

DEPARTMENT STORE---MEN'S WEAR

(SOUND OF BUZZING)

GAL: Come on honey....let's go to _____'s sale on men's wear. You need a complete new wardrobe.

MAN: In a minute baby...soon as I finish tatooing myself.

GAL: Well, hurry, or we'll be late.

MAN: Must you nag, honey? You know you can't rush when you're tatooing yourself.

GAL: Well, all I can say is, you picked a fine time to start...just when _____ is having their big sale on men's wear.

MAN: You want me to look nice don't you?

GAL: You know I want you to look nice. That's why I want you to go to _____'s sale. (PAUSE) What's the tatoo going to say?

MAN: "Save on men's wear at _____."

GAL: That's a nice sentiment.

MAN: I just can't figure it out.

GAL: What's that.

MAN: How _____ manages to sell their men's clothing so inexpensively. Shirts for half price, 25% off on suits, and all.

GAL: Well...if you'd hurry up we could go find out.

MAN: Here....if you're in such a hurry...you finish tatooing me.

GAL: Well....maybe I really ought to dye my wig purple.

MAN: Don't be ridiculous.

Perfect

Penny

Pennies for
Political
Posters

Personalityrol

Pick-Hit

Pick-a-Pait

Perfect

Penny

Pennies for Political Posters

Personality

Pick-Hit

Pick-a-Pair

1

14

SANTA: Are you kidding? Have you ever figured long distance charges from the North Pole to (CITY) _____ ?

NEW CAR COMMERCIAL

MAN: (VOICE ON FILTER AS IF HE IS THINKING AS HE WRITES)

Dear Blabby: My problem is this. My wife and I have been married twenty-five years and we still have the same car today we had when we went on our honeymoon. My wife has a sentimental attachment for this car and insists on driving it every day. I am forced to roller skate to work and back. It's very noisy and uncomfortable. What should I do?
Signed...."Marbles under my feet."

BLABBY: Dear Marbles: You must have LOST yours....letting you wife drive a 25-year old car every day. Buy her a beautiful and safe new _____
_____. Buy now for low as \$_____, just \$_____ monthly.
As for you...Oiling your skates should make them less noisy and more comfortable. Signed...Blabby.

#

MAN: Sir...you're just the kind of prospect _____ is interested in.
You say you drive for miles, back and forth every day in you work.

GUY: Not interested.

MAN: But you're in the driver's seat from sunup to sundown...fighting heavy traffic...

GUY: Yes, but...

MAN: And you no longer get a thrill when you slip behind the wheel and step down on the accellerator.

GUY: That's right, I don't...but...

MAN: Then what you need is a new _____. Buy now at _____
_____ for low as \$_____ down, just \$_____ monthly.
Make your driving FUN again.

GUY: Yeah, but _____ can't help me.

MAN: Why not? _____'s prices are the lowest in town.

GUY: I'm a bus driver.

PEELING FOR PLEASURE

KILT

CUT 5

Ann:

"Here's a new KILT Contest that's appealing."

Control:

(heavy theme music, fade out...)

Keyes:

"This is Eastbrook Van Westbrook... In this

worried world of nuclear nerves and

anxieties,

PEELING FOR PLEASURE

a slow, easy-going atmosphere.

PEEL FOR PLEASURE..."

Control:

(change of pace in music)

KILT

Ann:

"Yea, it's KILT's PEEL FOR PLEASURE contest."

To the person sending us the longest, unbroken

KILT

apple peeling, KILT will present a box of

crisp and delicious Washington State Apples along

with five gallons of Apple Cider."

Keyes:

"Yum, yum."

Ann:

"Send your peelings to Big Apple, KILT, Seattle."

Keyes:

"Peelings must be unbroken. Any peelings that are

cracked, chipped, wired, sewn or joined together

in any artificial manner, will be deposited in the

official KILT garbage can."

Ann:

"Put your mind on the troubled world, and remember

KILT

and KILT's PEEL FOR PLEASURE contest."

Contest closes this Saturday... start peeling today."

Keyes:

"The source of this KILT Contest is an apple. You

might say it's sort of an apple source."

Control:

(certain)

Perfect

Penny

Pennies for
Political
Posters

Personalityrol

Pick-Hit

Pick-a-Pair

PEELING FOR PLEASURE

KLIF

CUT # 1

KLIF
mog

Annncr:

"Here's a new ^{KILT} ~~KLIF~~ Contest that's a peeling!!"

Control:

(heavy theme music, fade for...)

Keyes:

"This is Eastbrook Van Westbrook....In this

worried world of nuclear nerves and ~~atom~~

^{KILT} anxieties, ~~KLIF~~ suggests a return to calmer ^{simpler} days,
~~a slower pace, simple amusements.~~ ^{KLIF} says,
PEEL FOR PLEASURE..."

Control:

(change of pace in music)

Annncr:

"Yes, it's ^{KILT'S} ~~KLIF'S~~ PEEL FOR PLEASURE contest.

To the person sending us the longest, unbroken

apple peeling, ^{KILT} ~~KLIF~~ will present a box of ~~luscious~~
~~crisp and~~ delicious Washington State Apples ^{and} along
with five gallons of Apple Cider."

Keyes:

"Yum, yum..."

Annncr:

"Send your peelings to Big Apple, ^{KILT} ~~KLIF~~, ^{New York} Dallas."

Keyes:

"Peelings must be unbroken. Any peelings that ~~are~~
~~are glued, stapled, wired, sewn or joined together~~
in any artificial manner, will be deposited in the
official ^{KILT} ~~KLIF~~ garbage can."

Annncr:

"Get your mind off the troubled world, ~~peel an apple~~
and ^{KILT'S} ~~enter~~ ~~KLIF'S~~ PEEL FOR PLEASURE contest.

Contest closes this Saturday...start peeling today."

Keyes:

"The source of this ^{KILT} ~~KLIF~~ Contest is an apple. You
might say it's sort of an apple source."

Control:

(curtain)

Perfect

Penny

Pennies for
Political
Posters

Personality rol

Pick-Hit

Pick-a-Pair

Bob Clayton
ccs: Bill Morgan, Irving Harrigan

November 17, 1961

Don Keyes

Effective Monday morning, November 20, please log "Peel Pleasure" Contest once per hour around the clock through midnight, Saturday, November 25. Les has the tape cartridge and it's all ready to go.

All mail on the contest should be directed to Harrigan in Sharps absence and he will determine winner.

Instructions: Harrigan

1. Write and post station breaks with instructions to use 2 per hour when you go on the air Monday morning.
2. Inform Jan how contest works so she'll be able to answer questions on phone.
3. Keep track of daily entries. Do not discard any until after contest is over.

Don Keyes

DCK;r

KLIF
mog

Perfect

Penny

Pennies for
Political
Posters

Personality rol

Pick-Hit

Pick-a-Pair
Pick-a-

PEEL TRADE - IN

Control: (heavy theme music, fade for...)

Keyes: "This is Eastbrook Van Westbrook.... In this

Perhaps you saw this in the trade papers. A Los Angeles station is sending
worried world of nuclear nerves and stress.
anxieties. KLIF suggests a return to calmer days.
mobile news unit and disc jockeys to various public schools and they are trading
a slower pace, simple amusements. KLIF says,
new pencils, with their call letters and frequency printed along the side, for
PEEL FOR PLEASURE....

Control: (change of pace in music)

Annex: "Yes, it's KLIF's PEEL FOR PLEASURE contest.

children overseas. I have no idea how much such pencils cost but if they
To the person sending us the longest, unbroken
apple peeling. KLIF will present a box of luscious
are priced reasonably enough. I think this would be a worthwhile teenage promo-
crisps and delicious Washington State Apples along
with five gallons of Apple Cider.

Keyes: "Yum, yum..."

Annex: "Send your peelings to Big Apple, KLIF, Dallas."

Keyes: "Peelings must be unbroken. Any peelings that
are glued, stapled, wired, sewn or joined together
in any artificial manner, will be deposited in the
official KLIF garbage can."

Annex: "Get your mind off the troubled world, peel an apple
and enter KLIF's PEEL FOR PLEASURE contest.
Contest closes this Saturday... start peeling today."

Keyes: "The source of this KLIF Contest is an apple. You
might say it's sort of an apple source."

Control: (curtain)

Perfect

Penny

Pennies for
Political
Posters

Personality
Control

Pick-Hit

Pick-a-Pair
Pick-a-

PENCIL TRADE - IN

Perhaps you saw this in the trade papers. A Los Angeles station is sending its mobile news unit and disc jockeys to various public schools and they are trading brand new pencils, with their call letters and frequency printed along the side, for old lead pencils. They are saving the old lead pencils and they are sending them to school children overseas. I have no idea how much such pencils cost but if they are priced reasonably enough, I think this would be a worthwhile teenage promotion.

DK/ys

Perfect

Penny

Pennies for
Political
Posters

Personality
rol
e
Cut-In

Pick-Hit

Pick-a-Pair

Pick-a-

PENCIL TRADE - IN

Perhaps you saw this in the trade papers. A Los Angeles station is sending its mobile news unit and disc jockeys to various public schools and they are trading brand new pencils, with their call letters and frequency printed along the side, for old lead pencils. They are saving the old lead pencils and they are sending them to school children overseas. I have no idea how much such pencils cost but if they are priced reasonably enough, I think this would be a worthwhile teenage promotion.

DK/ys

PENNIES FOR POLITICAL POSTERS

PENNIES FOR POLITICAL POSTERS

I have heard about this being done, but I don't believe any of our stations have ever taken part. After the forthcoming election, and not before, you simply announce that you will pay \$1.00 for each political poster, large or small, that is brought to you by your listeners. This is not only an off-beat type of promotion but should appeal particularly to kids and should certainly appeal to the city fathers since you will be aiding in the clean-up of your city. Perhaps you can even get the Mayor or the Head of the Department of Sanitation to assist you in the recording of promotions. When it's all over, you should get a statement of commendation on tape as well as a letter of commendation for your Public Service files.

It's not a great promotion by any means, but it's extremely timely and unusual.

Perfect

Penny

Pennies for
Political
Posters

Personality rol
e

Pick-Hit

Pick-a-Pait
Pick-a-

PENNIES FOR POLITICAL POSTERS

I have heard about this being done, but I don't believe any of our stations have ever taken part. After the forthcoming election, and not before, you simply announce that you will pay \$1.00 for each political poster, large or small, that is brought to you by your listeners. This is not only an off-beat type of promotion but should appeal particularly to kids and should certainly appeal to the city fathers since you will be aiding in the clean-up of your city. Perhaps you can even get the Mayor or the Head of the Department of Sanitation to assist you in the recording of promotions. When it's all over, you should get a statement of commendation on tape as well as a letter of commendation for your Public Service files.

It's not a great promotion by any means, but it's extremely timely and unusual.

#

"PENNIES FOR POLITICAL POSTERS"

Promo

I have heard about this being done, but I don't believe any of our stations have ever taken part. After the forthcoming election, and not before, you simply announce that you will pay \$1.00 for each political poster, large or small, that is brought to you by your listeners. This is not only an off-beat type of promotion but should appeal particularly to kids and should certainly appeal to the city fathers since you will be aiding in the clean-up of your city. Perhaps you can even get the Mayor or the Head of the Department of Sanitation to assist you in the recording of promotions. When it's all over, you should get a statement of commendation on tape as well as a letter of commendation for your Public Service files.

