHRISTMAS WEEK." SMILE.

ATTENTION LISTENERS. THIS IS A TEST. WE ASK YOUR UNDIVIDED ATTENTION. READY? ALL RIGHT. THINK OF ALL THE BILLS YOU'RE GOING TO HAVE AFTER CHRISTMAS. NOW SMILE. IF YOU PASSED THIS TEST YOU ARE AUTOMATICALLY A PARTICIPANT IN THE WNUS OFFICIAL "SMILE BEFORE CHRISTMAS WEEK." SMILE.

(Sotto  
voce)

↑  
V (REPEAT TEST IF NECESSARY.)

OF ALL THE CARDS BEING ISSUED TODAY THIS ONE IS PROBABLY THE ODDEST ONE. YOU CARRY IT AROUND BETWEEN YOUR NOSE AND YOUR CHIN. IT'S THE SMILE THAT LETS EVERYBODY KNOW THAT YOU'RE A DUES-PAYING PARTICIPANT IN THE OFFICIAL WNUS "SMILE BEFORE CHRISTMAS WEEK." SHOW YOUR CARD IF YOU WANT A DRINK OF CHRISTMAS GOOD CHEER. SMILE.

ALL YOU HAVE TO DO TO PARTICIPATE IN THE WNUS OFFICIAL "SMILE BEFORE CHRISTMAS WEEK," IS TO GET SOMEONE TO SMILE AT YOU. THAT MEANS ALL THAT YOU HAVE TO DO IS TO SMILE AT SOMEONE. AS A WNUS LISTENER YOU ARE AUTOMATICALLY ENROLLED AS SOON AS YOU SMILE IN PUBLIC. WELCOME TO THE CLUB.

SMILE COPY 2

(RANDOM-SCHEDULED DROP-INS)

O.K. SO YOUR FEET HURT. WELL, YOU DON'T SMILE WITH YOUR FEET. SO GO AHEAD AND SMILE AT THE POOR TIRED CLERK BEHIND THE COUNTER. HER FEET HURT TOO. SHE DIDN'T MAKE THAT MISTAKE ON PURPOSE. SMILE AND LET HER KNOW THAT YOU'RE A WNUS LISTENER OBSERVING THE OFFICIAL WNUS "SMILE BEFORE CHRISTMAS WEEK." SMILE.

YOU DON'T EVEN NEED A CHARGE CARD. DON'T CHARGE IT. DISCHARGE IT. LET GO WITH THAT BIG SMILE. IT'S KIND OF A TRADE DEAL. YOU'LL FIND THAT YOU GET A BIG RETURN IN SMILES IF YOU JUST SMILE AND LET EVERYBODY KNOW YOU'RE A WNUS LISTENER OBSERVING THE OFFICIAL WNUS "SMILE BEFORE CHRISTMAS WEEK." SMILE.



12/14/66

TO: Richard Thorne

CC: Dennis Fraser, Ron Ruth, Gordon McLendon

FROM: Ash

CHRISTMAS SING

Excellent feature, painless commercial audience-builder.

I was pleased to hear the tagline announcements asking listeners to write in their opinions of this feature (possibly as a result of my suggestion). I'd have been even more pleased if this announcement had contained the official mail address. This announcement is broadcast in the voices of several different newsmen. I can't understand why (after my months of nagging) they don't ad lib in the correct address when they notice that the copy, not edited by me, contains an unofficial address.

The current drop-in, suggesting that people telephone in their opinions is excellent. It gives ~~me~~ the telephone number three times. This is good and not at all obnoxious.

12/14/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

PICAYUNE BUT PERTINENT

Reminding you that Ron agrees that picayune criticisms are justifiable currently in order to polish up your very smoothly running news presentations.

Harry King has a nasty habit of saying, "These are the headlines making news this hour." He says it consistently on every broadcast. Today Douglas Kimball started saying it for the first time. It is obviously a communicable virus.

This must irritate the nerves of other listeners as it does mine. I can't give an academic explanation of why it's wrong, but it just is. It's correct to say, "making news at this hour," or "making news this Thursday," but not to say, "news this hour."

I'll be listening.



12/14/66

TO: Ron Ruth

CC: Dennis Fraser, Richard Thorne, Gordon McLendon

FROM: Ash

DANG IT ALL!

LET'S ERASE THOSE "EXPIRED" PSAs

FACTS:

1. An 11/29 memo from Fraser says that any announcement "which does not appear on this sheet has been killed and bulk erased."
2. "Illinois Department of Family Services" (providing homes for destitute Negro children) does not appear on accompanying schedule sheet but on previous schedule is to be cancelled as of 11/28.
3. Both sets of copy for this announcement have been aired regularly every day up to and including today.
4. Even though they should not be on air at all they are not even being scheduled on log in the required sequence. Today, for instance, the insipid female voice told her story at 9:30 a.m. and the insipid male voice gave his version at 10 a.m. -- just half an hour later.

INESCAPABLE CONCLUSIONS:

- A. The studio staff is still inefficient in carrying out what should be a relatively simple procedure -- the cancelling and erasing of expired PSA carts.
- B. The logger girl is scheduling carts which bear numbers which should not even be in her possession.
- C. The logger girl is not scheduling PSA cart numbers in the rotating sequence supposed to be in effect. (Or -- barely possible -- someone at the studio is using carts not indicated on the log.)

2 EXPIRED PSAs

P.S. I must have written at least thirty memos on this subject.

P.P.S. The problem is "solved" (finally solved) every time we have a meeting in your office.

12/14/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

SOUND FAMILIAR?

Naughty, naughty. Bill Gregory is still calling The President of the United States, "Johnson."

12/14/66

TO: Ron Ruth

CC: Richard Thorne, Dennis Fraser, Gordon McLendon

OVERDONE FUN.

The Nieman Marcus spot was very funny. I'm not being sarcastic. It was funny for the first three or four days. I believe it's been on for eight or nine days now, with very heavy exposure. I think everybody is probably more than bored with it.

WNUS has a very bad tendency to overdo on promos and promo campaigns.

This thing should have at least gone off the air when the Maginot Line came on. It's very funny too. But it won't be by the time the staff manages to get it off the air.

P.S. There was no zip code for the Chuck DeGaulle Paris address.

12/14/66

TO: Ron Ruth

CC: Richard Thorne, Dennis Fraser, Gordon McLendon

FROM: Ash

SUNDAY SCHEDULE COULD BE IMPROVED

Last Sunday four or five hours of casual listening indicated that no religious news was being broadcast during daylight hours. These 5-minute programs were on in evening time.

If this omission were intentional, I think it indicates a mis-judgment of audience interest. If unintentional, care should be taken to schedule throughout the day next Sunday.

This religious news is one of the best features on station in my opinion. (I have not attended a church service in fifty years and speak only as a "professional listener.") They are as good or better than the CBS Sunday night network religious news and better than the religious news sections of Newsweek and Time. I think that the fact that these are of 5-minute duration is not important because they are so generally newsworthy.

I suggest that you take a look at the abominable audience-chasing 15-minute "St. Francis Hour" if it's still on the air on Sunday mornings. Even though practically no one can be listening at the time it is scheduled, I suggest that it be cancelled and, instead, we run throughout the day a series of 5-minute Catholic newscasts prepared by the Diocese office. This would be in keeping with the "equal time" principle. These could be scheduled in proportion to the ratio of Catholics and Protestants in the area.

(We might even develop one 5-minute program each Sunday devoted to the Buddhists, New Thoughtists, Christian Scientists, Bahais, Jerry Williamsites, sun worshippers, etc.)

Also, I'd like to see you get rid of the United Nations program at 10:30 p.m. Sundays.

## 2 Sunday Schedule

Then, assuming that religious news and Drew Pearson are not really "off-format" because they are news, the only off-format items would be the 15-minute "Changing Times" commercial (which we have to swallow) and the one-hour University of Chicago program which isn't too bad and which, Dennis hopes will be improved by the inclusion of more U. of C. items.

12/6/66

TO: Dennis Fraser

CC: Richard Thorne, Ron Ruth, Gordon McLendon

FROM: Ash

PSA SUGGESTION

I think WNUS should be giving daily announcements of the famed Christmas-around-the-world presentations at the Museum of Science and Industry.

These are of great interest to many, many listeners, and I'm sure Gordon would forgive us if announcements of the next day's presentation were given each day in the voice of a WNUS announcer.

We should try to have a representative number of PSAs in which the public is given something by somebody to counteract the great number of announcements in which the public is asked to give to something.



12/6/66

TO: Ron Ruth

CC: Dennis Fraser, Richard Thorne, Gordon McLendon

FROM: Ash

WNUS IS SOUNDING BETTER AND BETTER

WNUS is sounding very good these days.

The newscasts are very smooth and listenable.

Bulletins from the teletype room being generally handled alertly and well.

Four separate station promotions on air at one time. (It should always be like this.)

NEGATIVE. Closeout format, promos and PSAs still need sandpapering. We should continue with FM music tips. We need more frequent editorials.



12/6/66

TO: Ron Ruth

CC: Richard Thorne, Gordon McLendon

FROM: Ash

INTRO TO KIPLINGER

This is purely about the surroundings and not the content of the Changing Times 15-minute commercial.

This was introduced again last Saturday by our standard, "We pause now for station identification" announcement at the fifteen-minute break.

This is an F.C.C. announcement and I am sure that our very "time conscious" listeners have come to identify it with the half-hour break. Let's not ruffle their subconscious minds by broadcasting it any other time.

The Kiplinger program should have an introductory announcement all its own.

12/6/66

TO: Richard Thorne

CC: Dennis Fraser, Ron Ruth, Gordon McLendon

FROM: Ash

LET'S NOT "DROP" A GOOD THING UNLESS WE MEAN TO

I thought Dennis' suggestion that various announcers "research" and read stories in depth, to be broadcast with signatures on the live newscasts of other men was a good one and worked out well.

If this simply died on the vine and was not cancelled for some good reason, I think it should be resumed and made a regular feature. It shouldn't be overdone, but used only when there is a story worthy of such treatment.

I think that the tips on music listening on FM stations should be resumed and maintained as a permanent feature -- in much shorter form than heretofore.

12/6/66

TO: Ron Ruth

CC: Richard Thorne, Gordon McLendon

FROM: Ash

GOD REST YOU MERRY, GENTLEMEN

Congratulations to Cliff Johnson and to WNUS on the Christmas music promotion. This is the kind of promotion I have been urging, which integrates WNUS with the community and vice versa.

Although it's none of my business, I have two suggestions.

I hope that representatives of the singing groups are notified in advance as to when their recording is to be aired so that everybody can excitedly tell everybody else to listen.

I don't know how much the Bank is paying and perhaps this suggestion is not practical (or in good taste), or ethical. Couldn't we ask listeners to write in and tell us what they think of this feature and also to express their appreciation by opening a Christmas Savings account at the National Boulevard Bank?

Maybe some people would start one and their letters to the station would make good reading over the air in the week between Christmas and New Years.

12/6/66

TO: Richard Thorne

CC: Dennis Fraser, Ron Ruth, Gordon McLendon

FROM: Ash

TAWDRY MISREPRESENTATION

The childish practice by which radio stations appropriate everything in sight for their own promotion purposes is a well known and accepted phenomenon. "The WNUS weather." "WNUS time," etc. Listeners expect it and nobody objects. Even I don't object.

But when specific facts, given out by a government agency for dissemination to the public, are deliberately misrepresented, warped and made meaningless for the sake of assumed benefit to the station and the discomfiture of the listeners -- I do object.

I refer to the practice, started yesterday, of referring to the weather forecast presumably "for motorists driving within 150 miles of Chicago" as "The driving forecast for motorists within the WNUS listening range." This is ridiculous.

The official weather bureau motorist forecast takes in the specific area of a circle with a radius of 150 miles. Presumably this is of some help to listeners, although I think we overdo it at the expense of the 5-day forecast.

The new WNUS wording means absolutely nothing. At best it would be just a repetition of the regular Chicago forecast. The WNUS listening range is an amorphous thing -- a conglomeration of variables which depends on what time of day you're listening, on what kind of set, A.M. or F.M., the temperature, sun spot conditions, whether you're under a viaduct, in a steel-frame apartment house, etc. Our fancy new forecast is not only a perversion of weather bureau official wording (which I think wouldn't please the weather bureau) but means absolutely nothing, is a confusing dis-service to the listener and looks like a cheap and childish promotion trick.

2 Tawdry

I'm highly in favor of going back to the practice of telling the people what the weather bureau suggests we tell them.

I'm available for editing service on this kind of copy.

12/6/66

TO: Richard Thorne

CC: Dennis Fraser, Ron Ruth, Gordon McLendon

FROM: ASH

IF I HAD BEEN READING COPY ON THESE PSAs . . . .

I'd have indicated a deadline in the announcement inviting listeners to phone for an appointment to record a message for a loved one in Viet Nam. This would avoid the possibility of disappointment in case someone procrastinates, calls later and discovers it is too late to get a message to Viet Name by Christmastime.

\*\*\*\*\*

In the announcement urging listeners to hurry up and write for tuna recipes before the supply is exhausted, I'd have thanked "listeners," not "women," and thus avoid the risk of offending men who may have written in for the recipes. I am still eagerly awaiting mine so that I can make "tuna baked potato."

More important, I'd have mentioned "Chicken of the Sea Tuna." I presume that we had a deal with this distributor through which he offered the prize in return for distribution of his recipe book and air-mention of his trade name.

It wouldn't have hurt us to go on mentioning this trade name as was done in the first announcements of the giveaway. It would have been a courteous "thank you" for enabling us to run a successful promotion and the copy would be good ammunition in soliciting other food product distributors in the future in case we continue with recipe contests, as I have previously suggested.

\*\*\*\*\*

In the "Everybody has their own feelings about Christmas," I'd have written this in English.

Since my two memos calling attention to the ungrammatical structure of the opening sentence in this much repeated announcement have been ignored, I presume that the studio considers the English to be correct.

I cite Warriner's ENGLISH GRAMMAR AND COMPOSITION, page 92:

"Agreement of Pronoun and Antecedent.

A Pronoun Agrees With its Antecedent in Number and Gender.

THE WORDS EACH, EITHER, NEITHER, ONE, EVERYONE, EVERYBODY, NO ONE, NOBODY, ANYONE, ANYBODY, SOMEONE, SOMEBODY ARE REFERRED TO BY A SINGULAR PRONOUN -- HE, HIM, HIS, SHE, HER, HERS, IT, ITS."

Furthermore (later in copy), one does not "express Christmas" but "the idea of Christmas," "the joy of Christmas," etc.



11/29/66

TO: Ron Ruth

CC: Richard Thorne, Dennis Fraser, Gordon McLendon

FROM: Ash

ENOUGH IS TOO MUCH

The St. Francis Hospital PSA is still being broadcast despite the fact that it is past its expiration date.

I wrote a long memo on November 14 about overexposure of this announcement and I still feel the same way only more so. Regardless of the strength of the bond of friendship between someone at the station and someone at the hospital, this announcement has now had more than ample exposure.

Continued scheduling can serve only to irritate zealous Protestants and jealous backers of charity projects at other private institutions of limited appeal who wonder why they can't get that kind of a break on WNUS.



11/29/66

TO: Ron Ruth

CC: Richard Thorne, Gordon McLendon

FROM: Ash

HOW MANY WEEKS' NOTICE DO YOU HAVE TO GIVE THESE GUYS  
TO GET THEM OFF THE AIR?

I present an "unpaid listener" reaction.

Last Saturday night a friend called to tell me that there had been a fire at Henrotin Hospital. Since I have a friend on the executive staff there, I tuned in WNUS to see if I could learn anything about the fire.

I tuned into a 15-minute "Changing Times" commercial.

I felt hurt, cheated and disgusted. I felt as if an old friend had let me down and had lied to me for more than a year about "all news nothing but news." Of course I didn't expect to tune in at that instant to a news item about the fire but I expected to tune in on news.

For all we know, this same reaction may be happening to thousands of unpaid listeners every weekend (or maybe to hundreds of thousands -- I haven't seen any recent audience surveys.)

11/29/66

TO: Richard Thorne

CC: Ron Ruth, Dennis Fraser, Gordon McLendon

FROM: Ash

THAT TOO LONG I.D.

That too long station break to which I objected is still being broadcast. You have explained that it is used when an almanac announcement is not available. It is being used at other times too and my main objection to it is that although it is being used as the official F.C.C.-required identification, it refers to "WNUS 1390" and does not mention the F.M. frequency.

It should mention both frequencies or neither. Actually it should be erased. The regular half-hour identification break is perfectly adequate for the hour-break when an almanac announcement is not available.

11/29/66

TO: Ron Ruth

CC: Richard Thorne, Dennis Fraser, Gordon McLendon

FROM: Ash

SEE. IT CAN BE DONE!

It required only some blazing persistence and several months of earnest effort and now even Cliff Johnson is giving the correct WNUS mail address in his most recently recorded announcements.

Thank you, thank you, thank you.

I note also that the correct address is being given in current promos. This is all very good. One of those little niceties we should all be working on to "sleek up" the WNUS sound.

11/29/66

TO: Gordon McLendon

CC: Ron Ruth, Richard Thorne

FROM: Ash

THIS IS MY 400TH MEMO TO WNUS

Milestone? Millstone? Oh well.

11/29/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

ANOTHER MAVERICK IS LOOSE

A half-hour station break, for some reason broadcast only during nighttime hours, has an awkward 7 or 8-second pause between "We pause now for station identification" and the rest of the copy. I can't understand this because it is identical with all the other transcribed half-hour breaks except for the pause. The effect is that of two separate tapes, the second being delayed by bungled handling.

Whatever the cause, night engineers should be alerted to watch for this and make sure that it is erased.

11/29/66

TO: Dennis Fraser

CC: Richard Thorne, Ron Ruth, Gordon McLendon

FROM: Ash

INCONGRUOUS EMPHASIS ON "1390"

There is a general tendency in promos and drop-ins to over-emphasize our 1390 frequency at the expense of the FM frequency and a consequent incongruity when we plug both AM and FM but mention only the AM frequency.

For instance, "You are tuned to W-NEWS 1390. This is WNUS AM and WNUS FM."

Maybe I'm the only one who notices this but it rubs me the wrong way every time I hear it. Either say, "This is WNUS AM and FM," or give both frequencies. Obviously it is an anomolous statement to tell an FM listener that he is listening to 1390.

Actually I think the FM frequency could be mentioned oftener in general promos and drop-ins. There may be a gold mine of listeners on FM and there's no sense in irritating them by continuing to tell them that they are listening to "1390."

Let's "sleek up" the WNUS sound.

P.S. Cliff Johnson's attention should be called to this matter (if he is writing the "business listener" copy). One of his announcements asks listeners to write in if they listen to 1390 at work. I think they should write in even if they are listening to 107.5 hertzdriveyourselves.

11/29/66

TO: Dennis Fraser

CC: Ron Ruth, Gordon McLendon, Richard Thorne

FROM: Ash

THERE MUST BE LOTS OF REASONS,

BUT I DON'T KNOW THEM

What happened to the famed Ron Ruth plan of solving the PSA problem?

Wouldn't it be better to have the announcers record some routine handouts rather than over-schedule already-recorded announcements, or run announcements on which I haven't had a chance to read copy?

Incidentally, I heard on another station that the campaign to raise money for the rehabilitation of the opera house is being reopened. An announcement seeking funds for this purpose would bolster our image as an advocate of good music and all that sort of stuff.



11/29/66

TO: Ron Ruth  
CC: Richard Thorne, Dennis Fraser, Gordon McLendon  
FROM: Ash

#### PSA SCHEDULING

Dennis informs me that PSA announcements are supposed to be scheduled in rotation throughout the day. 1,2,3,4,5,6,etc.

This is not being done. In a period of only several hours on Sunday I heard one announcement repeated four or five times. Unfortunately it was a horrible, nauseating announcement in an insipid female voice with some abominably vacuous tish-tosh about how women should use sense in buying automobile batteries. (Why not?) I never had a chance to read copy on this one. I mention the contents only because it makes me ill to listen to it.

What I'm complaining about is the failure to schedule in rotation. The same thing happened yesterday with another announcement.

I'm sure that most listeners don't notice this because they don't listen to consecutive broadcasts. Present scheduling results in uneven exposure of PSA announcements and is not in consonance with the simple plan you laid out some months ago and which seemed quite workable -- if followed.

I think it's not important how PSA's are scheduled. Because of the generally non-consecutive listening, maybe it would be a good idea to ease the burden on the overtaxed capacities of the engineers by scheduling only two announcements every 24 hours on a 1,2 - 1,2 - 1,2 basis. Even repeat listeners would not notice any more repetition than they would under the present system of "random" selection. This would give the engineers only two carts a day to handle and might result in less lubbydubbing.

In brief, why not have these announcements scheduled according to some plan?



11/29/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

CLOSE-OUT FORMAT'S GONE TO HELL

Things have been going from bad to worse ever since I started pointing out that the close-out format is being disregarded by the newscasters.

You have explained about the difficulty of getting a PSA in the proper place preceding the weather (and sometimes N.Y. stocks during periods heavily loaded with commercials.) I understand that. I can shrug off 9 a.m. today when final weather was preceded by a 1-minute commercial. This kind of thing has to happen so that W-Noozers can get paid.

There's just a carelessness all around about this format. On Sunday there were more deviations than conformity. Final weather was directly preceded by sports, from one to four news items, by commercial announcement, or station promos.

I am probably the only one in the entire listening audience who is aware of the format slump. It isn't going to hurt our listening one bit.

I think this is a very important matter as far as discipline is concerned. If we let this sloppiness continue, there will be other deviations from format and an equal disinclination of the men to conform. This closing format was arrived at only after long and consistent nagging by me, a strong decision by Art Holt, some very thorough and consistent cooperation from you and a final surrender by the men.

If this format doesn't seem important to you and Ron, just let me know and I'll stop this annoying nagging of you both. Meanwhile, since this was a very, very firm management fiat, I consider it my job to continue to bring it to your attention until I see an order from Ron Ruth countermanding the present standing instructions.

There's no use of my citing specific violations. As far as I can tell, everyone but you is very lax about complying.

11/29/66

TO: Dennis Fraser

CC: Richard Thorne, Ron Ruth, Gordon McLendon

FROM: Ash

CONGRATULATIONS ON A BIG HAUL

From my vantage point in the old hickory arm chair the Tuna Week promotion looks like a big success. I think you should jump on this idea and make the most out of it for the future. This type of promotion could be a great audience builder. You've probably thought of everything I'm about to say but I'll say it anyway.

Our news broadcasting performance is in such good shape now that we cannot expect to do more than add listeners gradually as the word of this excellence gets around. But we do have a chance to draw some listeners who are not merely news buffs.

I think we have a good chance to add housewives and good music eggheads to our regular listening audience through further consistent development of the current FM promotion and the recipe idea.

Why don't you plan right now to schedule six of these recipe promotions every year? -- regularly once every two months. Give listeners a two or three week rest between each promotion, but then begin with drop-in plugs, get to the actual contest, then a week of suspenseful judging and a week of announcing the prize winner and distribution of free recipes, etc. Make WNUS not only the All-News station but also Chicago's Recipe Station. The idea of having housewives phone in their recipes and of broadcasting the actual voice detailing the recipe seems to be an excellent one. Frankly I was dumbfounded that any housewives responded. I didn't know that this kind of kitchen-minded women were listening.

(I think the present promo in which we state that 50 women phoned in daily is a mistake. As I've said before, we're too specific at times. Let the listeners use their imaginations. Let them think 500 women phoned in.)

At the moment I can think of several basic items which could be the foundation of future recipe contests: (1) Things made with

## 2 Big Haul

cheese (Kraft Cheese to give prize). (2) Things made with spices (McCormick or other spice house). (3) Things made with soup. Not new kinds of soup or blends of processed soup, but dishes made by adding soup. Like "Tunasuey." (Campbell or Heinz). Better cooks than I can supply other basic ideas.

No attention has been paid to my memos in the past in which I advocated promotions of a unified and coherent nature which would involve the listener in the station's broadcasts. Your tuna campaign provides an opportunity to suggest again a promotion program planned a year in advance. This would get away from the haphazard aspect of past promotions, avoid the promotion gaps we have had, and allow you time to predate promotions properly.

I thought you milked the tuna promotion a bit too much, dragged it out a bit too much and over-dramatized a bit, but since the housewives rose to the bait, that doesn't matter.

I hope that you give this idea some serious thought. I'd be glad to discuss it further with you if you decide to go ahead. This is an ideal way to incorporate into the WNUS schedule the "women's features," which would attract a housewife audience but which I have been told we cannot run because we handle (er hum) "nothing but news."

11/29/66

TO: Ron Ruth  
CC: Richard Thorne, Gordon McLendon  
FROM: Ash

"ADVERTISING NEWS" FEATURES

I was sorry to see the "Advertising News" feature go off the schedule. I thought this was a good item with the double advantage of providing news for ad people and demonstrating that WNUS had their interests at heart.

I've had a small idea for a substitute which I submit for your consideration. I thought the other feature, while good in itself, was over-publicized, over-promoted and over-produced. Why not establish a similar feature, much shorter and on a "catch as catch can" basis? Call it "W-NEWS AD-NEWS." No more, no less. Schedule it at approximately specific times in drive-time but only on days when you have actual news to supply. Give it no fanfare. Have it just "be there." Treat with the same smartaleck mystery as you do the "W-News Name of the Day."

I should think material for this feature could be obtained by your own staff without interfering with their sales or clerical efficiency. When I was sales manager for Petry I had one hell of a time avoiding a lot of time-wasting from listening to the salesman's gabble. It seems that one couldn't cross the Michigan Avenue bridge without picking up some tidbit of news. I tried to encourage them to think more about selling our stations than what was going on in the local ad world but I found it impossible to put a clothes pin on their nose for news.

I should think Cliff Johnson alone could bring in enough information to provide items three or four times a week. You needn't look for any scoops. Just chit chat. (Say. A good title might be, "Chit chat from ad row.")

Possibly you could hire a Variety or Ad Age reporter to do a little moonlighting for you. I think he could do this within the strictures of his conscience because you wouldn't be looking for the kind of news that he should not divulge in advance. You want "chit chat" and I think you could get this very reasonably from such a man on either a "stringer" or small retainer basis.

## 2 ADVERTISING NEWS

Naturally, stuff picked up by your local staff should be confirmed at the source. Any girl in the office could do this.

This feature might cause a worthwhile amount of talk in ad circles, if handled as I have suggested. It has the added advantage of being a feature which would eat up an absolutely minimal amount of time and would require a minimal amount of expense and effort.



11/29/66

TO: Dennis Fraser

CC: Richard Thorne, Ron Ruth, Gordon McLendon

FROM: Ash

SUGGESTED "OFF THE CUFF" DROP-INS

GO AHEAD. LISTEN TO WGN AND SEE IF WE CARE. IT'S A GOOD STATION. JUST REMEMBER. WHEN YOU'RE READY FOR NEWS, TUNE BACK TO W-NEWS. THAT'S OUR DISH, YOU KNOW. MAKE IT YOURS.

IF YOU WANT TO KNOW WHAT EVERYBODY'S TALKING ABOUT, TUNE TO WBBM. IF YOU WANT TO FIND OUT WHAT EVERYBODY'S DOING, TUNE TO W-NEWS FOR ALL THE NEWS ALL THE TIME.

IF YOU FEEL LIKE A LITTLE FOOT-STOMPIN' COUNTRY MUSIC, WHY NOT TUNE TO WJJD? JUST REMEMBER. WHEN YOU WANT TO GO STOMPIN' 'ROUND THE NEWSBEATS OF THE WORLD, TUNE TO W-NEWS WHERE YOU FIND ALL THE NEWS FROM EVERYWHERE ALL THE TIME.

YOU DON'T HAVE TO TUNE IN FM TO HEAR GOOD MUSIC. WAIT SPECIALIZES IN GOOD MUSIC. YOU SHOW YOUR GOOD TASTE BY LISTENING TO IT. YOU SHOW EQUALLY GOOD TASTE WHEN YOU TUNE TO W-NEWS FOR NEWS. W-NEWS SPECIALIZES IN NEWS. ALL THE TIME.

WE WOULDN'T TRY TO STOP YOU FROM LISTENING TO WMAQ EVEN IF WE COULD. AND YOU'LL HAVE A HARD TIME STOPPING YOURSELF FROM LISTENING TO W-NEWS FOR NEWS. NEWS CHANGES EVERY MINUTE OF THE DAY AND EACH NEW BROADCAST ON W-NEWS REFLECTS THAT CHANGE.