It's not a great promotion by any means, but it's extremely timely and unusual.

#

Perfect Couple

Penny Pincher

Personality Role Cut-Ins

Pick-Hit

Pick-a-Pair Pick-a-Blond

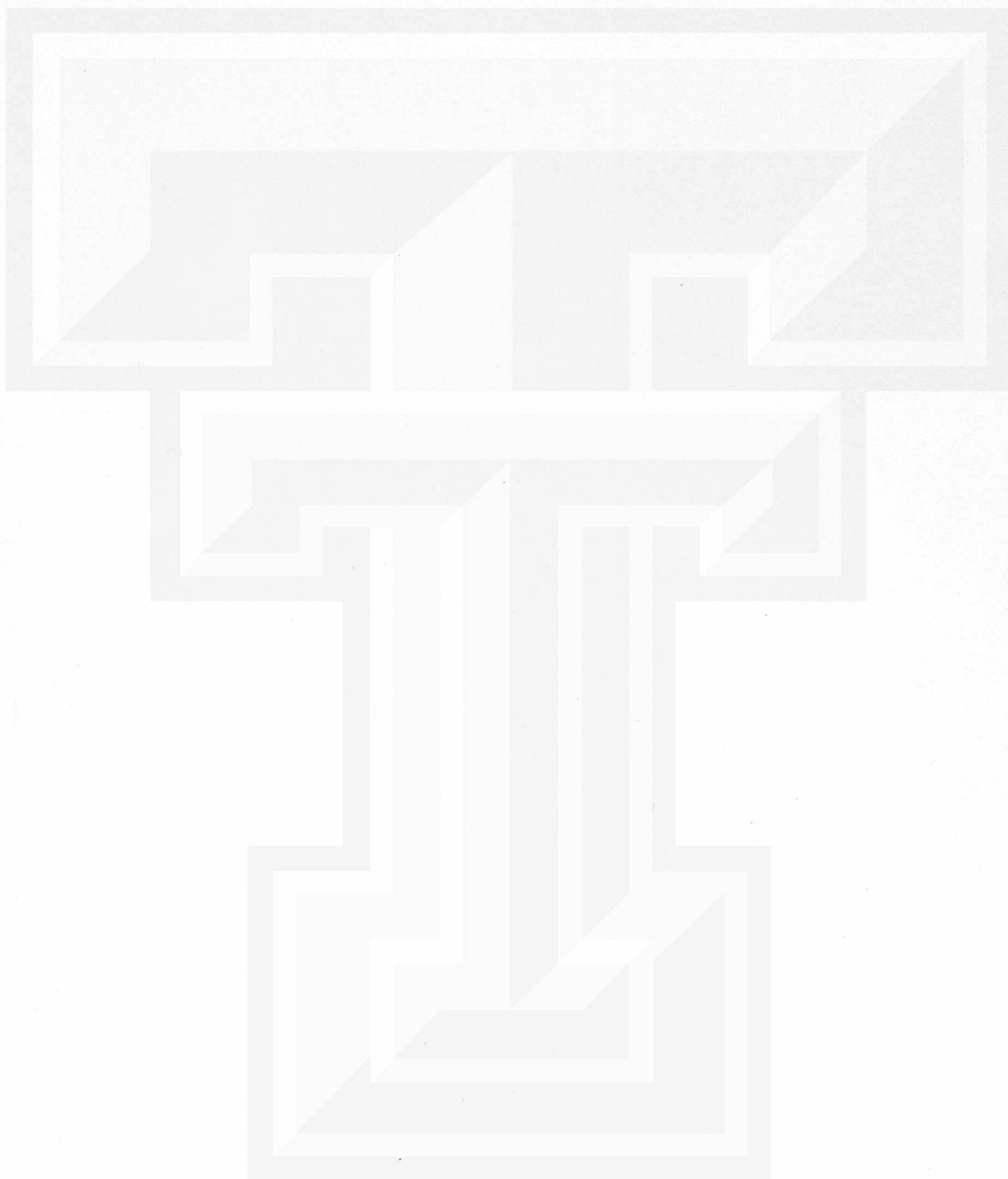
Perfect Couple

Penny Pincher

Personality Role Cut-Ins

Pick-Hit

Pick-a-Pait Pick-a-Blow for ze



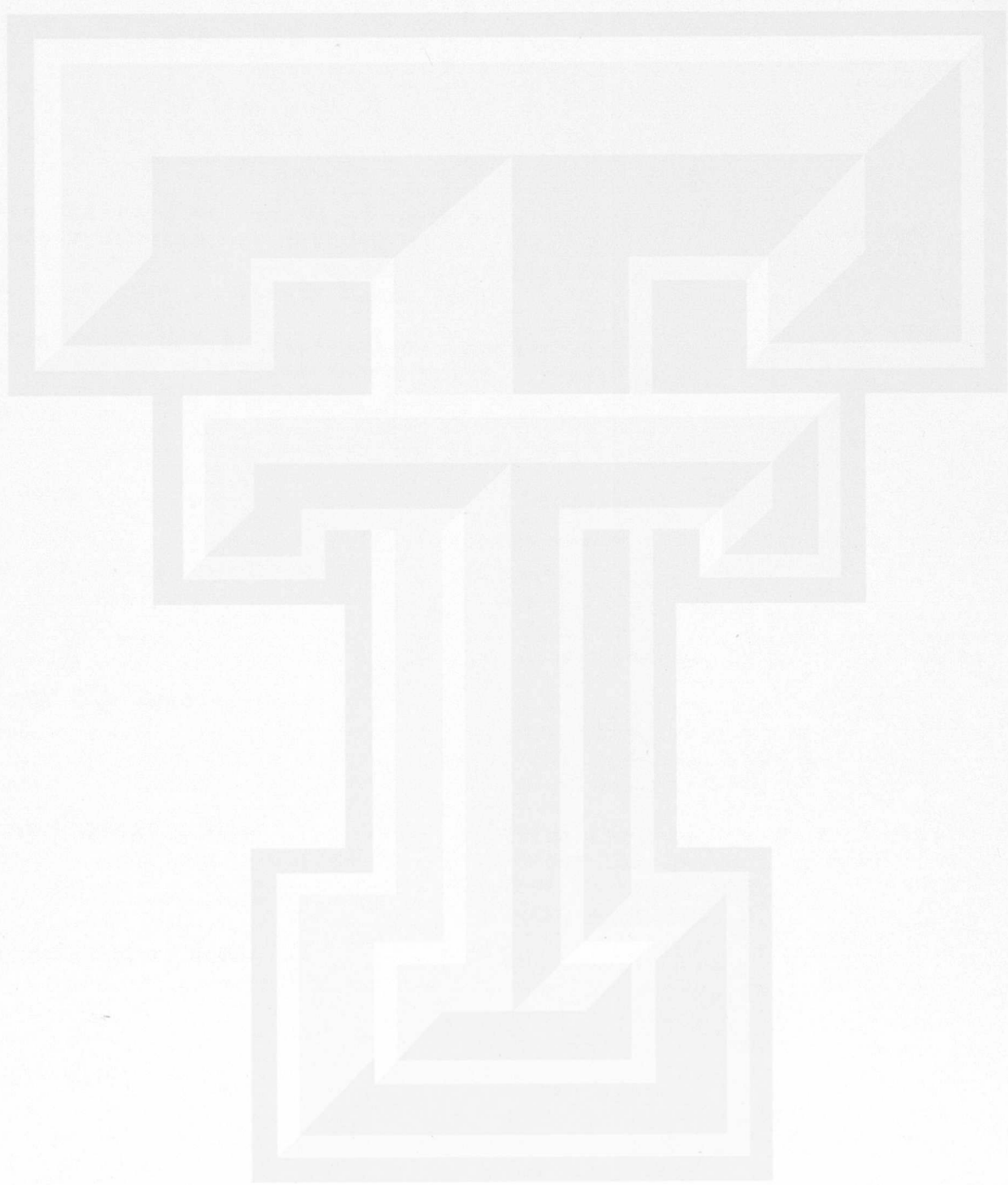
PERSONALITY & PETS

Perfect Couple

Personality role Cut-Ins

Pick-Hit

Pick-a-Pail Pick-a-Phone for ze



PERSONALITY CUT-INS

TO: ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: 10 MARCH '58

FOR THE PAST FEW WEEKS, I HAVE BEEN TRYING TO GET THE DEE JAY CUT-IN GIMMICKS ON THE AIR AT ALL STATIONS. AS OF THIS DATE, KILT IS THE ONLY ONE TO HAVE COMPLETED THIS PROJECT WHICH WAS TO HAVE BEEN IN EFFECT MARCH 1ST.

THEREFORE, PLEASE TAKE ACTION IMMEDIATELY ON THE FOLLOWING SCHEDULE OF RECORDING AND MAILING. FIRST COLUMN INDICATES JACK DOING THE RECORDING, SECOND COLUMN FOR JACK RECEIVING RECORDING.

RECORD

GENE EDWARDS, KILT

BUDDY MAC GREGOR, KLIF

GENE CROCKETT, KTSA

JACK SANDERS, KEEL

BUD CONNELL, WNOE

RECEIVE

BUD CONNELL, WNOE
BUDDY MAC GREGOR, KLIF
GENE CROCKETT, KTSA
JACK SANDERS, KEEL

BUD CONNELL, WNOE
GENE CROCKETT, KTSA
GENE EDWARDS, KILT
JACK SANDERS, KEEL

GENE EDWARDS, KILT
BUDDY MAC GREGOR, KLIF
BUD CONNELL, WNOE
JACK SANDERS, KEEL

BUDDY MAC GREGOR, KLIF
GENE CROCKETT, KTSA
GENE EDWARDS, KILT
BUD CONNELL, WNOE

GENE EDWARDS, KILT
GENE CROCKETT, KTSA
BUDDY MAC GREGOR, KLIF
JACK SANDERS, KEEL

PLEASE CUT AT LEAST TWO DIFFERENT VARIATIONS. MAKE THEM AS CLEVER AND COLORFUL AS POSSIBLE. HERE ARE SOME NAMES OF PEOPLE WHO WILL PROBABLY COOPERATE WITH YOU IN THIS PROJECT IF YOU JUST MENTION MY NAME IN WRITING TO THEM. TELL THEM I PASS ALONG MY PERSONAL RECORDS OR SOMETHING. SOME OF THESE ARE FROM AN OLD LIST BUT SOME ARE RECENT FROM THE CONVENTION.

Personality
Cut-Ins

Control

Pick-Hit

Pick-a-Pair

Pick-a-Pair
Please for ze

MEMO

TO: ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: 10 MARCH '58

FOR THE PAST FEW WEEKS, I HAVE BEEN TRYING TO GET THE DEE JAY CUT-IN GIMMICKS ON THE AIR AT ALL STATIONS. AS OF THIS DATE, KILT IS THE ONLY ONE TO HAVE COMPLETED THIS PROJECT WHICH WAS TO HAVE BEEN IN EFFECT MARCH 1ST.

THEREFORE, PLEASE TAKE ACTION IMMEDIATELY ON THE FOLLOWING SCHEDULE OF RECORDING AND MAILING. FIRST COLUMN INDICATES JOCK DOING THE RECORDING, SECOND COLUMN FOR JOCK RECEIVING RECORDING.