IF YOU LIKE SNAPPY MUSIC INTERSPERSED WITH SNAPPY TALK FROM GLIB ANNOUNCERS, YOU PROBABLY LIKE TO LISTEN TO WIND. BUT IF YOU LIKE CONSTANT AND THOROUGH COVERAGE OF SOLID NEWS DELIVERED BY EXPERT NEWSMEN, YOU JUST HAVE TO TUNE IN W-NEWS, THE ALL-NEWS STATION.

SOME CHICAGO RADIO STATIONS SCHEDULE NEWS "EVERY HOUR ON THE HOUR." W-NEWS SCHEDULES NEWS "EVERY MINUTE ON THE MINUTE." AT WHAT INSTANT DO YOU WANT YOUR NEWS? YOU NAME IT, WE'VE GOT IT. W-NEWS, THE ALL-NEWS STATION.

2 Off the Cuff

OTHER CHICAGO RADIO STATIONS GIVE YOU THE NEWS WHEN THEY WANT YOU TO HEAR IT. W-NEWS GIVES YOU THE NEWS WHEN YOU WANT TO HEAR IT. TUNE US IN AT ANY TIME FOR INSTANT NEWS.\*

W-NEWS PROVIDES A STIMULATING AND INVIGORATING STREAM OF NEWS -- FLOWING CONSTANTLY DAY AND NIGHT. DIVE IN ANY TIME YOU FEEL LIKE IT. DAY OR NIGHT. 1390 AM OR 107.5 FM.

\* Unless you catch us "Changing Times."



11/21/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

THE BOYS MAY NEED PRODDING

Thanks for agreeing that The President should be treated with respect on W-Newscasts.

The boys may need some prodding to get them out of their pre bad habits.

At 6:35 last night, for example, Gregory called him "Johnson" twice on one short news item. Once "Johnson was at the wheel when they left.", etc.

11/19/66

TO: Ron Ruth  
CC: Richard Thorne, Gordon McLendon  
FROM: Ash

WOULD YOU BELIEVE IT?

WOULD YOU BELIEVE IT?

No. It's not C.E.T. It's Cliff Johnson.

Cliff seems to be the only holdout in the "WNUS Official Mail Address" campaign. I've noted with pleasure that recent commercials and promos have carried the correct address. This adds one more nice note of style conformity to WNUS broadcasts. I believe the only announcement currently running with an incorrect address is Cliff's latest tape about Christmas Music.

A small thing. Yes. But why not seek perfection? -----  
Even on WNUS!

P.S. 11/21/66. Pardon my premature optimism. Another musical announcement (a new commercial about an advertising agency with a name beginning with "Caruso") has just appeared on the scene with an incorrect mailing address.

11/21/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

HEADLINES OF DUBIOUS MEANING  
SHOULD BE LOOKED AT TWICE

In my opinion this headline should not have been on the air:

CHICAGO POLICE ARRESTED A MAN AND HIS WIFE CHARGED  
WITH JOINTLY ABDUCTING AND RAPING A GIRL ON THE  
NORTH SIDE

I am not complaining because this is a badly written headline but because of the subject matter. First of all, the "joint" raping by man and wife was not justified by the story which followed. Secondly, the procedure in question, while sounding jolly enough, strains the credulity of the listener. Finally, some of our SICK listeners, toying with the idea of sexual adventure, might be unduly inflamed by this and, themselves, start on a trail toward the police blotters.

Of course we don't believe in news censorship, but some sex stories should not be aired, especially when they deviate as far from the plausible as this one.

11/21/66

TO: Ron Ruth  
CC: Richard Thorne, Gordon McLendon  
FROM: Ash

SUICIDAL PROGRAMMING

My previous cries of anguish at the inclusion of the "Changing Times" fifteen-minute commercial in the W-News All-News schedule have fallen on deaf ears.

I'll try again, even though I'm in a state of shock from what I heard at 8 p.m. 11/20/66.

I heard the regular almanac announcement, followed (with brazen contempt for the audience and the future and with absolutely no apology or explanation) a full fifteen-minute commercial. It was appropriately entitled, "Money Talks." To me it sounded like a funeral dirge.

Don't we have our finger on The Pulse? Have we forgotten about the importance of the P. and L. sheet? Are the buckets of blood and sweat and tears used in more than two years of building up an all-news format going to be replaced by buckets of red ink accruing through loss of audience?

It's time to goose the goose that lays the golden egg -- not to try to kill it. It's time to make WNUS programming BETTER -- not to destroy it.

P.S. Just to rub salt into our wounds, at the end of this fifteen-minute commercial the next fifteen minutes began, "Good evening. This is Mike Turner, bringing you the 8 p.m. news." A shamelessly outrageous admission that W-News lets one of its newscasts be delayed for fifteen minutes to make way for a flaccid commercial!

11/21/66

TO: Ron Ruth

CC: Richard Thorne, Gordon McLendon

FROM: Ash

ANOTHER OFF-SCHEDULED PROMO

At 8:40 p.m. Sunday 11/20, a taped promo in Drew Pearson's voice contained the statement, "tune in this Sunday night and every Sunday night at 6:45 p.m."

This, obviously sounds silly just two hours after the Drew Pearson broadcast.

I have a suggestion for eliminating a recurrence of this particular error.

Since it would be difficult to have these announcements retaped, DON'T schedule any on Sunday. This will prevent us from sounding silly.

In place of these taped announcements on Sunday, have the newscasters, throughout the day and up until the time of broadcast, read short dropins, saying something like, DON'T FORGET TO LISTEN AT 6:45 TONIGHT FOR DREW PEARSON'S REPORT ON WHAT'S GOING ON BEHIND THE SCENE IN WASHINGTON.

11/21/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

IT'S TIME TO START SAVING WORDS

I think the teletype bulletin procedure would sound better if the men did not say, "This is so-and-so, interrupting." After the weird sound effect this phrase seems to be an obvious redundancy. If a listener doesn't know the broadcast is being interrupted he must already have had his eardrums petrified through listening to WCFL.

This bulletin time is a time when we should be our "crispest."

A few of the men say, "This is so-and-so, with a bulletin." That sounds much better to me.



11/1/66

TO: Richard Thorne

CC: Ron Ruth, Dennis Fraser, Gordon McLendon

FROM: Ash

SUGGESTED PRE-ELECTION DROP-INS

W-NEWS SUGGESTS THAT YOU VOTE FOR CHARLES PERCY NEXT TUESDAY ...  
(PAUSE) ... OR FOR SENATOR DOUGLAS. THEY'RE BOTH GOOD MEN. AND  
HOW SHOULD WE KNOW WHO YOU WANT TO VOTE FOR? YOU KNOW. GET OUT  
AND VOTE NEXT TUESDAY!

W-NEWS SUGGESTS THAT YOU VOTE FOR SENATOR DOUGLAS NEXT TUESDAY ...  
(PAUSE) ... OR FOR CHARLES PERCY. THEY'RE BOTH GOOD MEN. HOW  
SHOULD WE KNOW WHO YOU WANT TO VOTE FOR? YOU KNOW. GET OUT AND  
VOTE NEXT TUESDAY!

SENATOR DOUGLAS AND CHARLES PERCY HAVE SPENT MANY MANY WEARY HOURS  
SHOWING YOU THAT THEY'RE INTERESTED IN YOUR WELFARE. WHY DON'T YOU  
SPEND JUST A FEW MINUTES NEXT TUESDAY SHOWING THEM THAT YOU ARE  
ALSO INTERESTED IN YOUR WELFARE -- AND IN THEIRS. VOTE FOR ONE OF  
THESE GOOD MEN NEXT TUESDAY.

CHARLES PERCY AND SENATOR DOUGLAS HAVE SPENT MANY MANY WEARY HOURS  
SHOWING YOU THAT THEY'RE INTERESTED IN YOUR WELFARE. WHY DON'T YOU  
SPEND JUST A FEW MINUTES NEXT TUESDAY SHOWING THEM THAT YOU ARE ALSO  
INTERESTED IN YOUR WELFARE --- AND IN THEIRS. VOTE FOR ONE OF THESE  
GOOD MEN NEXT TUESDAY.

THE COMMUTER TRAIN IS NO PLACE IN WHICH TO CAST YOUR BALLOT. NEXT  
TUESDAY IS THE TIME TO STOP TALKING AND DO SOMETHING. PULL THAT  
LEVER\* OR SCRATCH THAT "X" THEN NEXT WEDNESDAY IT WILL BE TIME TO  
START TALKING AGAIN --- ABOUT WHAT MIGHT HAVE HAPPENED IF MORE PEOPLE  
HAD BOTHERED TO GET OUT AND VOTE.

CANDIDATES IN TUESDAY'S ELECTIONS HAVE WORKED THEMSELVES TO THE  
BONE, BUT YOU CAN BET THAT THEY WON'T BE TOO TIRED TO VOTE. WILL  
YOU? COME ON NOW. GET OUT EARLY AND VOTE NEXT TUESDAY --- BEFORE  
YOU GET TOO TIRED.

\*Dictionary gives both long and short "e" as acceptable but let's  
all use the short "e".



11/1/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

MORE EDITORIALS

WNUS needs more editorials, particularly editorials like the recent one about the Mayor of Waukegan (whose name I can't spell). This was a great editorial, particularly in that it produced a rebuttal which was a more forceful statement of the objections to the candidate than the original.

WNUS editorials should be controversial. (Avoiding the too-touchy subjects of civil rights and downright support of either Democratic or Republican parties.) I think there should be at least two editorials per week, even if we run short of subjects.

How about some editorials on simple social problems?

How about the sloppy cab driver who shuts himself up in his cab, with all doors and windows closed, and smokes a big, foul, cheap cigar while waiting for a customer? Suggest, facetiously, that taxi riders purchase gas masks.

How about all the gorgeous women who go around exposing the lovely, delightful, sensual curves of their beautiful bodies in stretch pants and tight sweaters and are so busy thinking about their beehive hairdos and devastating beauty that they can't bother to say "thank you" to a man who holds open a door for them?

I dare you to write an editorial about the thoughtless people who play radios loud and clear in buses and subways. (Why don't the subway guards who call out over the loudspeakers that smoking is prohibited also say that playing of radios is not permitted?) Come right out and admit you're cutting your throat but you are advising people that there are certain times when you SHOULD'N'T be listening to the radio.

Maybe some simple editorials like this, written in a light tone and ending with, "What do you think?" might draw some interesting replies from listeners.

We need more indications of audience reaction on the air.

11/1/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

MISCELLANY

Little things that might interest you even if they don't matter very much.

The Soviet Government has received THEIR first pictures of the moon . . . . "

She was shot BY a .22 calibre pistol.

"Good morning. This is Jim West bringing you news at 2 o'clock."

Douglas Kimball should be told to "get out" of his mid-broadcast headlines -- not go from last headline immediately into a story. Most any phrasing will do. Just enough to let listeners know he's through reading headlines.

A geographical jump. 8:45 a.m. final headline said that "he fell to his death near Landing, Michigan," followed by a commercial, followed by a story which said, "he fell to his death near Landing, Ill."

There's an over-use of the words "persons" and "people." These words usually represent a redundancy.

Griskey: "CHIEF POSTAL INSPECTOR McGee."

Writers should be told to avoid writing leads for carts which have the identical wording of the lead sentence in the cart.

Another corpse dug up by Griskey. The story about the fellow who parked his bed at a parking meter is at least a month old.

In religious news, as in all news, God is omnipotent, not omnipotent.

I have a feeling that the announcements about the movies at the Chicago Historical Society have been on the air far, far too long.

11/1/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

PRESIDENT JOHNSON SHOULD BE TREATED WITH RESPECT

In the military service one salutes an officer, not because he's a nice guy but because of the insignia he wears indicating that he is an official representative of the United States Government. One should always mention President Johnson with respect not because he's a cheerful fella from Texas, but because he is the President of the United States of America.

Quite frequently WNUS stories say things like "Johnson signed the bill while on his Asian tour," "before Johnson left for Korea," etc. To me this seems to be very bad form, particularly in a public news broadcast.

I presume that responsibility for this wording can be laid to writers, possibly to the UPI as well as to the newscasters. I presume it's in the writing because I have heard several announcers (among them Bowman, Turner, Griskey and Rogers) call the President merely "Johnson."

Even "Mr. Johnson," which I sometimes hear, will not do. In my opinion the only ways in which The President should be mentioned in stories are: President Johnson, The President, the Chief Executive. Repetition of these three terms is preferable to disrespectful shortcuts.

I feel that "L.B.J" is acceptable, but only in headlines.

11/1/66

TO: Richard Thorne

CC: Ron Ruth, Dennis Fraser, Gordon McLendon

FROM: Ash

DON'T JUST SIT THERE (ALL OF US). DO SOMETHING!

I was pleased with your memo about the W-Newsname of the day and my suggested variations, including birthdays and "what your name means."

If the business office should insist on keeping the newsname feature as it is for sales purposes, that's all right with me, but let's add some frills.

One trouble with WNUS is that it isn't "cute" enough. Now and then there's a good promo, or a really well rendered humorous feature story, or some good announcements like the Halloween productions. But generally we're dull as hell with too much bootlicking reverent praise of wonderful business or advertising men.

Let's all concentrate on ways to make WNUS sound "alive" and "cute." People must be finding it increasingly difficult to talk about WNUS' mistakes. Let's give them something real to talk about.

11/1/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

WEEKEND "INSPIRATIONAL" FEATURE

I forgot to tell you some weeks ago that I "carried through" with the Great Books Foundation concerning material for a feature to be done on weekends (in your voice) comprised of quotations from Great Men of the past.

Great Books was very enthusiastic at first but as they got into it, decided they couldn't cut down the quotations to the two minutes which I said was mandatory. They finally declined the honor of supplying the material.

I have one other thought on the subject, which I shall pursue in due course.



11/1/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

#### PRONUNCIATION

I call attention to the pronunciation of the name, "Correggio," merely because its appearance in a recent story could have been such an excellent opportunity for using the suggestion I recently made, namely, that the first writer or newsman encountering a name which will obviously be mispronounced, should look it up and put an accepted pronunciation on the bulletin board, so that it will be used uniformly throughout the day.

Most of the newsmen came close enough for all practical purposes but some slipped in a hard "g," which no dictionary countenances. Even the dictionaries aren't quite certain of a firm "proper" pronunciation, which makes it even more desirable for someone to arrive at an approved pronunciation early in the day.

The theft of the Correggio painting made a story bound to be of great interest to people concerned with art. And it is just these people who would know how to pronounce the artist's name.