RECORD

GENE EDWARDS, KILT

BUDDY MAC GREGOR, KLIF

GENE CROCKETT, KTSA

JACK SANDERS, KEEL

BUD CONNELL, WNOE

RECEIVE

BUD CONNELL, WNOE
BUDDY MAC GREGOR, KLIF
GENE CROCKETT, KTSA
JACK SANDERS, KEEL

BUD CONNELL, WNOE
GENE CROCKETT, KTSA
GENE EDWARDS, KXKR KILT
JACK SANDERS, KEEL

GENE EDWARDS, KILT
BUDDY MAC GREGOR, KLIF
BUD CONNELL, WNOE
JACK SANDERS, KEEL

BUDDY MAC GREGOR, KILT
GENE CROCKETT, KTSA
GENE EDWARDS, KILT
BUD CONNELL, WNOE

GENE EDWARDS, KILT
GENE CROCKETT, KTSA
BUDDY MAC GREGOR, KLIF
JACK SANDERS, KEEL

PLEASE CUT AT LEAST TWO DIFFERENT VARIATIONS. MAKE THEM AS CLEVER AND COLORFUL AS POSSIBLE. HERE ARE SOME NAMES OF PEOPLE WHO WILL PROBABLY COOPERATE WITH YOU IN THIS PROJECT IF YOU JUST MENTION MY NAME IN WRITING TO THEM. TELL THEM I PASS ALONG MY PERSONAL REGARDS OR SOMETHING. SOME OF THESE ARE FROM AN OLD LIST BUT SOME ARE RECENT FROM THE CONVENTION.

(2)

GENE STUART, WAVZ, NEW HAVEN, CONN.
AL MORRIS, WAVI, DAYTON, OHIO.
DICK BUCKLEY, WKDA, NASHVILLE, TENN.
EDDIE CLARK, WHB, KANSAS CITY, MO.
GENE WEED, WQAM, MIAMI, FLA.
CHUCK BLORE, KFWB, HOLLYWOOD, CALIF.
BOB COOPER, KGO, SAN FRANCISCO, CALIF.
ABT NELSON, KABC, LOS ANGELES, CALIF.
BILL CAMPERSON, WHOM, ALLENTOWN, PA.
BARRY KAYE, WAMP, PITTSBURG, PA.
CARMINE ANTHONY, WJJD, CHICAGO, ILL.
STANK MATLOCK, WKRC, CINN. OHIO.
JIM MURDOCK, KOY, PHOENIX, ARIZONA.
PERRY ALLEN, KTLN, DENVER, COLO.
BILL JENKINS, KPAL, PALM SPRINGS, CALIF.
BOB "COFFEEHEAD" LARSEN, WEMP, MILWAUKEE, WISC.
AL LOHMAN, KIMN, DENVER, COLO.
AL HEACOCK, KCBQ, SAN DIEGO, CALIF.
MURRAY KAUFMAN, WAAT, NEWARK, N.J.
MARTIN BLOCK, WABC, NEW YORK, N.Y.
IRA COOK, KMPC, LOS ANGELES, CALIF.
JOHN DIXON, WALA, MOBILE, ALABAMA.
NED POWERS, WINZ, MIAMA, FLA.
RAY KATZ, WMGM, NEW YORK, N.Y.
DON BELL, KIOA, DES MOINES, IOWA.
JOHNNY FAIRCHILD, KELP, EL PASO, TEXAS.
DALE WEHBA, KOCY, OKLAHOMA CITY, OKLA.
CHRIS LANE, KAKC, TULSA, OKLA.
JOHN DALE, WNEW, NEW YORK, N.Y. (DALE IS PD, ASK HIM IF HE'LL HAVE
ONE OF THE JOCKS CUT IT)
REX JONES, KQUE, ALBUQUERQUE, NEW MEXICO.
BILL BENNETT, WDGY, MINNEAPOLIS, MINN.

IF ANY OF YOU KNOW OF OTHERS THAT WILL COME THROUGH, PDEASE SEND
NAMES TO ME AND I'LL SEND TO ALL STATIONS.

Don Keyes
DON KEYES

Pet Patrol

Pick-Hit

Pick-a-Pair

copy to Larry - Knoff - Reyes
7/5/57 BP

Kilt book

SM
PERSONALITY CUT-INS

- #1. Hi. _____ here. What's the KLIF temperature?
- #2. This is _____. What's the number 1 tune on KLIF's Top 40?
- #3. Hi. This is _____. It's 5:14 in New York now. What time is it in Big D?
- #4. Hi. This is _____. What's the KLIF Weather Forecast?
- #5. Hello. I'm _____. Is it going to be hot in Dallas tomorrow?
- #6. Hi. _____ here. Any rain in sight on the KLIF weather forecast?
- #7. Hello. I'm _____. What's the number 10 tune on KLIF's Top 40 now?
- #8. Hi. This is _____. Play KLIF's number 5 Top 40 tune for me, will you please?
- #9. Hello. _____. Has the Dallas temperature hit 100 yet today?
- #10. Hi. This is _____. See any rain clouds through the KLIF skylight?

Pets on
Parade

Pet Patrol
Book
Contest

Pick-Hit

Pick-a-Pair
Phone for ze
fun

SM
PERSONALITY CUT-INS

- #11. Hi. This is _____. What's the Dallas weather
weather look like through that skylight of yours?
- #12. Hello. _____. See any snow clouds through
the KLIF skylight?
- #13. This is _____. Is Big D's temperature above
the freezing mark yet?
- #14. Hello. This is _____. It's just Noon in Los
Angeles now. What's What's KLIF time?
- #15. Hi. I'm _____. It's 4 PM in New York.
Now what time would that make it in Dallas?
- #16. Hi. _____ here. Man, it's COLD here in New York.
How's the temperature in Big D?
- #17. Hello. I'm _____. How about playing the newest
tune on KLIF's Top 40?
- #18. Well Hi! _____. Please play your number 6
tune for me.
- #19. Hello. I'm _____. Isn't it about time to play
the number 1 tune on KLIF's Top 40?
- #20. This is _____. And I'm very anxious to hear
the number 1 tune in Big D these days.

Pets on
Parade

Pet Patrol
Book
Contest

Pick-Hit

Pick-a-Pair

Phone for ze
fun

Pick-a-Pair

SM
PERSONALITY CUT-INS

- #21. Hey-hey - wait up a minute, won't you? This is _____.
I've been waiting all day for you to play your number 5 tune.
- #22. Hello. This is _____. Play a KLIF Top 40
number for me please.
- #23. I'm _____. It's dark in New York already.
How about Dallas?
- #24. Hello. This is _____. Will you please play the number
8 tune on KLIF's Top 40 for me?
- #25. Hi there. This is _____ - and I'd just love to
hear the number 2 tune on KLIF's survey.
- #26. This is _____. I've been hoping you'd play the
number 3 tune on KLIF's Top 40.
- #27. Hello. I'm _____. I don't believe you've
played the number 4 tune in the Top 40 lineup yet.
- #28. This is _____. Let's hear a tune from the bottom
half of the KLIF Top 40, huh?
- #29. This is _____. Play the number 14 tune on
KLIF's Top 40 for me, will you please?
- #30. Hello. This is _____. I hear you're
having a real hot time of it in Big D. That right?

Pets on
Parade

Pet Patrol

Book
Contest

Pick-Hit

Pick-a-Pait
Phone for ze
fun

Pets on
Parade

SM
PERSONALITY CUT-INS

#31. Hi. _____ here. How's skiing in Big D?

#32. Hello. I'm _____. What's Big D's snowfall
so far this year?

#33. This is _____. Isn't it about time for a
real swinging instrumental?

#34. Hi. _____. What did you say the number
25 tune on KLIF's Top 40 was?

#35. Hello. I'm _____. That rain's coming down pretty
hard, isn't it?

Pet Patrol
Book
Contest

Pick-Hit

Pick-a-Pair
Phone for ze
fun

Pets on
Parade

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

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

Pet Patrol
Book
Contest

Pick-Hit

Pick-a-Pair
Phone for ze
fun

TEENAGER (See White, Program Director, KLLT)

This is not a new idea, but a new twist. TEENAGER Patrol. We've occasionally called that last note. Some we give, some we don't. Depending on the amount of time we have. This could be logged as public service. The program could be quite clever if done "heavy". Here are some examples:

Anchor 1: "Say, how'd you find my dog?"

Anchor 2: "Juicy, man, juicy..."

(MUSIC)

Anchor 1: "Here's a pet that hasn't been found."

Anchor 1: "Where'd you find my cow..."

Anchor 2: "In My Deep Freeze..."

(MUSIC)

Anchor 1: "Here's a pet that hasn't been found."

Anchor 1: "Where'd you find my horse..."

Anchor 2: "Under my saddle..."

(MUSIC)

Anchor 1: "Here's a pet that hasn't been found."

CREATIVE SALES IDEA (Dickie Berenfeld, Sales Manager, KLLT)

We succeeded in landing the Texaco new program "Where's My Dog?" which is a big market by selling them on one of KLLT's most successful morning programs. It revolves around housewives sending in their grocery tape receipts and every day a tape is pulled out of a box and we award the winner the total amount of the grocery bill in cash. We saved these tapes, which were literally in the hundreds, and one high and mighty of the station's pull did the trick. Texaco purchased an initial \$50,000 package and are pulling up the money to pay for the grocery bills, etc.

Pets on Parade

Pet Patrol

Book

Pick-Hit

Pick-a-Pair

Phone for ze fun

226

PROMOTION (Bob White, Program Director, KILT)

This is not a new idea, just a new twist. "KILT Pet Patrol" -- We are constantly called about lost pets. Some we use, some we don't, depending on the amount of time we have. This could be logged as public service. The promos could be quite clever if done "hokey". Here are some examples:

Ann-cr 1: "Say, how'd you find my hog "

Ann-cr 2: "Juicy, man, juicy..."

(MUSIC)

Ann-cr 1: "Here's a pet that hasn't been found..."

Ann-cr 1: "Where'd you find my cow..."

Ann-cr 2: "In My Deep Freeze..."

(MUSIC)

Ann-cr 1: "Here's a pet that hasn't been found..."

Ann-cr 1: "Where'd you find my horse..."

Ann-cr 2: "Under my saddle..."

(MUSIC)

Ann-cr 1: "Here's a pet that hasn't been found..."

###

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

We succeeded in landing the Texize new product "Wonder Whitner" account in this market by selling them on one of KILT's past successful station promotions. It revolves around housewives sending us their grocery tape receipts and once each day a tape is pulled out of a box and we award the winner the total amount of her grocery bill in cash. We saved these tapes, which were literally in the hundreds, and this idea and evidence of the station's pull did the trick. Texize purchased an initial \$11,000 + package and are putting up the money to pay for the grocery bills, etc.

###

Pets on
Parade

Phone
Book
Contest

Pick-Hit

Pick-a-Pair
Phone for
ze
fun

PROMOTION (Bob White, Program Director, KILT)

This is not a new idea, just a new twist. "KILT Pet Patrol" -- We are constantly called about lost pets. Some we use, some we don't, depending on the amount of time we have. This could be logged as public service. The promos could be quite clever if done "hokey". Here are some examples:

Annncr 1: "Say, how'd you find my hog "

Annncr 2: "Juicy, man, juicy..."

(MUSIC)

Annncr 1: "Here's a pet that hasn't been found..."

Annncr 1: "Where'd you find my cow..."

Annncr 2: "In My Deep Freeze..."

(MUSIC)

Annncr 1: "Here's a pet that hasn't been found..."

Annncr 1: "Where'd you find my horse..."

Annncr 2: "Under my saddle..."

(MUSIC)

Annncr 1: "Here's a pet that hasn't been found..."

###

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

We succeeded in landing the Texize new product "Wonder Whitner" account in this market by selling them on one of KILT's past successful station promotions. It revolves around housewives sending us their grocery tape receipts and once each day a tape is pulled out of a box and we award the winner the total amount of her grocery bill in cash. We saved these tapes, which were literally in the hundreds, and this idea and evidence of the station's pull did the trick. Texize purchased an initial \$11,000 + package and are putting up the money to pay for the grocery bills, etc.

###

Pets on
Parade

Phone
Book
Contest

Pick-Hit

Pick-a-Pair
Phone for
ze

from good ole George Pickett at the Pickett Tire Company." Dickie feels this program
a good hard lead in for some good merchandizing and product "sell" and all deliver
tongue-in-cheek.

PROGRAM SALES IDEA (Bruce Hathaway, Program Director, KTSA)

Bruce suggests having a "Pets On Parade" promotion which will run
four times a day, with a list of lost and found pets. He feels this is a natural to
sell to a pet shop, pet food concern, etc. Bruce also feels that it is a good sales idea
and a wonderful public service promo.

EXOTIC (Don Keyes, Home office, Dallas)

I am enclosing copy for the exotic "Fractured Fibels" which is not
new but has been revised and thought perhaps you might want to run it again this
year.

HOT COMERS

KLIF

- 1.) "Oh No, Not My Baby"
- 2.) "Pretty Paper"
- 3.) "Leader of the Lancers"

Maxine Brown
Willie Nelson
Burgers

Wend
RCA
Roulette

KILT

- 1.) "Happy"
- 2.) "As Tears Go By"
- 3.) "Mind Over Matter"

Steve Albin
Marianna Faithful
Joan Strong

ABC Parimutuel
London
Fortune

KTSA

- 1.) "For Gonna Love You 'Til"
- 2.) "Big Brother"
- 3.) "Love Potion No. 9"

Hullabaloo
Webb Lee
Searchers

Roulette
Hall
Kepp

Pets on
Parade

Phone
Book
Contest

Pick-Hit

Pick-a-Pair
Phone for ze
fun

Pick-a-Pair

from good ole George Pickett at the Pickett Tire Company." Dickie feels this presents a good hard lead in for some good merchandising and product "sell" and all delivered tongue-in-cheek.

###

PROGRAM SALES IDEA (Bruce Hathaway, Program Director, KTSA)

Bruce suggests having a "Pets On Parade" promotion which will run four times a day, with a list of lost and found pets. He feels this is a natural to sell to a pet shop, pet food concern, etc. Bruce also feels that it is a good sales idea and a wonderful public service promo.

###

EXOTIC (Don Keyes, Home office, Dallas)

I am enclosing copy for the exotic "Fractured Fibula" which is not new but has been revised and thought perhaps you might want to run it again this year.

###

HOT COMERS

KLIF

- 1.) "Oh No, Not My Baby"
- 2.) "Pretty Paper"
- 3.) "Leader of the Laundromat"

Maxine Brown
Willie Nelson
Detergents

Wand
RCA
Roulette

KILT

- 1.) "Happy"
- 2.) "As Tears Go By"
- 3.) "Mind Over Matter"

Steve Alaimo
Marianne Faithful
Nolan Strong

ABC Paramount
London
Fortune

KTSA

- 1.) "I'm Gonna Love You Too"
- 2.) "Big Brother"
- 3.) "Love Potion No. 9"

Hullabaloo
Dickie Lee
Searchers

Roulette
Hall
Kapp

ys
12/2/64

Phone
Book
Contest

Pick-Hit

Pick-a-Part

Phone for
prize
fun

from good ole George Pickett at the Pickett Tire Company." Dickie feels this presents a good hard lead in for some good merchandising and product "sell" and all delivered tongue-in-cheek.

###

PROGRAM SALES IDEA (Bruce Hathaway, Program Director, KTSA)

Bruce suggests having a "Pets On Parade" promotion which will run four times a day, with a list of lost and found pets. He feels this is a natural to sell to a pet shop, pet food concern, etc. Bruce also feels that it is a good sales idea and a wonderful public service promo.

###

EXOTIC (Don Keyes, Home office, Dallas)

I am enclosing copy for the exotic "Fractured Fibula" which is not new but has been revised and thought perhaps you might want to run it again this year.

###

HOT COMERS

KLIF

- 1.) "Oh No, Not My Baby"
- 2.) "Pretty Paper"
- 3.) "Leader of the Laundromat"

Maxine Brown
Willie Nelson
Detergents

Wand
RCA
Roulette

KILT

- 1.) "Happy"
- 2.) "As Tears Go By"
- 3.) "Mind Over Matter"

Steve Alaimo
Marianne Faithful
Nolan Strong

ABC Paramount
London
Fortune

KTSA

- 1.) "I'm Gonna Love You Too"
- 2.) "Big Brother"
- 3.) "Love Potion No. 9"

Hullabaloo
Dickie Lee
Searchers

Roulette
Hall
Kapp

ys
12/2/64

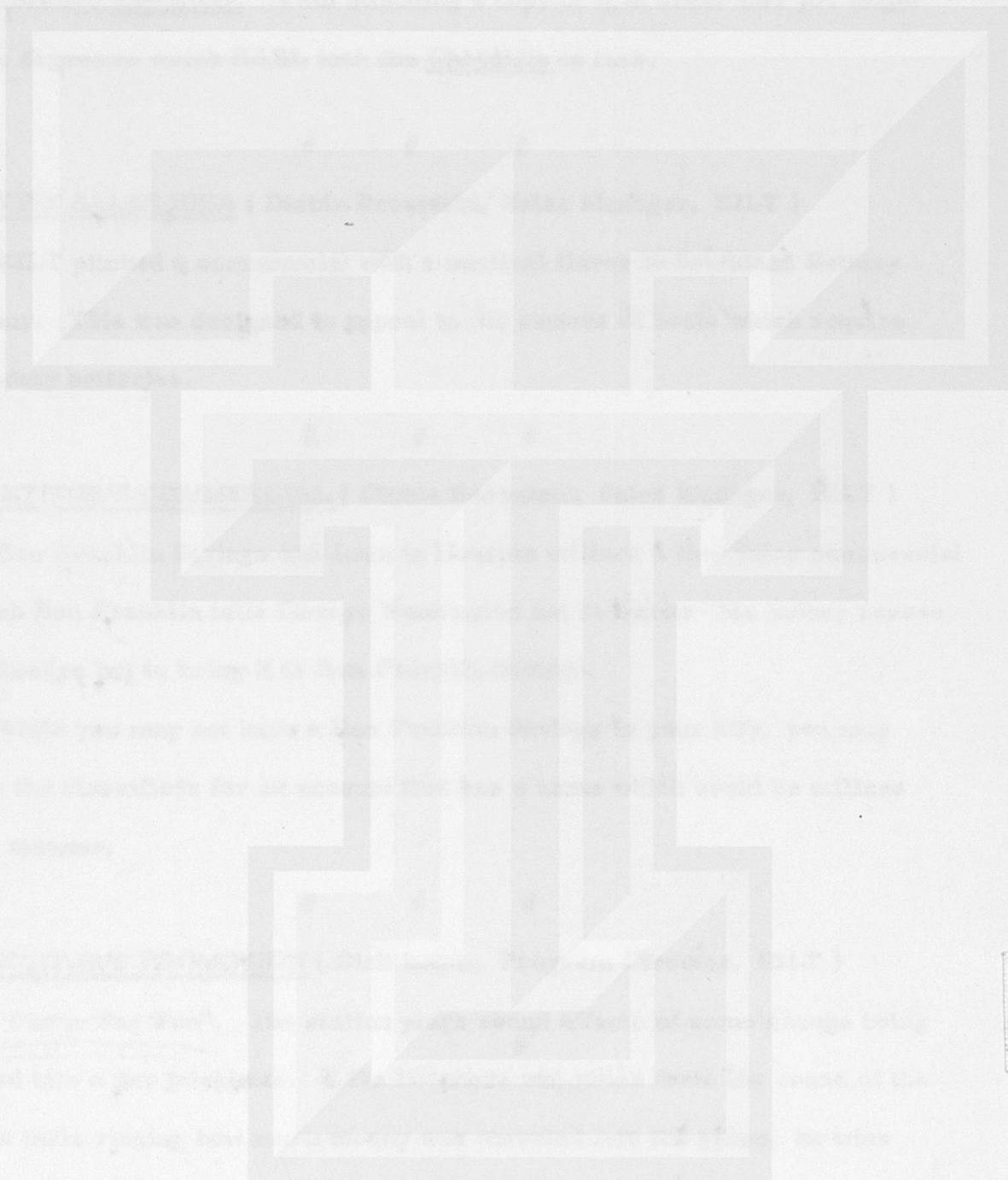
Phone
Book
Contest

Pick-Hit

Pick-a-Prize

Phone for
Prize

PHONE FOR FUN



Phone
Book
Contest

Pick-Hit

Pick-a-Pait
Pick-a-
Prize

Phone for
fun

rpl

LOCAL EDITORIAL (Richard Wilcox, Manager, KABL)

Last week your attention was called to KABL's editorial against the San Francisco Chronicle. I am attaching a copy of it in order that you might see the degree to which KABL took the Chronicle to task.

#

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

KILT pitched a commercial with a nautical flavor to Southland Battery Company. This was designed to appeal to the owners of boats which require heavy-duty batteries.

#

COMPETITOR'S COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Ben Franklin Savings and Loan in Houston utilizes a two-voice commercial in which Ben Franklin tells George Washington not to throw his money across the Delaware but to bring it to Ben Franklin Savings.

While you may not have a Ben Franklin Savings in your city, you may search the classifieds for an account that has a name which could be utilized in this manner.

#

COMPETITOR'S PROMOTION (Dick Lahm, Program Director, KILT)

"Phone For Fun". The station plays sound effects of some change being inserted into a pay telephone. If the listeners can guess from the sound of the various bells ringing how much money was inserted into the phone, he wins that amount of money.

#

LOCAL EDITORIAL (Richard Wilcox, Manager, KABL)

Last week your attention was called to KABL's editorial against the San Francisco Chronicle. I am attaching a copy of it in order that you might see the degree to which KABL took the Chronicle to task.

#

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

KILT pitched a commercial with a nautical flavor to Southland Battery Company. This was designed to appeal to the owners of boats which require heavy-duty batteries.

#

COMPETITOR'S COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Ben Franklin Savings and Loan in Houston utilizes a two-voice commercial in which Ben Franklin tells George Washington not to throw his money across the Delaware but to bring it to Ben Franklin Savings.

While you may not have a Ben Franklin Savings in your city, you may search the classifieds for an account that has a name which could be utilized in this manner.