Incidentally, one newsman flossed up his story by pointing out that Correggio ranked with Titian. In Titian the "i" is pronounced as in "titmouse," not as in "teat." The generally agreed pronunciation is "tish'n," with practically no attention paid to the last syllable.

11/3/66

TO: Richard Thorne

CC: Ron Ruth, Dennis Fraser, Gordon McLendon

FROM: Ash

GET OUT THE VOTE -- MAKE 'EM TALK ABOUT WNUS

Suggestion for election promotion, November 7 - 8.

Nov. 7. KILL current promos saying "next Tuesday." SCHEDULE "mandatory breakins" saying: WNUS REMINDS YOU TO PLAN TODAY TO VOTE TOMORROW. Nothing more. No preaching. No reason "why." Just a reminder. Once every broadcast.

Nov. 8. Once during every broadcast, 6 a.m. - 5 p.m., a recorded "breakin" bulletin from teletype room, preceded by regular sound effect, saying: THIS IS MIKE TURNER, IN THE TELETYPE ROOM, BRINGING YOU THE MOST IMPORTANT NEWS ITEM OF THE DAY. (Long pause.) GET OUT AND VOTE! (Pause.) RETURNING YOU NOW TO W-NEWS CENTRAL.

I vote for Mike Turner on this bulletin because it is very important that it be delivered properly to get the desired effect. After an extra long pause, this statement should be made in a sepulchral voice in mock seriousness, very firm, very "scary," but with a sparkle of lightness behind it which I feel that Mike's voice can do very well.

Of course, when Mike is on the air with his newscast, another voice will have to be used -- perhaps Gregory's. The Thorne timbre would be good but since this is somewhat of a kidding gimmick I think this may be below the dignity of the managing editor.

THIS could be an effective audience-stimulating device and might cause some conversation about WNUS. This is one of those "cute" things I have been recommending. I hope you approve and will use it.

CAUTION. This could start a dangerous precedent, but need not. The teletype room bulletin device should never be perverted from its legitimate use. But what could be more newsworthy or more in the public interest than a plea to get out and vote?



11/6/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

HE'S STILL "MR. PRESIDENT" -- RIGHT OR WRONG.

I continue to think that President JOhnson should be treated with respect in WNUS news stories. Maybe this is merely because I am an old fuddy-duddy and out of step with the times. Maybe, because The President is chummy with us, we should be chummy with him? But I'm just one of those squares who thinks one should take off one's hat when the flag passes, evenwhile controlling his na<sup>v</sup>sead at the thought of the Viet Nam war.

I have no idea whether or not you agree with my position, but the practice is still going on. Casual listening showed: Bowman, "J<sup>O</sup>hn, himself, introduced the pups." GRiskey, "J<sup>U</sup>hnson showed the pups to the press." Thorne, "said he was sorry Johnson could not be in Chicago."

This sounds like wire copy. Wouldn't pencil editing or ad lib oral editing be worth while? Or would it?

11/6/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

GRISKEY'S GIMMICK -- IT'S BAD

Griskey now interrupts himself and breaks in on his recorded newscasts with bulletins from the teletype room. This is done with all the fanfare of the sound effect and the business of returning the listener to W-Central.

I can understand how the lonely trauma of the night shift could give a man a dual personality, and perhaps Bill thinks of himself as a different person on the wheel than from himself in the flesh, but the effect on the listener is so ludicrous as to be embarrassing.

I think the practice should be stopped. He could break in on his broadcasts with some introductory remark such as, "Here's a bulletin just in from the teletype room."

Probably most listeners don't realize that he is "on the wheel," and when he breaks in on himself from the teletype room I'm afraid they'll think he's "on" something else.

11/6/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

GRISKEY'S GIMMICK -- IT'S GOOD

Griskey has a routine in which the last story of each broadcast is a humorous feature story and the last item in the headline summary is a "trick" headline to match. I see no harm in this and even recommend that you consider it for daytime use. Since many of our broadcasts end on the lugubrious note of the New York Stock Exchange report, it might be well to lighten them up a bit with emphasis on a kicker story.

There's at least one story like this on the wires every day. Paul Harvey manages to find two or three. I refer to stories like the one about the Texas woman who foam-snowed her lawn for a Christmas snapshot, the irate Kansas City man who offered 10,000 pennies or a \$5,000.00 bill to be changed for a gas company deposit, the Iranian who wanted to change his wife quota from 36 to 50 to simplify his statistical problems.

This pleasant type of kicker story gives a little added "personality" to the broadcasts. On days when there isn't such a story -- don't run one. Maybe this isn't practical for daytime use, but you might think about it.

November 14, 1966

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

RELIGION SHOULD MERELY DISTURB,  
NOT REPLACE, NEWS HEADLINES

Some announcers are still completely omitting mid-broadcast news headline summaries when five minutes of religious news is scheduled at the 15-minute mark. There's no excuse for this. Headlines can be given one minute early.

November 14, 1966

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

WNUS, LIKE GOD,  
IS NO RESPECTER OF PERSONS

Here are quotes from two W-Newscasts:

"Johnson was arrested after an anonymous informer had telephoned police and accused him of the murder."

"Johnson said that the result of the election meant ..."

Note that WNUS listeners will have no difficulty in determining when newscasters are talking about an accused murderer and when they are talking about The President of the United States. The context makes it easy to tell the difference.

P.S. I have yet to catch a UPI correspondent on a cart showing the disrespect to the President which is consistently shown by W-Newscasters. Recently a dispatch from Doug Thomas from The Ranch was immediately followed by a story from the W-Newsman in which he said, "Johnson said, "Johnson added." The difference in attitude was quite noticeable.

November 14, 1966

TO: Richard Thorne

CC: Ron Ruth, Dennis Fraser, Gordon McLendon

FROM: Ash

P.S.A. SCHEDULE

We should try to keep our perspective on public service announcements.

In my opinion the St. Francis Hospital South is getting entirely too much exposure. This is a plug for a money-raising venture by one private hospital, operated by one religious faith. It's the kind of announcement which belongs in a "billboard" or "spotlight" type of announcement, which the station has evidently tired of trying to handle.

This announcement sounds as if the church has a friend at the station, or vice versa. This is perfectly all right, understandable, permissible, O.K., and all that. My only point is that the thing shouldn't be overdone.

If this announcement continues to get the frequency it is now getting until December 10 -- IT SHOULDN'T.

\*\*\*

The Johana Bureau announcement was fine. I wrote several memos some months ago suggesting that some publicity be given this outfit when I was conducting my unsuccessful four-month campaign to get the Illinois Tape Recording for the Blind announcement off the air. But ---

I think it was "over-produced." I can see why an announcement like this needs an introduction so that the listener will know the name of the speaker, but I do think it seems superfluous to wind it up with a long sign-off and the statement that it has been a public service presentation.



PSA 2

I'm generally opposed to these too-sententious announcements we so frequently make, fore and aft, about something being a public service presentation of WNUS. The nature of the announcement is obvious to the listener and the stress of so much fanfare surrounding one little announcement seems to me an uncalled for prolixity.

\*\*\*

I think station promos should not be substituted for PSA announcements in spots ordinarily reserved for PSAs. This has happened quite often recently.



November 14, 1966

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

I SHOULDN'T HAVE TO TUNE TO WIND  
FOR THE "FIVE-DAY FORECAST."

But I do!

The weather bureau is still putting out 5-day forecasts but WNUS isn't. I haven't heard an extended forecast for a week or so, and that one sounded like an accident. I don't know why I am unable to get across to you the idea that this report represents a valuable service to many WNUS listeners. I've written half a dozen memos on the subject of its neglect, but nothing happens. We are presently being over-supplied with reports for "motorists driving within 150 miles of Chicago" just as we received heavy over-doses of the harbor area report during the boating season.

Why do the "special interest" groups like the motorists and yachtsmen get all the attention while ordinary listeners, like me, don't get to hear the readily available information on the long-range weather outlook? Just to over-emphasize the subject --- I am a small-time landlord and last Friday I wanted very much to know whether or not conditions would be favorable this Monday for some outside work. I had to tune Howard Miller to find out. A subsequent listening to WNUS for three or four hours revealed no five-day forecast.

Maybe other listeners have learned to tune to WIND to get the report. Maybe they'll learn to love WIND with its news reports every half hour.

Couldn't you, (on days when the weather bureau thinks it proper for these reports to be broadcast) schedule the motorists' report at the 10-minute and 40-minute breaks and the 5-day forecasts at the 20 and 50-minute breaks?

November 14, 1966

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

THE JURY GIVES JUST AS BIG A LIBEL AWARD  
FOR A HEADLINE AS FOR A STORY

A headline says that the police "arrested two top dope pushers." The headline news story in this broadcast said that the police "alleged" that the two arrested were top narcotic pushers.

The "alleged" is of little value in the story, once it has been omitted in the headline. The smart lawyer doesn't care where it appears. Just so it was on the air.

Perhaps newscasters should be reminded that no headline is so short of space that libel-protective words should be omitted for the sake of brevity. Libel-protective words should never be omitted.

November 14, 1966

TO: Richard Thorne

CC: Ron Ruth, Dennis Fraser, Gordon McLendon

FROM: Ash

GET OUT YOUR QUARTER HORSE.

A MAVERICK'S LOOSE IN THE CORRAL.

A maverick stationbreak announcement has been getting on the air lately. I believe it was recorded some time ago. It doesn't seem reasonable that it could be a new venture, since it appears only at odd intervals.

2:30 a.m. as a regular half-hour break. 8 a.m. as a substitute for the Almanac Break (although there was no shortage of almanac announcements that day.) Mid-afternoon broadcast as routine half-hour break.

It's a rather long-winded station promo affair in the Thorne voice. It ends with "This is WNUS. 1390, and WNUS-FM." (Omitting the FM frequency mention.)

This critter should be tracked down and erased.

November 14, 1966

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

DON'T HORSE AROUND AFTER THE CART

Mike Turner has developed a very bad habit of saying too much as a closeout for UPI carts. Despite the fact that the intro tells who the correspondent is, and that the speaker mentions his own name in the cart, Mike tells who he is and gives a two or three sentence resume. This is just too redundant for listener comfort. Theoretically we should waste no words in a W-Newscast because we are just so chock-full of news that we cut out all unnecessary verbiage.

I believe this is an announcer responsibility and not a writer's as I notice that sometimes there is no "lead out" at all.

There should be some kind of a brief closeout. It is usually "and this is W-NEWS," with a brief plug line. This is O.K., and while banal, is better than a repetition of the main items in the dispatch.

Other announcers are sometimes too ornate in their close-outs of carts but Mike is so bad that I think he should be spoken to.

November 14, 1966

TO: Richard Thorne

CC: Ron Ruth, Dennis Fraser, Gordon McLendon

FROM: Ash

"EDUCATION" PSAs

I was pleased when the schedule of announcements about adult education and vocational classes started on WNUS. This is the kind of thing I think we should do more of.

Now I wonder if these announcements have not served their purpose and may be doing more harm (through confusion) than good.

I'm not sure about this and I haven't checked it but I think that even free adult education classes have a stopping and starting date. I think that these classes are now about in the middle of the Fall semester. We have an announcement or two on the air indicating that immediate enrollment in such classes is worthwhile and available. This is fine if true but the announcement should be killed if enrollment in these courses has been closed. If people can start at any time -- then I'm wrong and forget the suggestion. (Although the announcements are getting to be a bit stale.)

Maybe we should kill this series and begin thinking of another which will urge listeners to begin planning now to enroll in free education courses at the beginning of the next semester, whenever that is.

November 14, 1966

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

BILL GRISKEY'S SHINING OUR

I believe the height of my listening pleasure was reached when I heard Griskey refer to "OUR motorist driving within 150 miles of Chicago." It was also thrilling to hear him say, "OUR winds." It makes one feel so expansively possessive.

\*\*\*

Some Griskey tagline comments on news stories: Boy, that gets too complicated for me. I'll tell you. Well, what do you know about that? No wonder!

\*\*\*

Bill is still having trouble around midnight with proper dating on stories. In an 11:30 p.m. broadcast on Monday he had two stories which happened "on Monday." In this same 11:30 p.m. broadcast he said that "Johnson directed Secretary Goldberg on Tuesday to ..." If this meant he directed him on Tuesday it was wrong and if meant that Goldberg was to do it on Tuesday it was extremely awkward.



November 14, 1966

TO: Richard Thorne  
CC: Ron Ruth, Dennis Fraser, Gordon McLendon  
FROM: Ash

THROW THIS ONE AWAY AND BEGIN ALL OVER

There's a promo being frequently broadcast which urges listeners to tune in Sunday nights at 10:30 for W-Newsweek, sponsored jointly by WNUS and the University of Chicago.

This, of course, is dead wrong -- a complete miss-statement of fact. At 10:30 Sunday nights WNUS regularly schedules two 15-minute canned shows from the United Nations and calls them W-Newsweek, "a WNUS production." The University of Chicago program begins at 11 o'clock with the Mandel Hall chimes.

I saw this copy and was given the opportunity of editing it. Unfortunately, in my childish innocence, I thought it was new copy on the occasion of a change in format in which the University of Chicago sponsorship was to be pushed forward to 10:30. I therefore did not question the time specified but merely urged that generalized music specified as an intro be changed back to the University chimes which I pointed out had become a trademark of this program and which I now thought were being omitted.

I also suggested, in my written comment on the copy, that this time an alternate bit of copy be written, substituting "tonight" for "Sunday nights," so that this particular announcement could be broadcast on Sundays and we would sound like a great big alert grown-up metropolitan station. Both of these suggestions were ignored. I'm sorry I didn't bring this to your attention earlier but I kept thinking that the time error was so gross that the staff would catch it and correct it. I do think it should be corrected as it is a rather glaring bit of misinformation.

The effect is particularly striking because the announcement is in your voice. Last night, one hour after listeners heard you announce that the University of Chicago program would start at 10:30, they heard your (very familiar) voice announcing at 10:30 the World-News program.

November 14, 1966

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

#### STALE STORIES

It seems to me there have been too many stale stories on the air recently. The news broadcasts generally are fine and my friends are commenting on how much these broadcasts have improved in news content and delivery.

I am talking about the exceptional cases when a broadcaster, with verve and enthusiasm, reads a story which has already been done to death by the staff four or five days before -- or sometimes even longer.

There still must be something wrong with the "face-dating" routine so that newscasters don't realize that they have an outdated story in their hands.

Perhaps it would give you some clue toward correcting this situation when I tell you that they always seem to be feature stories. The Oxford debate on miniskirts. The outfit raising pigs to be like men for medical research. The book for bartenders that lists the biggest, largest, loudest, etc.

November 14, 1966

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

CHANGING TIMES 15-MINUTE COMMERCIAL  
NEEDS AN INTRO

The "Changing Times" 15-minute commercial either comes on unheralded, like a slap in the face, or follows a midbroadcast stationbreak with no explanatory preface.

I think this feature should have an explanatory introduction like the one which precedes W-Newsworld which says, "W-NEWS now departs from its regular schedule of news to present, etc."

SUGGESTED COPY: W-NEWS NOW DEPARTS FROM ITS REGULAR NEWS SCHEDULE TO BRING YOU A FIFTEEN MINUTE COMMERCIAL FROM CHANGING TIMES. THIS FEATURE, WHICH EXPLAINS HOW "MONEY IS EVERYTHING," IS ON THE AIR FOR REVENUE PURPOSES ONLY AND WE DO NOT PRETEND THAT IT IS NEWS. IF YOU TUNE OUT PLEASE DON'T MAKE YOUR GESTURE PERMANENT. WE'LL BE BACK WITH OUR REGULAR NEWS SCHEDULE IN FIFTEEN MINUTES. CHANGING TIMES IS A W-NEWS PRODUCTION.\*

\* This is a justifiable statement inasmuch as we make the same statement in the half-hour made up of the two canned United Nations programs, which, in themselves say, "a production of United Nations Radio."

November 14, 1966

TO: Richard Thorne, Ron Ruth

CC: Gordon McLendon

FROM: Ash

LOG JAM OR BUTTERFINGERS?

There's been an alarming trend in the past few days toward a variation in the close-out format. This is supposed to be unvariably a PSA followed by (N.Y. Stock Market) weather.

Very frequently a commercial is substituted for the PSA (and not necessarily in drive-time). At other times a station promo is substituted for the PSA. Sometimes a station promo and PSA are run back to back (even in drive time).

My personal feeling is that this is due to mishandling of carts rather than errors in the log, but of course I don't know. It has become so general that I call it to your attention.

11/19/66

TO: Richard Thorne

CC: Ruth, McLendon (Gordon)

FROM: Ash

ABSOLUTELY UNBELIEVABLE!

As of 11/17 Griskey was still sounding the warning, nreaking in on himself with a bulletin, and returning listeners to himself at W-News Central. Positively ridiculous!

11/21/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

#### THE CLOSE-OUT FORMAT

Your explanation that excessive commercial inserts sometimes make it difficult for the announcer to schedule a PSA in its proper place at the end of the program is valid enough.

But that's not what I'm talking about. I'm talking about the growing tendency of the men, even in the slackest hours, to act as if it were not important to follow that "mandatory" dictum of management, never rescinded, that all broadcasts end with a PSA, then weather, then announcer's signature. (Plus N.Y. stocks at specified times.)

Some of the men are very good at sticking to format. You, for instance, seem to have no trouble in following the pattern. Others, however, seem to have forgotten this exact pattern is important to management. Some broadcast news right up to the weather. Sometimes a promo is substituted for the final PSA. Sometimes the PSA is scheduled three or four minutes before closing, to be followed by a hodge-podge.

Douglas Kimball is the worst offender. Perhaps this is because he is "new" and the importance of non-variation has not been sufficiently impressed on him.



11/21/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

OLD PEOPLE DON'T "PASS AWAY" IN HEADLINES.

THEY JUST DIE.

A Bill Gregory headline said that "The oldest prize fight manager passed away."

Maybe it's just because I'm a tough old ex-newspaper man, but I think that the euphemism of "passed away" should be confined to friends and relatives of the deceased and to members of religious sects which do not believe in death. The phrase seems to me annoyingly out of place in headline lingo..

10/10/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

"IN MY OPINION"

In my opinion WNUS currently sounds better than it ever has before. News delivery is very good. Conformity to format is about as good as can be expected from a group of "individuals" working under pressure. The PSA schedule is dignified, non-annoying and the distribution of interest is quite good and fairly representative. PSA schedule could well put more emphasis on Chicago's cultural side as opposed to "charities" and "civic" interests. Station promos are not unduly objectionable. I know of only two announcements currently on the air which contain unnecessarily bad English.

What remains to be fixed? Better headlines. I'm trying to work out some way to correct this that will be really effective. Tighter scheduling of PSAs and station promos to avoid out-dated announcements. Present promo situation seems to be a little dull and lacking in "zing." Station needs to achieve some "character" -- some editorials, some additional features "in the public interest." Griskey's broadcasts need considerable improvement, but this will take time.

Entire news broadcasting schedule could be given more "class" if you and Ron Ruth could get together on some way in which small errors could be brought specifically to the attention of the men without unduly hurting their feelings and lowering their morale. I can't see any reason why I should go to the trouble of pointing out the numerous small errors which many times indicate a lack of "background" unless these errors reach the individual men in black and white form.

10/10/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

SPORTS LISTENERS WON'T FEEL EMBARRASSED FOR US IF -----

Since Ron Ruth seems particularly sensitive to the mispronunciation of names of well-known sports figures, perhaps you will want to tell Bill Griskey\* that Johnny Unitas rhymes with "United States of America," not with "Uneeda Biscuit, product of the National Biscuit Company."

\* I've decided to spell his name correctly for awhile.

10/10/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

JUST A SUGGESTION

One of the few remaining flaws in an otherwise quite presentable performance on WNUS is the obvious variation in pronunciation of certain words which appear in consecutive broadcasts. This must give listeners an impression of lack of coordination and editorial control. And you may be sure that all listeners do not tune in only at the exact hour or half hour and thereby hear only one pronunciation.

I have the following two suggestions which might help to bring about some conformity in pronunciation.

1. Have early morning writer or writers, when they look over the early wire stuff, look up any words which they think may be susceptible to varying pronunciations. Merida, Yacatan, Peshtigo, Wisc., Genoa, Ill., Johns Hopkins, etc.. The correctly marked pronunciations should be posted on the bulletin board. As other news comes in, continue the process. (One can almost guess what's going to be mispronounced.) I presume that the reference library is sufficiently comprehensive and that there is a staff of writers aside from the newscasters.
2. If, by any chance, a newsman should look up the pronunciation of a word before broadcast, he should post his findings on the bulletin board for the benefit of all concerned.

Perhaps my suggestions are not practical, but I hope that something can be worked out to ameliorate this situation.

10/10/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

JACK, THE CART KILLER, IS STILL DOING A LOUSY JOB

On the 6th, 7th, or 8th (I forget which) of October, I heard on two successive morning broadcasts, a PSA urging those who had not registered for Medicare to be sure to register by OCTOBER 1. This seems inexcusable, in view of our perfect system and efficient staff.

The other day I heard two announcements in quick succession for help wanted at Lorretto hospital. This announcement should have been killed weeks ago. It was in the first batch recorded under the new "Ron Ruth" two-week plan. I even wrote a special memo urging its prompt demise. How come? What with our perfect system and all.

Last night, an announcement was broadcast at 10:07 p.m., in the voice of the managing editor, urging listeners to listen this Sunday night for WNUSWEEK. The show itself was to be on the air in 53 minutes. I continue to feel that this is sloppy and bad broadcasting. Promos on the day of the feature should say "today" or "tonight."

10/10/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

RE GRISKEY

I was pleased to see your memo of suggestions to Griskey. I haven't heard him call them "commies" lately. He can no longer boggle up the baseball scores even if he wants to, but he is still giving his name four times during each broadcast.

I note that you asked him to give the time every five minutes. Even I think this is too much to ask of one man on an all night shift.

One can still listen for a full hour and not hear the time. I'd settle for the time twice during each broadcast -- once at the beginning and once just before the mid-cast headlines. The opening time could be a transcribed card as you have suggested in the past, merely generalizing about "the 2 a.m. newscast."

Maybe he should give the time every five minutes up until midnight and after 5 a.m., but between midnight and 5 a.m. give it only twice per broadcast.

Let's give him a schedule he can reasonably be expected to keep and then insist on it.



9/7/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

HEAR AND THERE

Here are some random minor observations made from casual listening -- trifling things the like of which I do not usually report. Maybe they are important. Maybe not. You, being on the air, can tell better than I, just how much we can expect from newscasters under the pressure of air-deadlines and the necessity of following a strict formula.

I think it doesn't sound well to have an announcer say, "This is Bill Jones bringing you the news at 12:30" and then, after less than a minute of headlines, say, "The time is 12:32 or 12:33." It's all right to say, "This is Bill Jones with the 12:30 edition of the news." As a matter of fact I think it would be good if all broadcasts opened with "the 10:30 edition of the news," etc., rather than "the news at this hour," as so many now do.

I'm not sure about this but quite often it sounds as if headline summaries get on the wheel. One hears identical sets of headlines on two or more broadcasts. This sounds bad and very "unfresh." I think headlines should be changed, or their position in summary should at least be altered in each broadcast.

I'm not quite sure of this either but I am under the impression that some of the news about the Cicero march on Labor Day was on the wheel. In other words, eager listeners, staying continuously tuned to WNUS for the latest news, heard a recorded repeat with no hint of last-minute details. If I am correct in my supposition, I think this situation should be corrected in the future. When a story is in the process of breaking the first five minutes of the broadcast should not be given on the wheel but should be live and rephrased for each broadcast, even if there are no new developments.

Hear and There 2

2 p.m. news Saturday. "For your convenience Gage Chrysler-Plymouth will be open all day tomorrow, Labor Day.

Early Sunday morning a cart (made in Washington Friday) was run, telling how the President planned to speak at a dam christening on Saturday. This was broadcast about two minutes after a cart giving the actual voice of the President in a speech he had delivered at the dam site dedication.

8:45 a.m. religious news, Sunday. Announcer speaks of "affluence" (accent on "flu") while introducing woman who comes on with beep telephone statement in which she pronounces "affluent" correctly. I mention this only because the Rev. Gum might feel that this indicated lack of proper attention to his broadcast. Announcer should have known how to pronounce word from pre-listening to Oak Park Christian lady.

You (Dick) had a real lulu yesterday. You introduced the two men who rowed the Atlantic by saying they had "canoed the Pacific." Maybe this is a copywriter's joke which I do not understand and I mention it only because the identical wordage appeared later on the wheel and this is the kind of thing I think an engineer should catch.

Despite written instructions by Dennis to newswriters, some harbor forecasts still laboriously explain to boatmen (who already know) what the little red and yellow flags mean. Sounds silly -- and boring to landlubbers.

I always thought that dirty South African word was pronounced "uh part' ite". It's impossible to describe how it was pronounced on Tuesday morning's news. The closest I can come is to say that it sounded as if a hillbilly were trying to pronounce "appetite" in French. "Prague" is pronounced with "ah" not "ay." I'm glad someone tipped off Drisky to the fact that encephalitis rhymes with tonsillitis, which it didn't when the epidemic first broke out in Dallas. On the news last night those little things on the tops of cabooses rhymed with "cup" instead of with "coop."

Hear and There 3

Here's one reason newscasts end late. Harry King gave a time check at 7:28 a.m. this morning. Then a one-minute Irish airlines commercial. Then a story (a stale one at that) about a woman lifting a truck off her husband. Then, with no intro whatever, the UPI cart with yesterday's stock market news. Very skimpy weather report. No pollen count. Then a sign-off. Any armchair quarterback could have told him that he should have at least omitted that news story about the woman lifting the truck if he expected to get all the rest of that stuff in and leave room for the interloping station-break.

The anniversary stationbreaks are making almost all of the newscasts start at least one minute late.

I still object to the North America Loan weather report being scheduled at the end of the 7:30 a.m. news. This morning Phil Bowman patiently waited until the last beep had died down and then said, "For WNUS, this is Phil Bowman." Not a very impressive windup for a drive-time broadcast.

Unless that Cliff Johnson piece about Mr. Palmer riding in his covered wagon is a paid announcement, it should be killed now and forever. I'm sure other listeners are as sick of it as I am.

I think that the Sunday morning religious news should not eliminate (or throw way off schedule) the mid-broadcast headline summary. I'm not complaining about the religious news. It's well written and interesting. I'm complaining about the placement.

I think the Advertising News promos have been over-scheduled long enough. One now and then will suit me nicely from now on.

On Saturday the warm weather made "thousands converge to the beaches."

On the day after Labor Day, at 7:11 a.m. we had a "Chicago's holiday harbor forecast." For Thanksgiving, no doubt.

Hear and there 4

7:15 a.m. news headline on Tuesday said Joliet prisoner was beaten to death "last night" whereas the story, two minutes later, said correctly that it had all happened "yesterday." I mention this chiefly because this contradiction was repeated on the wheel and nobody bothered to catch it.

Jim West is beginning to sign off with "Reporting for WNUS, this is."

Erosion. All during the weekend the chastity of the sign-off was violated by the insertion of detour information between the final weather and the announcer sign-off. I have seen no memo contradicting Holt's instructions that all newscasts were to end with weather followed immediately by announcer sign-off. Last night somebody (I forget who) started sticking the "WNUS name of the day" in between the final weather and announcer sign-off. I think this sloppiness and failure to follow instructions shouldn't be tolerated.

9/7/66

TO: Ron Ruth  
CC: Richard Thorne, Gordon McLendon  
FROM: Ash

I AM UNDER ORDERS FROM GORDON McLENDON TO  
"KEEP ON BEING A PERFECTIONIST."

I know it bores hell out of everybody but . . .

The policy book gives the official address of WNUS and adds:  
"Please correct all copy you receive to read as above. Check  
advertiser copy, and change, with notice to advertiser."

I should think that automatically the person named "continuity"  
would do this and all copy would go on the air with the same  
address.

I heard a Compton commercial the other day which sounded very good  
-- just like those so much in vogue right now wherein the eager  
wife recites the virtues of the product to a grunting and very  
obviously uninterested husband. Then an announcer -- an amazing  
voice-dropper, suggests that listeners write "WNUS Chicago" for  
information.

In addition to not giving the official address, with zipcode num-  
ber, this "exhortation" seems to me to be about as ineffective as  
one could possibly contrive, provided Compton really wants inquiries.

I assume that the success of this new WNUS campaign will be judged  
largely on returns. If I were producing this commercial, I'd have  
the solicitation for inquiries in the same eager voice of the  
housewife and have her emphasize the phone number and address.  
(I make no extra charge for telling you how to run your commercial  
department.)

Cliff Johnson has added a new wrinkle to the unofficial address  
department. In one Buick pro-football commercial he gives two  
different unofficial addresses. Listeners are asked to write to  
"WNUS, Chicago," and in the next sentence to "WNUS, Wrigley  
Building, Chicago." That may sound all right to "continuity" but  
it doesn't sound right to me.