#

COMPETITOR'S PROMOTION (Dick Lahm, Program Director, KILT)

"Phone For Fun". The station plays sound effects of some change being inserted into a pay telephone. If the listeners can guess from the sound of the various bells ringing how much money was inserted into the phone, he wins that amount of money.

#

PHONE BOOK CONTEST

OCTOBER 3, 1957

FOR IMMEDIATE RELEASE:

KLIP learned the winner's name in the recent PHONE BOOK CONTEST.
She is MRS. F. PATRICK WHELAN of 1215 Danville Drive, Richardson,
Texas.

Contest officials made the announcement today (10/3/57) after
a close check of all entries. The deadline for entries was
Sept. 12.

Many hundreds of others shared in the winnings during the contest,
and hearing their names actually "read" over KLIP.

(30)

Phone
Book
Contest

Pick-Hit

Pick-a-Pair

Pick-a-
Prize

OCTOBER 3, 1957

FOR IMMEDIATE RELEASE:

KLIF learned the winner's name in the recent PHONE BOOK CONTEST. She is MRS. F. PATRICK WHELAN of 1216 Danville Drive, Richardson, Texas.

Contest officials made the announcement today (10/3/57) after a close check of all entries. The deadline for entries was Sept. 12.

Many hundreds of others shared in the winnings during the contest thru hearing their name actually "read" over KLIF.

(30)

Pick-Hit
Pick-a-Pair
Pick-a-Prize

KILT book

TO: Gordon McLendon
FROM: Larry Monroe

DATE: March 31, 1957
SUBJECT: New Phone Book Promotion

Promote girl to read Dallas phone directory (regular subscriber section...not classified.) We are having it read for six hours a day from 10 AM to 4 PM. Listeners write in guessing how many hours and minutes it'll take to read the directory. Closest answer gets full year's regular home phone service. (naturally just the monthly fee sans long distance calls, etc.)

We initially teased it with....hear your name on WNOE...with phone bell attention getter. Twice each hour we switch to microphone in room where the gal is reading. About 8-10 names will be aired. I would suggest using name AND address for more interest. Adding gimmick, cash award of \$1 to each person who calls station within one minute after hearing name mentioned on the station.

Hope to get very good reaction all around. As inducement for mail entries offering free Theater tickets for first 10 entries each day.

Suggest mail entries to Don Ameche, KLIF, Dallas or some such bit.

STATION OFFICE STAFF:

When a person calls in and claims to have heard his or her name on the air during this contest, tell them you'll call them right back. Before hanging up, tell them a code name (select any name that comes to mind...this is only to be sure that the person we call back is the one who originally called us.) The person claiming to be a winner must call us back the number that's listed opposite the name we read on the air. When you call them back, ask the party who he is, what the code name is and what address they are at. If they are a winner, take their name and address to the D.A. or duty and submit a copy to me.

WE WILL NOTIFY YOU ABOUT WHERE IN THE PHONE BOOK EACH BROADCAST WILL BE FROM. YOU CAN FOLLOW THE NAMES IN THE DIRECTORY AS THEY ARE AIRED.

Gordon McLendon
Dallas, Texas
KLIF

Pick-Hit

Pick-a-Pair

Pick-a-Prize

TO: KLIF Staff
FROM: Larry Monroe

DATE: July 24, 1957
SUBJECT: Telephone Contest

K127
Book

Starting August 1, 1957, KLIF will kick off a Telephone Book contest. Promos are already on the air and will continue til the actual contest begins.

A girl will read every name in the Dallas telephone directory (not the Yellow Pages but the regular subscriber section.) She will read every day from 10 A.M. thru 4 P.M.

Twice an hour we will cut ~~intereven~~ in and air about 7 or 8 names and addresses that the girl is reading.

Here's the contest:

1. Any person hearing his or her name and address read on KLIF and calls us within a minute, will win a dollar. (she must call from the address we read on the air.)
2. We will ask for cards and letters offering guesses as to how long it will take the girl, in hours and minutes, to read every name and address in the regular section of the Dallas phone book. The winner of this deal gets a full years regular phone service in his home PLUS \$100 cash.

ATTENTION OFFICE STAFF:

When a person calls in and claims to have heard his or her name on the air during this contest, tell them you'll call them right back. Before hanging up, tell them a code name (select any name that comes to mind...this is only to be sure that the person we call back is the one who originally called us.) The person claiming to be a winner must call us from the number that's listed opposite the name we read on the air. When you call them back, ask the party who he is, what the code name is and what address they are at. If they are a winner, take their name and address to the D.J. on duty and submit a copy to me.

WE WILL NOTIFY YOU ABOUT WHERE IN THE PHONE BOOK, EACH BROADCAST WILL BE FROM. YOU CAN FOLLOW THE NAMES IN THE DIRECTORY AS THEY ARE AIRED.

Pick-Hit
Pick-a-Pair
Pick-a-Prize

PICK-HIT

PICK HIT INTRO (Don Kayes)

WHK in Cleveland is calling their pick hit 'The High Riser of the week.' This is particularly apropos in Chicago and other areas where the tall, many storied apartment buildings are referred to as "high risers".

#

PROMOTION IDEA (Al Hart, Program Director, KABL)

'An evening with Casey Stengel'. Al cites that the Mets are popular in San Francisco and the next time they come to town, he is going to try to arrange this with Mr. Stengel.

His copy will be quite high-toned and will stress the fact that Casey is the well-known 'sportsman, raconteur, and financier', and the guest of the contest would be Casey's guest for dinner and for the game, as in the contest.

#

REJECTED RECORD (Dick Lahm, Program Director, KILT)

'Still No. Two'. I am not familiar with this record but Dick Lahm gives me any additional information, but evidently you should watch for it and listen to it yourself.

#

STATION BREAK (Dick Lahm, Program Director, KILT)

"KILT in Houston,.... the big listen...."

#

Pick-Hit
Pick-a-Pair
Pick-a-
Prize

npk

PICK HIT INTRO (Don Keyes)

WHK in Cleveland is calling their pick hit "The High Riser of the week." This is particularly apropos in Chicago and other areas where the tall, many storied apartment buildings are referred to as "high risers".

#

PROMOTION IDEA (Al Hart, Program Director, KABL)

"An evening with Casey Stengel". Al cites that the Mets are popular in San Francisco and the next time they come to town, he is going to try to arrange this with Mr. Stengel.

His copy will be quite high-toned and will stress the fact that Casey is the well-known "sportsman, raconteur, and financier", and the winner of the contest would be Casey's guest for dinner and for the game, sit in the dugout, etc.

#

REJECTED RECORD (Dick Lahm, Program Director, KILT)

"Still No. Two". I am not familiar with this record nor does Dick give me any additional information, but evidently you should watch for it and listen to it yourself.

#

STATION BREAK (Dick Lahm, Program Director, KILT)

"KILT in Houston.....the big listen...."

#

Pick-a-Pair
Pick-a-
Prize

PICK HIT INTRO (Don Keyes)

WHK in Cleveland is calling their pick hit 'The High Riser of the week.' This is particularly apropos in Chicago and other areas where the tall, many storied apartment buildings are referred to as 'high risers'.

#

PROMOTION IDEA (Al Hart, Program Director, KABL)

'An evening with Casey Stengel'. Al cites that the Mets are popular in San Francisco and the next time they come to town, he is going to try to arrange this with Mr. Stengel.

His copy will be quite high-toned and will stress the fact that Casey is the well-known 'sportsman, raconteur, and financier', and the winner of the contest would be Casey's guest for dinner and for the game, sit in the dugout, etc.

#

REJECTED RECORD (Dick Lahm, Program Director, KILT)

'Still No. Two'. I am not familiar with this record nor does Dick give me any additional information, but evidently you should watch for it and listen to it yourself.

#

STATION BREAK (Dick Lahm, Program Director, KILT)

"KILT in Houston.....the big listen...."

#

Pick-a-Pair
Pick-a-
Prize

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: SEPTEMBER 12, 1961

Jack Murray of KLIF has submitted an idea to me which is certainly worth your attention. It is something new that might well appeal to the kids.

First, you should designate several new records as "pick hits" for your various high schools. The jockeys have been doing this and mentioning it on the air thusly, "Here's the Crozier Tech Pick of the Week, Bobby Darin sings 'You Must Have Been A Beautiful Baby'...." He then segues into the records.

The new twist is this. Each year members of each high school football team come to your recording studios and voice the following:

"This is Joe Jones from Crozier Tech. I pick the Crozier Tech Wolves to beat North Dallas this weekend and at Crozier, we pick this record on KLIF...."

Obviously, these are "Open End" and you substitute a new record each week.

The only thing you need to prepare this gimmick is:

- 1.) Some football players from the schools, preferably the "stars".
- 2.) Recording facilities.
- 3.) A copy of the High School football schedules.

Don Keyes
Don Keyes

ys

Pick-a-Pait
Pick-a-
Prize

John for "Pick-Hits"

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: SEPTEMBER 12, 1961

Jack Murray of KLIF has submitted an idea to me which is certainly worth your attention. It is something new that might well appeal to the kids.

First, you should designate several new records as "pick hits" for your various high schools. The jockeys have been doing this and mentioning it on the air thusly, "Here's the Crozier Tech Pick of the Week, Bobby Darin sings 'You Must Have Been A Beautiful Baby'...." He then segues into the records.

The new twist is this. Each year members of each high school football team come to your recording studios and voice the following:

"This is Joe Jones from Crozier Tech. I pick the Crozier Tech Wolves to beat North Dallas this weekend and at Crozier, we pick this record on KLIF...."

Obviously, these are "Open End" and you substitute a new record each week.

The only thing you need to prepare this gimmick is:

- 1.) Some football players from the schools, preferably the "stars".
- 2.) Recording facilities.
- 3.) A copy of the High School football schedules.

Don Keyes

ys

Pick-a-Pair
Pick-a-
Prize

Goal for "Pick-Hits"

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: SEPTEMBER 12, 1961

Jack Murray of KLIF has submitted an idea to me which is certainly worth your attention. It is something new that might well appeal to the kids.

First, you should designate several new records as "pick hits" for your various high schools. The jockeys have been doing this and mentioning it on the air thusly, "Here's the Crozier Tech Pick of the Week, Bobby Darin sings 'You Must Have Been A bBeautiful Baby'...." He then segues into the record.

The new twist is this. Each year members of each high school football team come to your recording studios and voice the following:

"This is Joe Jones from Crozier Tech. I pick the Crozier Tech Wolves to beat North Dallas this weekend and at Crozier, we pick this record on KLIF...."

Obviously, these are "Open End" and you substitute a new record each week.

The only thing you need to prepare this gimmick is:

- 1.) Some football players from the schools, preferably the "stars."
- 2.) Recording facilities.
- 3.) A copy of the High School football schedules.

Don Keyes

ys

Pick-a-Pair
Pick-a-
Prize

KINTL

PICK HIT PROMO (CUSTOMIZED)

Control:

(Fanfare type music)

Artist:

The WAKY day/day on Billboard magazine

TO:

DON KEYES
KEN KNOX
LARRY MONROE

FROM:

Gordon McLendon

DATE:

July 17, 1957

If we are not already using the intro to our Pic Hit of the Week, that is, the especially recorded thing with fanfare, I would like to go to this.

GBM:bp

Pick-a-Pair
Pick-a-
Prize

" PICK HIT PROMO (CUSTOMIZED)

Control: (Fanfare type music)
A
Anncr 1: The WAKY dee-jays got their heads together
Control: (yakety-yak voices) (fade for)
Anncr 2: And they all agreed
Control: (Voices saying "Yes, Yes, Yes....")
Anncr 1: That this record would be WAKY's Pick Hit of the Week
Anncr 2: Artist and title
Control: (Big Curtain)

Pick-a-Pait
Pick-a-
Prize

" PICK HIT PROMO (CUSTOMIZED)

Control: (Fanfare type music)
A
Annrc 1: The WAKY dee-jays got their heads together
Control: (yakety-yak voices) (fade for)
Annrc 2: And they all agreed
Control: (Voices saying "Yes, Yes, Yes....")
Annrc 1: That this record would be WAKY's Pick Hit of the Week
Annrc 2: Artist and title
Control: (Big Curtain)

Pick-a-Pait
Pick-a-
Prize

MEMORANDUM PICK-a-PAIR

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 31, 1959

SUBJECT: Promotion

Here is another low cost promotion to add to the color and interest of your station. Listeners are encouraged to "Pick a Pair" of song titles that make a sentence. Or perhaps they can have a humorous meaning. Examples: "Merry Ann" - "You're My Thrill" or for a humorous twist, "I Want To Walk You Home" - "Forty Miles of Bad Road" or maybe "Since You've Been Gone" - "I Ain't Never".

Prizes would have to be small if you honored every entry. Therefore, I would set it up so at the end of a week or two a grand prize would go to the best entry with smaller prizes to the ten runners up.

This idea seems to be starting up around the country so I'd suggest we get on it before it is used against us. KLIF and KILT particularly.

Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

Pick-a-
Pair
Prize

rpl

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 31, 1959

SUBJECT: Promotion

Here is another low cost promotion to add to the color and interest of your station. Listeners are encouraged to "Pick a Pair" of song titles that make a sentence. Or perhaps they can have a humorous meaning. Example: "Mary Ann" - "You're My Thrill" or for a humorous twist, "I Want To Walk You Home"- "Forty Miles of Bad Road" or maybe "Since You've Been Gone"- "I Ain't Never".

Prizes would have to be small if you honored every entry. Therefore, I would set it up so at the end of a week or two a grand prize would go to the best entry with smaller prizes to the ten runners up.

This idea seems to be starting up around the country so I'd suggest you get on it before it is used against you. KLIF and KILT particularly.

Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

Pick-a-
Prize

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 31, 1959
SUBJECT: Promotion

Here is another low cost promotion to add to the color and interest of your station. Listeners are encouraged to "Pick a Pair" of song titles that make a sentence. Or perhaps they can have a humorous meaning. Example: "Mary Ann" - "You're My Thrill" or for a humorous twist, "I Want To Walk You Home" - "Forty Miles of Bad Road" or maybe "Since You've Been Gone" - "I Ain't Never".

Prizes would have to be small if you honored every entry. Therefore, I would set it up so at the end of a week or two a grand prize would go to the best entry with smaller prizes to the ten runners up.

This idea seems to be starting up around the country so I'd suggest you get on it before it is used against you. KLIF and KILT particularly.

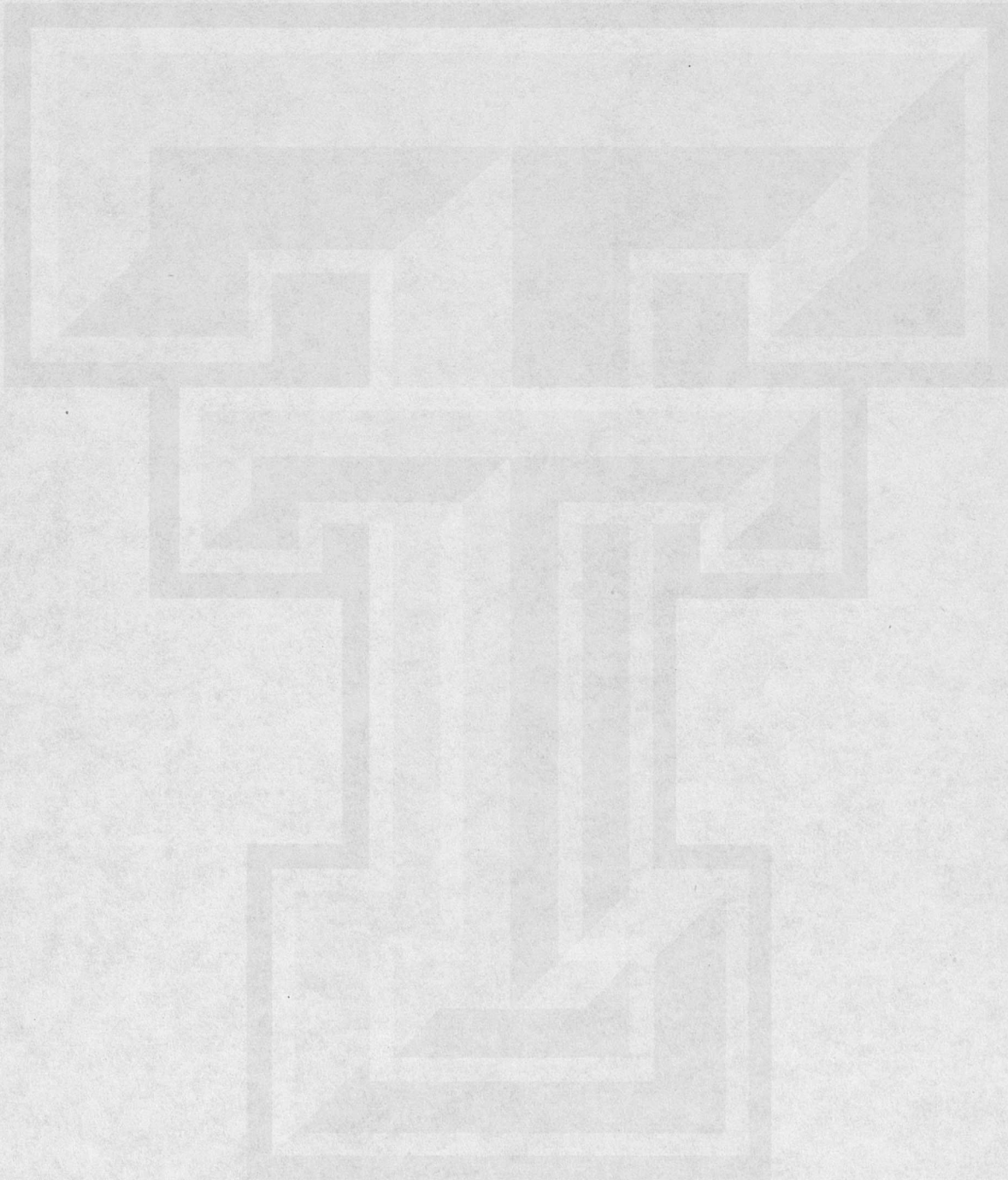
Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

Pick-a-
Prize

PICK-a-PRIZE



Pick-a-
Prize

PICK A PRIZE FORMAT

ET INTRO: (ENDS WITH...."NOW, HERE'S THIS HOURS NUMBER!")

DEEJAY: THE NUMBER FOR THIS HOUR IS _____. THE CONTEST PHONE
NUMBER IS _____.

PLAY RECORD OR COMMERCIALS WHILE WAITING FOR WINNER CALL BACK. GET WINNER
ON PHONE, EXPLAIN WHAT HE IS TO DO BRIEFLY....

DEEJAY: WE HAVE THE LATEST WINNER ON THE LINE, WHO IS

_____ OF _____.

MR/MRS _____, SINCE YOU HAVE A ~~XXX~~ _____ IN YOUR
TELEPHONE, AND WERE FIRST TO CALL, YOU WIN THE CHOICE OF \$5
CASH, OR ~~XXPRIZE~~ THE OPPORTUNITY TO PICK A PRIZE! WHICH WILL IT
BE?

(WINNER EITHER TAKES CASH OR PICK A PRIZE)

IN EVENT OF CASH:

DEEJAY: FINE, YOUR CHECK FOR \$5 WILL BE MAILED TO YOU. THANKS FOR PLAYING
PICK A PRIZE, AND CONGRATULATIONS TO YOU.

IN EVENT OF PICK A PRIZE:

DEEJAY: ALRIGHT, DO YOU PICK THE K, THE L, THE I OR THE F?

(CONTESTANTS DECIDE ON LETTER)

DEEJAY: YOU CHOOSE THE _____.

(PLAY THE K, L I & F IN ECHO ON COLLINS TAPE, GIVING THE PRIZES
AFTER EACH LETTER)

K** _____ L _____ I _____
F _____.

CONGRATULATIONS ON WINNING THE _____ MRS. _____ THANK YOU FOR
PLAYING KLIF'S PICK A PRIZE CONTEST.

"Pick a Prize"
(Label)

Play-the-
at
Pickle

Pig

Please Rob
My Safe

Police
Pictures

Platter

Pigskin
Roulette

Pin-Up
Baby

PICK A PRIZE CONTEST PROMO

#1.

SOUND: GOOD UPTempo MUSIC

ANNCR: KLIF WELCOMES SUMMER WITH THE MOST EXCITING CONTEST OF THE YEAR!

ANNCR: IT'S KLIF'S PICK A PRIZE CONTEST!

ANNCR: YOU WILL HAVE 5 CHOICES OF PRIZES EACH HOUR IF YOU ARE A WINNER!

ANNCR: LISTEN TO THE FABULOUS PRIZES BEING OFFERED!

ANNCR: A \$1500 DIAMOND RING! A \$500 DIAMOND RING!

ANNCR: 10 \$300 DIAMOND RINGS! 17 INCH PORTABLE TELEVISION SETS!

ANNCR: 50 EMERSON TRANSISTOR RADIOS...PLUS CASH PRIZES AND MANY OTHER
GIFTS!

ANNCR: LISTEN FOR...KLIF'S

ANNCR: (ECHO) PICK A PRIZE CONTEST!

CURTAIN

#2

SOUND: FAST Paced BRIGHT MUSIC

1. STANDBY TO PICK A PRIZE ...IN KLIF'S

2. (ECHO) PICK A PRIZE CONTEST!

1. THOUSANDS OF DOLLARS IN CASH AND PRIZES...COMING YOUR WAY!

2. 5 CHANCES TO WIN EVERY HOUR! DIAMOND RINGS...VALUED FROM \$1500 TO
\$300!

1. 17 INCH PORTABLE TELEVISION SETS! EMERSON TRANSISTOR RADIOS!

2. PLUS CASH...AND MANY OTHER VALUABLE PRIZES!

1. THE KLIF...PICK A PRIZE CONTEST!

CURTAIN

PICK-A-PRIZE CONTEST FORMAT

SOUND: BRIGHT, UPTempo MUSIC

ANN1: KLIF'S PICK A PRIZE CONTEST! A WINNER EVERY HOUR! THE SIZE OF THE PRIZE DEPENDS ON YOUR LUCK!

ANN 2: THE KLIF DEEJAY IS ABOUT TO CALL A NUMBER BETWEEN 0 AND NINE.

ANN 1: IF THIS NUMBER ~~XXXXXXXXXXXX~~ APPEARS IN YOUR TELEPHONE NUMBER...
CALL KLIF AT THE CONTEST NUMBER!