Perfectionist 2

As I have said so many boring times before, I do not worry that mail will not be delivered, but it just makes the station sound so damned provincial and unorganized when it can't even decide what its address is.



9/7/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

THE "NEW" PSA SCHEDULE ?

When you get time I think you should "implement" Ron Ruth's simple instructions about how the new PSA schedule should be handled.

If his instructions were being carried out and I were receiving copy, I should know exactly where this schedule stands. I would be receiving copy, showing starting and ending dates. As it is, I'm in the dark.

Danahy sent me copy for five announcements to be recorded on August 19 and scheduled to begin August 22. I sent back corrected copy and this began running (with my corrections) on the date intended.

Since then I have received two or three sets of copy, undated, and one of which I suggested to be cancelled. The original announcements are still running, beyond the specified two weeks. This may be necessary until we get the new schedule in such shape that sufficient announcements are on hand to permit a two-week on-and-off schedule.

It's high time that we drop that pallid announcement asking for applications for jobs at Loretta Hospital. This is such an inconsequential institution that two weeks should be plenty of time. No doubt many hospitals have need of the same service. Besides, the voice is not too pleasant.

If Ron's system were working, this memo wouldn't be necessary. Announcements would go on and off every two weeks, good or bad.

9/7/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

IS BILL DRISKY A PRIMA DONNA?

Or does he have to fall in line with policy the way all the other men have done?

Mistake me not. Drisky's newscasts are excellent, within the limitations imposed by the nighttime wheel routine.

He still signs off with "This is Bill Drisky for WNUS."

He announces his name four times. Once at the beginning. Once after opening headlines. Once after mid-broadcast headlines. Once at end.

He gives specific addresses on all occasions -- never just a street location. Sometimes gives street addresses on out-of-town stories.

He gives the baseball scores just as they come over the wire -- not the Cubs and Sox first as policy book directs.

He really should sign on with transcribed, "This is Bill Drisky with the 2:30 edition of the news," so that listeners don't have to wait too long to get a general idea of what time it is.

He has developed a very annoying mannerism about out-of-town stories, beginning almost all of them with the same phrase, "In Houston, In Baltimore, etc." I don't know what goes wrong with his editing but it makes for some absolutely ludicrous phrasing.

Examples: "In Miami a ship is drifting 350 miles northeast of Bermuda. In Saigon another U.S. plane has been downed in North Viet Nam. In Atlanta striking firemen stayed off the job tonight in Atlanta, Georgia."

Somebody should speak to him. Kindly.

9/7/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

OH, COPY BOY!

I know I'm not getting copy because I hear new copy on the air but I don't find it in the mail.

Incidentally, the English is improving in the promos. (Matrimony?)

9/7/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

BART

I note that Gordon McLendon Jr. is now being called "Bart" on the air again. I trust this is official.

Bart has been talking to a grizzled sergeant for three days now. I thought it was agreed that this boy's dispatches were not to be ruined by over-repetition. Three days' repetition is too much of the same thing for regular listeners, no matter how good the dispatches are.

9/7/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

THINK OF THE TROUBLE YOU'D SAVE!

Re your memo. Why not let me in now on the secrets of the new schedule you are arranging which will make some rapid advancements? I could thus squawk now or forever hold my peace.

This would save me the trouble of writing and you and Ron and Gordon(?) the trouble of reading all of those obnoxious memos I'd write telling how I didn't approve of anything.

This would eliminate an opportunity for me to show off to the boss how critical I can be but it would mean much more efficient station operation.

9/7/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

MY PROPHECY HAS COME TRUE SOONER THAN I THOUGHT

I object most violently to the recluttering of that sacred corridor between newscasts, which, after months of pain, labor and prayer, was finally cleansed to make way for that wonderful trademark, "We pause for station identification" in the impressive voice of Richard Thorne.

When the silly audience-insulting insert about the comic pages and the non-existent radio "designed for children" was stuck in there I created a great tempest by my criticism. I complained that this broke the way for new cluttering. Now, in the place of one of the few impressive subliminal image-makers on the station we have at the half-hour break, the Archbishop, Dennis' friend from the Harris Trust, and other people of note. This is tragic. Like love, the effect is fine but the position is ridiculous.

If these announcements were placed in this spot without the specific consent of Ron Ruth, I continue to maintain my position that this is going beyond the prerogative of the managing editor or studio manager.

If this placement has Ron Ruth's consent and blessing, I humbly and respectfully question the wisdom of disturbing the one glorious stationbreak in all of Chicagoland which is non-jarring, non-distracting, non-audience-chasing.

I don't like it and I hope we go back to straight stationbreaks when the birthday cake is all eaten up.



10/3/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

SAME OLD TRAFFIC PROBLEM

An announcement last Sunday morning urged listeners to listen at 5:30 p.m. this Sunday on this station for a Bart McLendon documentary. It sounded like a made-in-Dallas announcement intended for use on all stations. I trust that we all agree that an announcement of a feature to be given later in the day should say today. ALERT!

10/4/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

WHY CONTINUE TO EMPHASIZE WNUS INCOMPETENCE ON AIR  
WHEN THE REMEDY IS SO SIMPLE?

If the staff can't handle it, don't ask them to try.

At 2:50 a.m. today we had one of those promos about how we handle the immediacy of the news through the teletype room. It announced that earlier TODAY and then gave a cut-in of the beginning of an actual bulletin which was actually given at 11:20 a.m. yesterday.

This same disgraceful bumbling happened on Saturday and Sunday, September 24 and 25 and I wrote what I thought was a sufficiently sarcastic memo about this.

The simple way to cure this situation is to kill this promo forthwith. A rewritten promo, simply giving the peculiar sound indicating a teletype room break-in would be sufficient. It could say THAT SOUND MEANS THAT THE WNUS TELETYPE ROOM IS INTERRUPTING A REGULAR BROADCAST TO BRING YOU, ETC. This would be just as effective as the attempt to give an actual example and would avoid the shameful exposure ~~the~~ of the station's inability to handle this promo properly.

1. If I had seen this promo copy in advance I'd have warned of the dangers of error and would have suggested a generalized statement.
2. I have written many memos warning promotion not to make specific promises which traffic and the news staff obviously cannot fulfill. Don't boast that time checks are given "a minimum of ten times per broadcast 24 hours a day" when you know damned well when to listen in to find "time checks given a maximum of zero per broadcast." Don't promise harbor forecasts at given hours when you know well they won't be given consistently at those hours. Don't promise pollen ~~at~~ counts at the end of every broadcast when you know that all you have to do is to listen between 6 and 8 a.m. to get no pollen counts at all.

DON'T REPEAT MISTAKES. MAKE IT IMPOSSIBLE FOR ANYONE TO  
~~MAKE THEM.~~

10/4/66

TO: Ron Ruth

CC: Gordon McLendon

FROM: Ash

WHY NOT?

I heard, but of course did not see, some new promo copy boosting the 1967 automobiles. This is a nice "assist" to WNUS auto advertisers BUT. I had the following reactions.

1. Won't the foreign car dealers consider this prejudicial to their interests? Why not give them a similar break, telling of the virtues of foreign cars, but mentioning no dealer names?
2. If we give foreign car advertisers a plug, won't other advertisers think they should have similar courtesy? We could divide advertisers into categories where we have two or more selling the same products. DO YOU LIKE BEER. BE SURE YOU GET THE BEST PATRONIZE THE ADVERTISERS OF RESPONSIBILITY ON WNUS THE RADIO SERVICE OF INTEGRITY. NEED A LOAN? GET THE BEST IN SERVICE AND RETURN PATRONIZE RESPONSIBLE ADVERTISERS ON WNUS THE RADIO SERVICE OF INTEGRITY
3. Maybe individual advertisers will want similar service. Some general promos could be written for them, or NEED COOKIES? WANT A LIFT TRUCK? A NEW HOME FOR YOUR BUSINESS? WNUS ADVERTISERS CAN SERVE YOU RESPONSIBLE ADVERTISERS ON THE RADIO SERVICE OF INTEGRITY

There might be some problems. We certainly don't suggest a promo beginning DO YOU NEED HEMORRHOIDS

Obviously the above suggestions are an oof-the-cuff reaction to the WNUS auto promotion but maybe it isn't too bad an idea. It's a bit conry and a bit hackneyed but even if it weren't merchandized to advertisers, advertising people who heard it on the air might be pleased. IT would be a good way to give good advertisers like Polk Bros. an extra boost without the implication of "off the rate card" extra advertising. LOOKING FOR A NEW MAJOR APPLIANCE FOR YOUR HOME? Obviously, while this could apply to C.E.T., it would greatly benefit the heavy schedule of Polk Bros. (Who would buy anything from that paranoic, meglomaniacal, public menace, C.E.T. anyway?)

10/4/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

UNIMPORTANT LITTLE THINGS THAT HAPPEN DAY BY DAY

Paul Harvey scoops WNUS. His story of the release of Peace Corpsman Dawson didn't show up in WNUS headlines until 55 minutes later in the 1 o'clock edition.

At 2:03 p.m. today the captain noticed that "the bridge was not raising." "Raising" what?

Inez toll is raising. (Confusion.) Add IN EZ to other three prononciations previously cited.

Drisky has a new one. He welcomes delegates to conventions before giving opening headlines. You can't help ~~thinksmyjumm~~ liking this guy but his warm and effusive welcomes belong after and not before the headlines.

In 7:30 headlines tonight the conviction of Hoffa was "held up" by the appeals court. IN the story it was "upheld" but in the mid-broadcast headlines it was "held up" again.

"Micky" Moose had been "rubbing shoulders with cows on the farm of \_\_\_\_\_, a veterinarian since last Tuesday." Who cares how long he's been a veterinarian?

The Percy home is not a "lavish home." Possibly it is "lavishly furnished." The adjective "lavish" means "generous or liberal."

Religious news. "A group of clergymen are." "Encyclical" rhymes with "sickle", not "cycle." "Homily" rhymrs with "hominy" not "homely."

I might as well mention a headline that's been lurking in my mind for a long time. "Negro leaders plan to kiss and make up with Mayor of Waukegan."

10/5/66

TO: Richard Thorne  
XX: Ron Ruth, Gordon McLendon  
FROM: Ash

ABOUT THE WORLDS SERIES

I can understand how a W-Newscaster can read a headline today about "Don Drysdale facing Dave McNally of the Pittsburgh Pirates." Long and continuous reading could produce a kind of hypnosis. (I'm not being sarcastic. I mean this.)

I find it more difficult to understand how he can do it again and again.

What I cannot understand and what burns me up is why even a half dozing engineer doesn't prick up his ears when he hears the Pirates mentioned on a day like this and do something to get the dazed announcer out of a spot.

Since these engineers have no concern about what goes on the air, would it be practical to establish some kind of a weekly cash bonus system with a prize to the engineer who corrected most errors at the scene of the crime?

<sup>listen</sup>  
I didn't much to WNUS during game time today but I was not impressed when I did. I tuned in at 5 p.m. The opening headlines had no score and I had to wait thirteen minutes to find out the status of the game in progress. I realize that real fans would have been listening to WMAQ but even casual persons like myself like to hear a score during the series.



10/18/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

A VERY SMALL NICETY,  
BUT POSSIBLY WORTH DOING

Apparently WNUS renders a very important service to thousands who "don't know what time it is." Perhaps many other thousands don't even know "what day it is."

We tell them what day it is every hour on the hour in the almanac announcement. Why not tell them also on the half hour? This service might be appreciated more than a first glance might indicate. We've all had the experience of suddenly not being quite sure just what day it is. If, instead of calling a friend, The Tribune, or, even worse, worrying about it for a couple of hours, if one had only to wait for the half-hour break on WNUS . . . . . Just one more little reason for being a regular WNUS listener.

The mechanics involved are trifling. "Good evening. This is Mike Turner bringing you the 8 p.m. edition of W-News on-Friday- October 21. Here are the headlines making news at this moment."

STET

Of course this shouldn't be attempted on the night shift.



10/19/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

PRONONCIATION

The boys are doing amazingly well on Pago Pago but they're not at all together on how to pronounce the Roosevelt Theater, currently mentioned in a live movie commercial.

I'm not sure myself but I think this theater was named for F.D.R. and not for Teddy and therefore should be pronounced "Rose" and not "Ruse."

10/19/66

TO: Ron Ruth

CC: Richard Thorne, Gordon McLendon

FROM: Ash

WE NEED MORE EXERCISE  
OF CONSISTENCY

WNUS is concurrently running:

1. A fervid plea in the voice of the Postmaster of Chicago for use of the zipcode.
2. Several announcements containing the WNUS address without a zipcode number.

This shameless display of inconsistency could be eliminated by insisting on compliance with POLICY BOOK instructions by both downtown and studio staffs.

10/19/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

FRISKY GRISKEY

I have noted the transcribed time checks in the wee small hours. An improvement but performance is still a bit spotty.

Last night, for instance, between 3 and 3:30 a.m., the time was given every five minutes. Between 3:30 and 4 a.m. it wasn't given at all. Between 4 and 4:30 it was given three or four times.

I'd rather hear it given at the beginning and middle of each broadcast rather than alternating desert with oasis as is now being done

I don't know how hard you want to ride him, but the time checks are given in reverse. They follow each announcement at the 5-minute break, rather than precede. Since these are transcribed possibly the engineer could handle this matter (if it wouldn't hurt his feelings.)

He had a story the other night headlined "A Street in Miami -- It Was Purple." The story (about the rain spreading dye from a broken keg which fell from a truck) was at least two months old. I don't know who hides this stuff and where but he can certainly dig it up.

DRISKEYISMS

"In paris, the French exploded an atom bomb in the South Pacific."

"In Marion, Illinois, police arrested two escaped convicts in Albuquerque, N.M. "

10/19/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

AN UNTIGHT SHIP

I still don't like the sound of announcements which say,  
"Tune in Sunday n ght at 11 when WNUS will present . . . "

I don't like it because it IS Sunday (10/16/66) and the announce-  
ment should say TONIGHT.

10/18/66

TO: Ron Ruth

CC: Richard Thorne, Gordon McLendon

FROM: Ash

THE CAMEL'S NOSE IS UNDER THE TENT. IT WON'T BE LONG NOW!

CALL OUT THE MARINES!

NOTIFY "PROMOTION" TO REWRITE ALL PROMOS, ELIMINATING REFERENCE TO "HALL NEWS" "ANY TIME NIGHT OR DAY" "NEWS AT YOUR FINGERTIPS" "RELIABILITY" "INTEGRITY" ETC.

CALL FI 7 1313

BATTEN DOWN THE HATCHES. LOWER MIZZENMAST AND RATINGS.

ALERT LEGAL STAFF TO PREPARE DEFENSE AGAINST UNDESIRABLE ADVERTISERS NOW THAT WE NO LONGER HAVE "POLICY" AS DEFENSE.

CALL PO 5 1313

ALL THAT HAPPENED TO WNUS IS A SIMPLE LITTLE PILL CALLED DECOMPOZ

RUN UP THE "LARGE CRAFT WARNING" PENNANTS.

S.O.S. S.O.S. S.O.S. S.O.S.

I heard a "Changing Times" 15-minute commercial on WNUS.

10/26/66

TO: Dennis Fraser

CC: Ron Ruth, Richard Thorne, Gordon McLendon

FROM: Ash

FM PROMOTION

We could certainly use a good FM promotion. You ask for suggestions in your memo of 10/17.

I think the business of trading commercial plugs is not very practical. Only two of the good music stations carry no news at all and they might be willing but it hardly seems worthwhile and would be awkward if we concentrated on only two stations, while there are five or six which deserve attention. The other good music stations spend money operating regular news schedules for the service of their listeners and I don't see why they should be willing to advertise an all-news station, even though we may think their news service is inferior.

I'd much prefer to see a campaign which involved mention of other FM stations on a friendly and service-to-listener basis. It might make up a little bit for that nasty campaign we ran some months ago in which we vented so much sarcasm on our competitors.

I suggest that, as a service to listeners, we start running mentions of musical attractions on good FM stations.

HERE'S THE WNUS MUSIC SUGGESTION FOR TONIGHT. ON WNIB AT EIGHT O'CLOCK, OPERA. IT'S BIZET'S "CARMEN," WITH MME. CALLES IN THE STARRING ROLE. AND WHEN THE OPERA'S OVER, DON'T FORGET TO SLIDE THE SELECTOR UP THE DIAL FROM 97 MEGACYCLES TO 107.5 AND LISTEN TO A HALF HOUR OF UP TO THE MINUTE NEWS ON W-NEWS FM.

THERE'S A WEALTH OF WONDERFUL MUSIC ON THE FM DIAL. TONIGHT AT 9, GERSHWIN'S "RHAPSODY IN BLUE" ON WEFM AT 99.5 MEGACYCLES. AND DON'T FORGET THERE'S A WEALTH OF NEWS, ALWAYS AT HAND ON W-NEWS FM, 107.5 AT THE END OF THE DIAL. REMEMBER, IT'S FM FOR TOPNOTCH NEWS, W-NEWS.

I think this would be a very attractive feature. It would be an actual service to listeners and it would get the station TALKED ABOUT. And we need to be talked about.



2 FM

WNUS has nothing to lose and everything to gain. We have a unique distinction in that it cannot hurt us to recommend that listeners tune to music on a competing station. All of our listeners obviously listen to other stations for music. Why not try to guide them to stations which have good music and mediocre news?

Personally I am very fond of my own idea. Why don't you give it a try?

10/26/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

SLIPS THAT PASS IN THE NIGHT

Although the night broadcast schedule is much more presentable these days it still could stand some improvement. I'm willing to take on this job if you're willing to pass on to Griskey the corrections which I note.

I don't see much sense in listening in the wee small hours if my comments are to be read only by executives and their assistants (I hope) but if you can figure out some way to preserve Griskey's morale while at the same time improving his broadcasts, I'd be glad to try.

The main trouble with his broadcasting is that it is so "corny," so filled with personal idiosyncracies, weird colloquialisms, strange speech constructions, etc., that it is not at all in consonance with the daytime broadcasts. It sounds like a different station -- and a "hick" station at that.

More than 60 per cent of his stories begin with, "in such and such a place." This leads to absurdities.

"In Saigon U.S. flyers trap a fleet of barges 110 miles north of Saigon."

"In Saigon there's fierce fighting near the demilitarized zone."

In Paris the French explode an atom bomb in the south seas."

"In March, England, Alfred Stokely of March, England, etc.

He also has a weird habit of sticking a superfluous pronoun in his stories.

"The Congressman, he made a speech."

The state troopers and the local police, they stormed the crowd."

The street, it was purple."

You'd be amazed at the frequency of this deviation.

2 Night

He now admits that the weather forecast is "official" but it's still "our" official. And it's "our official at Midway is 56 degrees."

These are all speech habits of long standing and may be difficult to cure. Maybe you think it isn't worthwhile even to try.

The guy gives an interesting broadcast. He is obviously trying awfully hard. And he sounds interested in his work and in the news.

Many other listeners may enjoy his broadcasts as much as I do. It's certainly a novel experience. But, the broadcasts are not consistent in quality with the daytime broadcasts. "Policy" would indicate an effort to better the performance if this can be accomplished without disrupting the entire procedure.

I think it's worth trying. I'm willing to devote some time to it if you can work out an arrangement whereby Griskey can be made aware of his transgressions without ruining his morale. Let me hear from you if you want to try.

Tell him, "Bill, this hurts me more than it does you."

10/26/66

TO: Ron Ruth  
CC: Richard Thorne, Gordon McLendon  
FROM: Ash

DANGER AHEAD!

In my opinion there is a great and present danger of overcrowding the Sunday schedule with "too long" broadcasts.

Last Sunday there were the usual Catholic Hour (15 minutes), and I don't know how many 15-minute "Changing Times" commercials, and, although I heard no prior publicity, I believe there was a Bart McLendon documentary of 25 or 30 minutes. Then 15 minutes of Drew Pearson. Then an hour and a half of the U. of C. NEWSWEEK.

And to top it all off, a one-hour interview program with Percy and Douglas.

I think this has gone so far as to cause actual irritation and annoyance on the part of listeners who have been told all week about "all news, nothing but news, every hour of the day and night."

I don't know how long listeners will continue to be lenient and forgive the station when they tune in, time and time again and find that the all-news format is being violated once more.

Incidentally, while I think that the Percy-Douglas interview program was good, and very well produced locally, I think it could have been handled in a way more advantageous to the station. The interviews could have been broken up into segments of five minutes or less and broadcast throughout the day. "Where do the candidates stand on Viet Nam?" -- and then broadcast their answers back to back. Do the same with other issues.

Actually the listeners would have had a better opportunity to judge the differing positions (if any) by having the two statements contiguous. I know it's easy to quarterback from the armchair, but I think every effort should be made to keep features short.

Otherwise, we're bound to lose audience -- and some of it permanently.

10/26/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

CAUTIONARY WARNING ON POLITICAL EDITORIALS

The editorial on the disgusting candidacy of the Mayor of Waukegan was very good and I agree with the sentiment 103 per cent.

I thought bad judgment was exercised in citing examples of good men who had won elections or were trying to. Eisenhower and Percy were cited as two examples of men seeking political positions after having led distinguished civilian lives.

I'm not kicking about the inadvisability of picking two Republicans in a Democratic city, nor of picking two namby-pambies.

But since Senator Douglas had an impressive war career in the Marines and a commendable civilian career as a college professor, I think he should have been mentioned along with Percy. To my mind, Douglas was guilty by omission in the favorable reference to Percy, an active candidate, and equally favorable reference to Eisenhower, an ex-President, while not even mentioning Douglas, an active candidate and a commendable citizen.

I'm sure that the wording of the editorial was unintentional and I'm sure that all will think my criticism is picayunish, but I do think that one should be "extra careful" in political editorials at this time of year, when people, like myself, are apt to be oversensitive.

10/26/66

TO: Ron Ruth

CC: Richard Thorne, Gordon McLendon

FROM: Ash

KIPLINGER TELLS HOW TO PROTECT YOUR INVESTMENTS

In my opinion, "Changing Times" will cost WNUS more than \$2.00.



10/26/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

RESCHEDULING OF PSAs

Answering your memo which answered mine, I know that you don't schedule these things. I mentioned that it was in your voice, thinking this might stimulate you to violent action in an effort to correct this situation.

I thought you were in charge of traffic. Many months ago I tried in vain to get permission to draw up a chart of production responsibilities and office and studio management. It never happened and I still don't know who bosses whom in all circumstances.

I exercise no authority whatever and certainly can't communicate direct with traffic. I presume that in the future I should direct to Ron Ruth any memos dealing with traffic problems and shall do so unless advised to the contrary.

11/1/66

TO: Richard Thorne

CC: Ron Ruth, Dennis Fraser, Gordon McLendon

FROM: Ash

NOW THAT WNUS SOUNDS GOOD (AND IT DOES),

LET'S MAKE IT SOUND BETTER

Mistakes worthy of being called to the attention of management are becoming fewer day by day. The format is being well adhered to, pacing is good, timing is good, sound is smooth.

There are still many minor mistakes and fluffs and many minor careless errors many of which are no doubt caused by the pressure of time. These aren't too important. I refer to them only now and then in "Miscellany" and I am sure that the listeners expect them and forgive them.

But just NOT making mistakes isn't enough. It seems time for an effort at positive steps on improving the program material. Because of its strict format and policy WNUS is greatly limited in what can be done. Improvement has to be limited to service announcements, editorials, and station promotions, and short features.

I am very strongly opposed to the addition of any more features (or commercials) of more than five minutes duration. (And damned few of those.)

WNUS could use more and better promotions, despite the cramped time available. These could be run in periods where commercials are not at capacity, with drop-ins during the heavily loaded periods.

PSA and promos could be beefed up so as to be of more interest to the listeners. Three recent announcements -- the one on donating listeners a free hour on the occasion of time change and the two "production" announcements on Halloween were excellent.

I am all for "production" in service announcements. I am still bitterly opposed to the so-called "production" of dubbing in a musical bit behind a recorded voice announcement, but real production, as was done in the Halloween announcements, is a fine thing.

## 2 SOUND BETTER

Ever since last February I have been advocating the use of production in PSAs. It shouldn't take too much time. Instead of a straight voice declaratory announcement about a museum, a child could ask a question and receive an answer from an attendant or a parent. Many a two-sentence dialogue could point up the aims and functions of a public service organization fare better than stuffy words of explanation from an amateur announcer.

Regular 30-second announcements could be made for crowded time with 60-second "productions" for easier time periods.

I have mentioned editorials in another memo. We need 'em even if light and flimsy. Listeners need to be made aware of the fact that WNUS is more than a machine capable of putting out a smooth flow of news twenty-four hours a day. They should realize from what they hear on the air that WNUS is staffed by men of blood and brains who ARE INTERESTED IN CHICAGO and who regard listeners as people and not just figures in an audience survey.

11/1/66

TO: Ron Ruth

CC: Richard Thorne, Dennis Fraser, Gordon McLendon

FROM: Ash

"TRAFFIC PROBLEMS" ARE STILL WITH US

I have been writing to Dick Thorne in the past about traffic fatalities in the PSA and SPA schedules but he now tells me that he is not responsible for announcement scheduling. I am therefore addressing this memo to your attention.

I suppose it cannot be helped that now and then a broadcast begins with a station promo instead of with headlines and that (fairly frequently lately) the closing PSA is omitted entirely.

BUT it should be possible, through patience, to correct the age-old problem of PSAs being broadcast after they are patently outdated.

Last Sunday evening (October 30) at around 6 p.m. and again at around 8 p.m. a Catholic Charities announcement was broadcast in which a priest made the familiar announcement that on the last three Sundays in October open house was being held at a rest home in one of the suburbs. Listeners were urged to "drive out this Sunday afternoon." This, of course, sounds ridiculous when broadcast after 6 p.m. on the last Sunday of the month.

This error could have been avoided if (1) the cart had been properly marked, (2) the cart had been yanked on the day indicated, (3) the cart had been erased on the day yanked, (4) the announcement had not been scheduled on the log.

I'm not familiar with the working procedure and cannot tell just why these errors still occur. I didn't see this copy but presume the copy itself wasn't dated, as I have suggested be done in a dozen or more memos. I don't know how the cart was marked but it should have an actual kill date on the cart, not just a code number referring to a schedule.

I do have a PSA schedule for the week of 10/10/66. The first item on this schedule is "Catholic Charities" with an indicated kill date of 10/24.

## 2 Traffic

If this cart had been yanked and ERASED on the date indicated, last Sunday's error could not have occurred.

Even if this announcement had been erroneously scheduled on the log, the man who actually takes the cart and sticks it into whatever he sticks it in, would have been forced to insert a substitute. And if all carts were yanked and ERASED on the date indicated he would have been forced to substitute an announcement which was not outdated.

I have gone into this childishly ornate explanation of this situation in the hope that it will help solve this problem once and for all. So many other habitual bad practices have been eliminated, why not this one?



8/24/66

TO: Jack Danahy, Migrant Worker

CC: Ron Ruth, Don Keyes, Gordon McLendon, Richard Thorne

FROM: Ash

COPY EDITING

As far as I am concerned, the only thing wrong with the attitude which you and Art Holt maintain about copy editing is that it doesn't make sense and it hurts WNUS. You say that if copywriters can't write correct copy without the help of copy readers they should be fired and replaced with those who can. As far as I can determine this view is not shared by those in charge of other major communications media. All major newspapers have large staffs of copy editors to make sure there are the minimum number of errors in print. Yet they pay very high salaries to their writers. LIFE is so proud of its efforts to put out a good magazine that it proudly prints the names of ten "copy readers" under its masthead along with all the great editors, managing editors, etc. I am sure that even Walter Lippman's articles are read by a copy editor before they appear in NEWSWEEK. Certainly the near perfection of network news and collateral material must be due partly to the fact that this material is carefully edited before being put on the air. In other words, it's no disgrace to have one's copy edited. It's common practice. It's a disservice to listeners and to the home office to allow bad copy to be aired, as it is on WNUS. And I haven't heard yet of anyone being fired for writing ungrammatical copy.

Another reason I think copy should be edited in advance is that the staff is either unable or unwilling to take it off the air once it is on. There is copy on the air right now which has been running for several weeks after I have pointed out the bad English which it contains. This situation is slowly improving and some copy has been yanked recently at my insistence.

All this despite a specific order from Art Holt on 6/3/66. It's true that the tone is light but the language is specific. The order says: "The following is a statement of management policy: Ashenhurst, on the use of the English language, is always correct, never to be ignored, always to be feared. All corrections in language received in memorandum form from Ashenhurst should be acted upon on the day of receipt without exception."