ANN 2: FIRST PERSON TO CALL WINS THE CHOICE OF \$5 CASH...OR ~~VAXXINQVA~~ MAY TAKE A PRIZE FROM THE K THE L THE I OR THE F!

ANN 1: EACH LETTER, KLI&F, ~~HASE~~ A PRIZE LISTED UNDER ~~THEM~~ ^{IT.} PICK EITHER LETTER FOR YOUR PRIZE!

ANNCR:2: NOW...HERE'S THIS HOURS NUMBER!

ANNCR DOES LIVE BIT

CLOSE TAG

SOUND: MUSIC UP AND FADE.

ANNCR: ANOTHER WINNER! LISTEN NEXT HOUR...FOR KLIF'S PICK A PRIZE CONTEST!

CURTAIN!

MEMORANDUM

PICKLE

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JULY 26, 1961

Though my timing is bad on presenting you with this contest, you can put it in your files and hold it till next Spring. It is a small, off-beat contest designed solely for comment.

May 18th through 27th is "National Pickle Week". During this week, you run a good production ET... "KILT's National Pickle Week Contest." In it you call attention to the fact that it is National Pickle Week and you invite listeners to write you describing... "....the biggest pickle I was ever in..."

The prize should be a whole barrel of dill pickles.

Don Keyes

Play-th
Pickle

Pig

Please Rob
My Safe

Police Off
of the
Pictures

Platter

Pigs
Roulette
Pin-Up
Baby

rpb

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JULY 26, 1961

Though my timing is bad on presenting you with this contest, you can put it in your files and hold it till next Spring. It is a small, off-beat contest designed solely for comment.

May 18th through 27th is "National Pickle Week". During this week, you run a good production ET... "KILT's National Pickle Week Contest." In it you call attention to the fact that it is National Pickle Week and you invite listeners to write you describing... "....the biggest pickle I was ever in..."

The prize should be a whole barrel of dill pickles.

Don Keyes

ys

File
PICKLE CONTEST

KLIF

CUT # 1

Control: (Stentorian music, fade for....)

E. Van Westbrook: "This day in May is indeed an important date
in the great passing parade of American history.
For this week, Americans everywhere are
celebrating...."

Control: (fanfare....fade for....)

E. Van W. "National Pickle Week!!"

Control: (stab, transition music, fade for...)

Ann cr 1: "National Pickle Week! A time for Kudòs to
Kosherers, salutes to sweets, re-dedication to Dills!!"

Ann cr 2: "And in celebration of National Pickle Week, KLIF
is proud to announce...."

Ann cr 1: "The KLIF Big Pickle Contest. Just think back
to the biggest pickle you've ever been in. Every-
body's been in a pickle!"

Ann cr 2: "Tell us about it in a postcard or letter but keep it
brief."

Ann cr 1: "The winning entry will receive the grand prize!"

Ann cr 2: "An entire barrel of Dill Pickles!"

E. Van W. "We thought you'd relish that!"

Ann cr 1: "Enter KLIF's Big Pickle Contest today!"

Ann cr 2: "Address all entries to Pickle, KLIF, Dallas."

Control: (curtain)

PICKLE CONTEST

KLIF

CUT # 1

Control: (Stentorian music, fade for....)

E. Van Westbrook: "This day in May is indeed an important date in the great passing parade of American history. For this week, Americans everywhere are celebrating...."

Control: (fanfare....fade for....)

E. Van W. "National Pickle Week!!"

Control: (stab, transition music, fade for...)

Anncr 1: "National Pickle Week! A time for Kudōs to Koshers, salutes to sweets, re-dedication to Dills!!"

Anncr 2: "And in celebration of National Pickle Week, KLIF is proud to announce...."

Anncr 1: "The KLIF Big Pickle Contest. Just think back to the biggest pickle you've ever been in. Everybody's been in a pickle!"

Anncr 2: "Tell us about it in a postcard or letter but keep it brief."

Anncr 1: "The winning entry will receive the grand prize!"

Anncr 2: "An entire barrel of Dill Pickles!"

E. Van W. "We thought you'd relish that!"

Anncr 1: "Enter KLIF's Big Pickle Contest today!"

Anncr 2: "Address all entries to Pickle, KLIF, Dallas."

Control: (curtain)

"BIG PICKLE"

WINNER PROMO

KLIF

E. V. W.: "The KLIF Big Pickle Contest is over!!"

Control: (Bring in music, fade for...)

E. V. W.: "This is Eastbrook Van Westbrook. After many hours of reading heart rending entries in KLIF's Big Pickle Contest, the judges have agreed on a winner. Here is her story...."

Anncr. 1: "Thirty-four years ago a young lady was driving down the street when suddenly a man, a complete stranger, began bothering her. He had called to her and was following her in his car. He pushed his way into her house when she answered his knock on the door. Our heroine was terrified!! The man wouldn't leave and he stayed all day. That evening, he asked her to marry him. The lady tells us, quote..."

Anncr 2: "I did marry him and it turned out to be the sweetest pickle I have ever been in in 34 years. Thank God for him. Signed, Mrs. Fred Feaster, 2718 Dutton Drive, Dallas."

Anncr 1: "And, so, after sharing 33 years of married life, Mr. and Mrs. Feaster can now share an entire barrel of dill pickles as winners in KLIF's...."

Anncr 2: "Big Pickle Contest!!!"

Control: (CURTAIN)

Play-the-
Stockmarket

Pig

Please Rob
My Safe

Police Office
of the
Pictures

Platter

Pigskin
Roulette

Pin-Up
Baby

"BIG PICKLE"

WINNER PROMO

KLIF

E. V. W.:

"The KLIF Big Pickle Contest is over!!!"

Control:

(Bring in music, fade for...)

E. V. W.:

"This is Eastbrook Van Westbrook. After many hours of reading heart rending entries in KLIF's Big Pickle Contest, the judges have agreed on a winner. Here is her story...."

Annor. 1:

"Thirty-four years ago a young lady was driving down the street when suddenly a man, a complete stranger, began bothering her. He had called to her and was following her in his car. He pushed his way into her house when she answered his knock on the door. Our heroine was terrified!! The man wouldn't leave and he stayed all day. That evening, he asked her to marry him. The lady tells us, quote..."

Annor 2:

"I did marry him and it turned out to be the sweetest pickle I have ever been in in 34 years. Thank God for him. Sighed, Mrs. Fred Feaster, 2718 Dutton Drive, Dallas."

Annor 1:

"And, so, after sharing 33 years of married life, Mr. and Mrs. Feaster can now share an entire barrel of dill pickles as winners in KLIF's..."

Annor 2:

"Big Pickle Contest!!!"

Control:

(CURTAIN)

Play-the-
Stockmarket

Pig
Promo

Please Rob
My Safe

Police Officer
of the
Pictures

Platter

Pigskin
Roulette

Pin-Up
Baby

Play-the-
Stockmarket

Pig

Please Robb
My Safe

Police

Pictures un

Platter

Pigskin
Roulette

Pin-Up
Baby

ra

CREATIVES SAYS IDEA (Annie, Sales Manager, KLF)

Proposed to Wyck's Food Store that each manager be given a quantity of inexpensive gifts. Schedule advertiser "See your Wyck's manager for your free gift." Customer goes up to store manager and says "I'd like my gift." This will be a test over a 4-week period to serve KLF's household audience.

INCREASED EFFICIENCY (Jack Fiedler, General Manager, WYSL)

Jack suggests that we keep our recommendations informed as much as possible so she always knows what's current in our audience's minds for their plans are concerned.

PRODUCTION (J. Tyler Dunn, Program Director, WYSL)

"Parking Meter-Concept" - Station will sponsor the parking meter in the best written story, "A Personal Parking Meter for Fox and Dean." Program we air suggest interesting locations for personal parking meters-locks to family house, in driveway, next to golf clubs, outside visiting mother-in-law's door, etc.

COMPETITOR'S PROMOTION (Homer Odom, General Manager, XTRA NEWS Sales) *gph*

Picture contest wherein listeners submit pictures of people listening to radio sets on which the dials are set to the station's frequency. Idea is to get people with radios in all kinds of locations -- backyard, on the beach, etc. Judges -- station personnel do preliminary judging and agency guys make final selection. Prizes -- each week best photographer wins a traded-out camera with film, etc. Grand prize winner gets a complete photo outfit.

###

CREATIVES SALES IDEA (Al Lurie , Sales Manager, KLIF)

Proposed to Wyatt's Food Store that each manager be given a quantity of inexpensive gifts. Schedule advertises "See your Wyatt's manager for your free gift." Customer goes up to store manager and says, "I'd like my KLIF gift." This will be a test over a 6-week period to prove KLIF's household audience.

###

INCREASED EFFICIENCY (Jack Fiedler, General Manager, WNUS)

Jack suggests that we keep our receptionists informed of events on station so she always knows what's current insofar as listener requests for information are concerned.

###

PROMOTION (J. Tyler Dunn, Program Director, WYSL)

"Parking Meter Contest" -- Station will give away one parking meter for the best written story, "A Personal Parking Meter for Fun and Profit." Promos on air suggest interesting locations for personal parking meters -- next to family home, in driveway, next to golf clubs, outside visiting mother-in-law's door, etc.

###

COMPETITOR'S PROMOTION (Homer Odom, General Manager, XTRA NEWS Sales)

Picture contest wherein listeners submit pictures of people listening to radio sets on which the dials are set to the station's frequency. Idea is to get people with radios in all kinds of locations--backyard, on the beach, etc. Judges--station personnel do preliminary judging and agency guys make final selection. Prizes -- each week best photographer wins a traded-out camera with film, etc. Grand prize winner gets a complete photo outfit.

#

CREATIVES SALES IDEA (Al Lurie , Sales Manager, KLIF)

Proposed to Wyatt's Food Store that each manager be given a quantity of inexpensive gifts. Schedule advertises "See your Wyatt's manager for your free gift." Customer goes up to store manager and says, "I'd like my KLIF gift." This will be a test over a 6-week period to prove KLIF's household audience.

#

INCREASED EFFICIENCY (Jack Fiedler, General Manager, WNUS)

Jack suggests that we keep our receptionists informed of events on station so she always knows what's current insofar as listener requests for information are concerned.

#

PROMOTION (J. Tyler Dunn, Program Director, WYSL)

"Parking Meter Contest" -- Station will give away one parking meter for the best written story, "A Personal Parking Meter for Fun and Profit." Promos on air suggest interesting locations for personal parking meters--next to family home, in driveway, next to golf clubs, outside visiting mother-in-law's door, etc.

#

SM
PIGEON RACE #1

ANN: Ladies and Gentlemen, we take you now down the pigeon coupe
where the trainers are taking the PIGEON RACE listen:

S. E.: Pigeon NOISES BG

(MARTY BIT)

1: Which pigeon do you think'll win the big race, Irving. Which
one do you think'll win, huh, Irving, which one?