Nobody is "always right" about the use of the English language. I have the honor of having my English corrected by a listener who wrote in and pointed out that a piece of copy I had written for a promo was not grammatical. I didn't get mad or fire myself. I thought it was a good joke.

Some English usage is a matter of individual taste, but, despite the present-day tendency toward sloppiness, there are some basic aspects of grammar which should be maintained and supported -- especially by a radio station.

I thought that the various minor corrections which I made today in the SPA copy submitted to me for correction constituted a definite improvement in the copy. I'd be interested in your reaction.

8/24/66

TO: Jack Danahy, Migrant Worker  
CC: Ron Ruth, Don Keyes, Gordon McLendon, Richard Thorne  
FROM: Ash

#### MORE ON SPAs

Since we are conducting a "test" on a new schedule of SPAs, I append a portion of a long memo I wrote to Gordon McLendon on 1/2/66. This was during the period when Gordon was struggling to build up an adequate news staff and was throwing all of my memos into Lake Baikal. Nothing was done at the time to improve the horrible situation which then existed. Perhaps some of my suggestions would be of some value now.

#### OUR SUGGESTIONS

1. Set up a definite program. What kind of announcements? What will they say? How will they say it? When will they say it? How often will they say it? How will they be controlled on the schedule?

Get this down in black and white, in such simple form that when all the executives go back to Dallas, the entire plan can be operated without a hitch, by the office boy or janitor.

2. Classify announcements. Civic, welfare, cultural.

3. Develop a formula. 25% civic, 25% cultural, 50% welfare, for example.

4. Set a standard length - 20 or 30 seconds, generally.

5. Make them "read" well. Pencil edit or rewrite so that announcements do not sound like similar releases on other radio stations. Many times a changed phrase or two can change an announcement from tincup-in-hand propa ganda to "hard news."

6. Make sure you tap all the sources. Believe it or not. You may not be on all the P.R. lists. Make sure you're getting releases from all the museums, libraries, scientific foundations etc. You may find a front page story type bit hidden in some university news release.

7. Change the voices. Have some read by members of office or news staff whose voices are not familiar to listeners. If staff announcers read, have them identify themselves and have their voices sound as if they, personally, found the item interesting. Get actual voices of people involved in various agencies, case workers, welfare workers, etc. Get voices of prominent business men interested in various public service projects. Get voices of beneficiaries of welfare work. Little underprivileged boy on basketball court, crippled girl at sewing lesson, director of new University of Chicago drama project "on stage."
8. Get an intelligent Chicagoan to select announcements.
9. Prepare a lot of announcements in order to avoid the horrible repetition which has been going on for so many months. There should be at least twenty different announcements running at one time.
10. Develop a mathematical formula for giving all announcements a fair break. We don't know enough about station operation to do this. It should be possible, for instance, to arrange that every announcement run a total of twenty times, no more, no less, at regular six-hour intervals, and then automatically come off the schedule to make way for a new one which will go through same process.
11. If there's a closing date in announcement make sure there's a system for yanking announcement on that date.
12. MERCHANDIZE your public news service program. Get up a form letter telling those interested that their announcement will run so many times between such and such a date. Don't send it only to the P.R. man. Send one to the president of the agency involved, the executive secretary and the board of directors. This should create good-will, a "love Chicago" image and should attract listeners, too.
13. MAYBE. Increase the number of public service announcements. Run one 20-second announcement before the mid-program news headlines summary. This couldn't be any more of an audience chaser than a too-often repeated station promo and it could be of interest to thousands of listeners. This should be considered. Maybe these could all be "culture breaks" -- announcement of lectures, recitals important meetings, even important musical events on G.M. Think about it.
14. Do a vignette series on "people who are making Chicago a better place to live in." As soon as the advertisers vignette

series is over, McLendon could do a wonderfully dramatic series of vignettes on the determined little public health service nurse, starting out on her bone-chilling rounds of unheated tenements, the busy business man not too busy to skip a pleasant evening with friends to go to a dinner in the interest of a boys' club, the woman who works with malformed children, the determined thespian who is starting an absolutely newer than new theater movement, etc. These could be tied in with a "they listen to WNUS" or not, as wisdom decreed. A series like this would also take the sting out of the advertisers vignette series which many people may be thinking by now has been a bit over emphasized.

15. Don't run any more BONES CAN SPLINTER, UPSET FIDO'S TUMMY announcements until 1967.

8/30/66

TO: Jack Danahy

CC: Ron Ruth, Richard Thorne, Gordon McLendon

FROM: Ash

~~WHY~~ LIE ABOUT IT?

I question the advisability of running the promo which states that every newscast contains a minimum of ten time checks. This is a relatively correct statement during parts of the broadcast day, but the number of time checks per broadcast starts dwindling at 9:30 p.m and we all know that between midnight and 5 a.m. there are either no time checks at all or a maximum of five per broadcast. (Why don't we fix this?)

I'm sure that to the habitual listener the statement in the promo must sound like intentional misrepresentation.

I have stated previously that it is safer to generalize when making promises about WNUS performance. It's not only safer, but more ethical as well.

8/31/66

TO: Jack Danahy

CC: Ron Ruth, Richard Thorne, Gordon McLendon

FROM: Ash

WHERE'S THE COPY?

I'm not getting copy as I should. I ought to get promo and PSA copy as soon as written. I hear many new announcements on the air for which I have seen no copy.

I gather that you could get no recorded quote for the American Cancer Society announcement but don't understand why you didn't use address of Society in current announcement. Since this was so earnestly desired by Society.

I like the sound of the announcements you recorded last Friday

but

WHERE'S THE COPY FOR THIS FRIDAY'S ANNOUNCEMENTS?



8/31/66

TO: Jack Danahy

CC: Ron Ruth, Richard Thorne, Gordon McLendon

FROM: Ash

SUGGESTION FOR NEWS WRITERS AND NEWSCASTERS

I note an irritating tendency to delay until the end of the story the geographical location of news happenings. This is in violation of all principles of good news writing.

Out of town news stories should start either with a "date line" such as, "In Memphis, Tenn., today," or the location should be mentioned somewhere in the first sentence.

Listeners will always assume that a story is local if it starts out with a mere recital of events and goes on for several sentences without giving the location.

The mental shock, while admittedly slight, is unpleasant.

Don't get the listener all heated ~~up~~ up with a dramatic story about a mad gunman shooting it out with the police with five or six sentences of gory details and then let him down by telling him in the very last sentence that it all happened in Little Cuspidor, Ky.

8/31/66

TO: Jack Danahy

CC: Ron Ruth, Richard Thorne, Don Keyes, Gordon McLendon

FROM: ~~Ray~~ Ash

TELETYPE ROOM PROMO CONFUSING.

Dennis warns that "it is important that the bulletin be faded under." This is to keep the listener from getting the impression that this is a "real" and not a "promo" bulletin.

I'd like to go even further and suggest that the bulletin should be faded under after only six or seven words. There then could be no mistake about the fact that this is a promo.

In the 2 o'clock news today the opening summary had a headline about Gov. Romney calling out the national guard. At about 5 minutes after 2 there was a promo announcement, giving a full bulletin, all the way down to the afterthought that the Governor thought that outsiders were involved.

Then at about 10 minutes after 2 there was a complete story on the item.

This is confusing as well as repetitious. I think it would be better if only a few words of the bulletin were given. I heard one the other day in which the bulletin was carried all the way into a repetition after the word "repeating". (This "repeating" business shouldn't be done anyway, according to the policy book.)

This is a perfectly good promo but let's make sure that the ~~many~~ confusion factor is reduced to the minimum by merely giving a few words of the bulletin. It won't lower the value of the promo and it should intrigue the listener rather than bore him with repetition.

8/31/66

TO: Jack Danahy

CC: Ron Ruth, Richard Thorne, Don Keyes, Gordon McLendon

FROM: Ash

POLICY ON WEATHER REPORTS

Don Keyes recently criticized placement of the harbor forecast after the weather forecast. I've seen no management policy statement on in-broadcast placement, but I do have a suggestion.

I heard Jim West close out his show by giving the pollen count first, then the harbor forecast, then the official weather report. This sounded good. It's logical and, after all, policy says that the official weather report should be the last item before announcer sign-off.

You might consider this as an official routine.

8/31/66

TO: Richard Thorne  
CC: Ron Ruth, Don Keyes, Gordon McLendon  
FROM: Ash

Thank you very much for changing the background sound effect on the North America Savings sponsored weather report. I am sure that thousands of listeners echo my expressions of gratitude.

8/31/66

TO: Jack Danahy  
CC: Ron Ruth, Richard Thorne, Gordon McLendon  
FROM: Ash

CONGRATULATIONS, BUT . . .

Mike Turner and Bill Gragory did a real bang-up job this afternoon on the 3:30 p.m. news. There were four bulletins from the teletype room, very smoothly handled. This made for a very alert-sounding, brisk and professional newscast.

BUT .....

Every bulletin was repeated, despite the fact that the policy book says this should not be done except in cases where the news is of transcending importance.

I think it sounds ridiculous to hear the man from the teletype room say, as he did this afternoon, "REPEATING . A truck is stuck under the bridge . . . ."

If listeners can understand our newscasters when they give regular news items, they can understand them when they give bulletins. The "repeating" routine sounds ridiculous.

8/31/66

TO: Jack Danahy  
CC: Ron Ruth, Richard Thorne, Gordon McLendon  
FROM: Ash

GRAMMAR?

A current promo says, "Driving home in the evening your newspaper is rather difficult to read folded on the seat of your car."

Translated into English this means, "Your newspaper, while driving home in the evening, is . . ."

I do not mean to imply that this awkward and ungrammatical construction is sufficient cause for taking this announcement off the air. WNUS listeners are used to this kind of language. I merely point it out as an example of the need for editing of copy.

THIS is a classical example of the "dangling participle" -- well ~~known~~ target of high school English teachers.  
known

Why not say, "It's difficult -- and dangerous as well -- to try to read your newspaper in the car while you're driving home in the evening."?



9/1/66

TO: Jack Danahy

CC: Ron Ruth, Richard Thorne

FROM: Ash

I received some copy today: four announcements entitled "Revised Labor Day Weekend Promo" and two announcements asking people to apply for teaching positions in the public schools.

The copy was O.K. I have only two suggestions.

For future reference, the copy about teachers should have had the telephone number repeated. I think that telephone numbers (including an extension number) are much harder to remember than addresses, and should always be repeated, as in commercials.

None of the copy had a beginning or closing date, although instructions have been issued that all copy should be dated. One of the weekend promos says something about "beginning Friday at 6 p.m." Maybe there are some airtight arrangements for seeing that this is yanked at that time but it would seem an added precaution to have the copy dated.

9/8/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

PROMOTION SHOULD BE DISCOURAGED FROM EFFORTS  
TO EMBARRASS AND DISCREDIT WNUS

Last night, during the 10-10:30 news, I heard another of those brash, ill-considered, thoughtlessly-written promos with which WNUS is unnecessarily burdened from time to time. This announcement praised the excellence of the WNUS weather service and boasted of its "completeness", although mentioning only harbor and weather forecasts and leaving out extended and aviation forecasts. The dynamite lay in the fact that it gave listeners another opportunity to tune out forever in disgust at having once more been misled and deceived.

It said specifically that the harbor forecast was heard at 10 minutes after the hour and 20 minutes before the hour 24 hours a day. It said that the pollen count was heard at the end of every broadcast, 24 hours a day.

Having recently warned against specific promises of performance we can't deliver ("WNUS time checks are heard a minimum of ten per program 24 hours a day"), I naturally settled down to listen to WNUS from 10:30 to 11:30 p.m. No harbor forecast. NO pollen count. You can say, "Oh, that was just B-11 Drisky. He only takes up a third of the schedule." So, I arbitrarily selected 7:30-8 a.m. this morning for further listening.

No harbor forecast. No pollen count at end of newscast. Not even a weather report at end of newscast. It ended with a news story about rising prices at the County Hospital, followed by announcer sign-off.

There is no better way to drive away listeners than to lie to them, now and then but consistently. As I have said so often before, this grisly ineptitude in copy writing, with its serious damage to audience, could be prevented if I saw copy in advance.

9/8/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

MAKE UP YOUR MIND.

I wish the boy or girl, or either or both, known to me only as "continuity" and "traffic" would stop playing cat and mouse with that North America Savings sponsored weather. Why don't they decide where they want it and put it there and leave it there. IF it has to ruin the format by being at the end of the broadcast, O.K. Put it there, but leave it there.

Today it came on at 7:58 a.m. (time check). This meant that this program ended with a news story about rising prices at the County Hospital, followed immediately by "For WNUS, this is Jack Danahy."

9/12/66

TO: Richard Thorne  
CC: Ron Ruth, Gordon McLendon  
FROM: Ash

DISGUSTING.

You read an announcement this afternoon (possibly transcribed) stating that a pet show would be held on the Lambs Club Farm at Libertyville "THIS Sunday." I ~~MM~~ immediately had my secretary phone the Lambs Club Farm and inquire about the pet show. She was cut off with the announcement that it had been held yesterday.

This was the identical piece of undated copy which I had mailed back to you by special delivery mail last Friday with a specific notation that it should be end-dated "Kill Sunday 3 p.m. 9/11/66." I made specific mention in an enclosure memo to you that I had suggested end-dating on a couple of announcements "which present the danger of being run after the date in question."

Running of this announcement on the air today represents either unbelievable inefficiency or unbelievable insubordination. Why don't you change company policy and stop pampering Dennis Fraser? Tell him he has to obey orders from his superiors. Tell him he has to date all copy, as you ordered. Tell him he has to send me all promo and public service copy as Holt, Ruth and you have ordered.

9/13/66

TO: Richard Thorne

CC: Ron Ruth, Gordon McLendon

FROM: Ash

NICE THINGS CAN BE SAID ABOUT WNUS

. . . . . ALSO

Something strange and almost miraculous has happened to headlines during the last several days. I say "miraculous" because the change is across the boards. All the headlines are better.

Improvement is so uniform as to give the impression that heads are being written by a third party -- a "copy desk."

I don't know what you're doing, but keep it up.

The current team of newscasters is doing an excellent job of providing a uniformly smooth delivery throughout the day and night. A few months ago I could tune in at any old time & pick up a few mistakes worthy of comment. Now I have to pick and choose.

And speaking of MIRACLES. Drisky now signs off "For WNus this is . . ." Of course he always puts an "and" in front of it but I guess we have to allow him a little variety on that ghastly night shift.