2: Oh, I don't know, Marty...I don't know. Which bird do you
think'll win, huh, Marty, huh:

1: Oh, I don't know.....(FADE OUT)

ANN: WE don't know which pigeon will win the North Texas concourse
Pigeon Race either...but we're interested not in what bird
will win...but how long it will take the winning bird to make
the 500 mile long flight...how many hours, minutes, seconds.
The race starts Saturday at Van Horn, Texas....and the pigeons
will fly to Dallas or Fort Worth. Do you think you can make a
pretty good guess about how long the winning birds flight will
be? Ask your 7-11 Man for a Free Entry Blank and put down
your guess. If your guess is closest you'll win a Frigiking
Car Air Conditioner. Second prize is a Lifetime Aluminum
Picnic Chest. Ask your 7-11 for a Free Entry Blank today...
and turn it in to your 7-11 Store by closing time Friday. And
here's a tip for you: Under normal conditions a homing pigeon
can fly about 30 miles per hour. Now let's see what the boys
at the pigeon coup are saying about the big race.

S.E.: PIGEON SOUNDS BG

2: I don't know, Marty....which bird do you think'll win.....(FADE OUT)

SM
PIGEON RACE #1

ANNC: Ladies and Gentlemen, we take you now down the pigeon coupe
where two trainers are talking. Let's listen:

S. E.: Pigeon NOISES BG

(MARTY BIT)

1: Which pigeon do you think'll win the big race, Irving. Which
one do you think'll win, huh, Irving, which one?

2: Oh, I don't know, Marty....I don't know. Which bird do you
think'll win, huh, Marty, huh:

1: Oh, I don't know.....(FADE OUT)

ANNC: WE don't know which pigeon will win the North Texas concourse
Pigeon Race either...but we're interested not in what bird
will win....but how long it will take the winning bird to make
the 500 mile long flight...how many hours, minutes, seconds.
The race starts Saturday at Van Horn, Texas....and the pigeons
will fly to Dallas or Fort Worth. Do you think you can make a
pretty good guess about how long the winning birds flight will
be? Ask your 7-11 Man for a Free Entry Blank and put down
your guess. If your guess is closest you'll win a Frigiking
Car Air Conditioner. Second prize is a Lifetime Aluminum
Picnic Chest. Ask your 7-11 for a Free Entry Blank today...
and turn it in to your 7-11 Store by closing time Friday. And
here's a tip for you: Under normal conditions a homing pigeon
can fly about 30 miles per hour. Now let's see what the boys
at the pigion coup are saying about the big race:

S.E.: PIGEON SOUNDS BG

2: I don't know, Marty....which bird do you think'll win.....(FADE OUT)

SM
PIGEON RACE #2

ANNCR: Ladies and Gentleman: We take you now to a pair of Homing Pigeons in flight.....

(BRENDA & COBENA VOICES) (SIMULATED FLIGHT SOUNDS, SWISHING AIR)

1: Oh, Janey...how far do you think we are from Dallas?

2: I don't know, Clara Belle....but I think we're flying in the wrong direction. Look at those igloos down there.

ANNCR: Well, those two birds might be off course...but we bet the rest of the Homing Pigeons entered in the North Texas Concourse Pigeon Race will make it home all right. The question is...how long will it take the winning bird? The distance from the starting point..Van Horn, Texas... to Dallas or Fort Worth is about 500 miles. How many hours, minutes and seconds do YOU think it will take the winning bird to get home? Ask your 7-11 Man for a Free Entry Blank....and put down your guess. Do it today. You might win a Frigiking Car Air Conditioner....or a Lifetime Aluminum Picnic Chest.. You must turn in your entries to your 7-11 Store by closing time Friday, May 24th. Here's a tip for you: Under normal conditions a homing pigeon can fly about 30 miles per hour. Ask your 7-11 Man for a free entry blank today. Now let's get back to Janey and Clara Belle.

S.E.: FLIGHT SOUNDS AS ABOVE IN BG

1: Where do you think we are now, Janey?

2: I don't know, Clara Belle, but the Igloos are still down there.

SM
PIGEON RACE #1

ANNC: Ladies and Gentlemen, we take you now down the pigeon coupe
where two trainers are talking. Let's listen:

S. E.: PIGEON NOISES BG

(MARTY BIT)

1: Which pigeon do you think'll win the big race, Irving. Which
one do you think'll win, huh, Irving, which one?

2: Oh, I don't know, Marty....I don't know. Which bird do you
think'll win, huh, Marty, huh:

1: Oh, I don't know.....(FADE OUT)

ANNC: WE don't know which pigeon will win the North Texas concourse
Pigeon Race either...but we're interested not in what bird
will win....but how long it will take the winning bird to make
the 500 mile long flight...how many hours, minutes, seconds.
The race starts Saturday at Van Horn, Texas....and the pigeons
will fly to Dallas or Fort Worth. Do you think you can make a
pretty good guess about how long the winning birds flight will
be? Ask your 7-11 Man for a Free Entry Blank and put down
your guess. If your guess is closest you'll win a Frigiking
Car Air Conditioner. Second prize is a Lifetime Aluminum
Picnic Chest. Ask your 7-11 for a Free Entry Blank today...
and turn it in to your 7-11 Store by closing time Friday. And
here's a tip for you: Under normal conditions a homing pigeon
can fly about 30 miles per hour. Now let's see what the boys
at the pigion coup are saying about the big race:

S.E.: PIGEON SOUNDS BG

2: I don't know, Marty....which bird do you think'll win.....(FADE OUT)

Play-the-
Stockmarket

Pig
Promo

Please Rob
My Safe

Police Officer
of the Week

Platter

Pigskin
Roulette

Pin-Up
Baby

SM
PIGEON RACE #2

ANNCR: Ladies and Gentlemen: We take you now to a pair of Homing Pigeons in flight.....

(BRENDA & COBENA VOICES) (SIMULATED FLIGHT SOUNDS, SWISHING AIR)

1: Oh, Janey...how far do you think we are from Dallas?

2: I don't know, Clara Belle....but I think we're flying in the wrong direction. Look at those igloos down there.

ANNCR: Well, those two birds might be off course...but we bet the rest of the Homing Pigeons entered in the North Texas Concourse Pigeon Race will make it home all right. The question is...how long will it take the winning bird? The distance from the starting point...San Horn, Texas... to Dallas or Fort Worth is about 500 miles. How many hours, minutes and seconds do YOU think it will take the winning bird to get home? Ask your 7-11 Man for a Free Entry Blank....and put down your guess. Do it today. You might win a Frigiking Car Air Conditioner....or a Lifetime Aluminum Picnic Chest.. You must turn in your entries to your 7-11 Store by closing time Friday, May 24th. Here's a tip for you: Under normal conditions a homing pigeon can fly about 30 miles per hour. Ask your 7-11 Man for a free entry blank today. Now let's get back to Janey and Clara Belle.

S.E.: FLIGHT SOUNDS AS ABOVE IN BG

1: Where do you think we are now, Janey?

2: I don't know, Clara Belle, but the Igloos are still down there.

Play-the-
Stockmarket

Pig
Promo

Please Rob
My Safe

Police Officer
of the Week

Platter

Pigskin
Roulette

Pin-Up
Baby

Play-the-
Stockmarket

Pig
Promo

Please Rob
My Safe

Police Officer
of the Week

Platter

Pigskin
Roulette

Pin-Up
Baby

PIG PROMO
KABL - 11/4/65

KABL Salteen... Marango!
(MUSIC UP TANGO, UNDER)

In the heart of the bay salt, Marango, Iowa reflects the true spirit
of civil rights. Leading citizens of Marango are now making plans to
construct a large statue for the town park... a giant, for hundreds of
sixty foot high... high!

(SOUND: Pig Growling to Marango music)
What dedication! What grace! What a pig! You can help the good friends
of Marango make the statue of a pig pig in the town park by sending
your money to the... Marango... Marango... Marango... Marango...
(MUSIC UP TANGO, UNDER)

PIG PROMO
KABL 11/4/65

KABL Salutes.... Marengo!

(MUSIC: UP TANGO, UNDER)

In the heart of the hog belt, Marengo, Iowa reflects the true spirit of civic pride. Leading citizens of Marengo are now making plans to construct a large statue for the town park... a giant, two hundred ton, sixty foot high... hog!

(SOUND: Big Oink... seg to hoedown music)

What dedication! What pride! What a pig! You can help the good citizens of Marengo realize their dream of a big pig in the park simply by sending your encouragements... money or otherwise.... to "City Hall, Marengo, Iowa", or drop a card to "Ham-Fat", KABL, San Francisco.

(MUSIC: BIG CLOSER)

Play-the-
Stockmarket

Please Robbing
My Safe

Police Officer
of the Week

Platter

Pigskin
Roulette

Pin-Up
Baby

PIG PROMO
KABL 11/4/65

KABL Salutes.... Marengo!

(MUSIC: UP TANGO, UNDER)

In the heart of the hog belt, Marengo, Iowa reflects the true spirit of civic pride. Leading citizens of Marengo are now making plans to construct a large statue for the town park... a giant, two hundred ton, sixty foot high... hog!

(SOUND: Big Oink... seg to hoedown music)

What dedication! What pride! What a pig! You can help the good citizens of Marengo realize their dream of a big pig in the park simply by sending your encouragements... money or otherwise.... to "City Hall, Marengo, Iowa", or drop a card to "Ham-Fat", KABL, San Francisco.

(MUSIC: BIG CLOSER)

Play-the-
Stockmarket

Please Robbing
My Safe

Police Officer
of the Week

Platter

Pigskin
Roulette

Pin-Up
Baby

PIG PROMO

KABL MUSIC 11/4/65 DLM

KABL SALUTES...MARENGO!

(MUSIC: UP TANGO, UNDER)

IN THE HEART OF THE HOG BELT, MARENGO, IOWA REFLECTS THE TRUE SPIRIT OF CIVIC PRIDE. LEADING CITIZENS OF MARENGO ARE NOW MAKING PLANS TO CONSTRUCT A LARGE STATUE FOR THE TOWN PARK...A GIANT, TWO-HUNDRED-TON... SIXTY-FOOT-HIGH...HOG!

SOUND: BIG OINK, SEG TO HOEDOWN MUSIC)

WHAT DEDICATION! WHAT PRIDE! WHAT A PIG! YOU CAN HELP THE GOOD CITIZENS OF MARENGO REALIZE THEIR DREAM OF A BIG PIG IN THE PARK SIMPLY BY SENDING YOUR ENCOURAGEMENTS...MONEY OR OTHERWISE...TO "CITY HALL, MARENGO, IOWA", OR DROP A CARD TO "HAM-FAT", KABL, SAN FRANCISCO.

MUSIC: BIG CLOSER

PIGSKIN ROULETTE

PIGSKIN ROULETTE

INSTRUCTIONS:

Put all material in policy book. Of six listed games, pick only two games involving Southwest Conference teams, four other major Eastern and/or Western games. Entries must be graded Saturday night with winner (if any) and all names and addresses of anyone picking one or more games built up on Sundays. Of course, anyone picking two games right gets really big fanfare. Among the I. D.'s we should use each hour are:

1. This is Dallas' KLIF, home of the weekly \$5000.00 K-L-I-F PIGSKIN ROULETTE.
2. This KLIF is Dallas--have you entered KLIF's \$5000.00 PIGSKIN ROULETTE this week?
3. Your dist is on KLIF, where the sensational KLIF \$5000.00 PIGSKIN ROULETTE is the talk of Texas.
4. THIS IS DALLAS' OWN KLIF, where all Dallas and Fort Worth beg ever KLIF's \$5000.00 PIGSKIN ROULETTE game.
5. This is Dallas KLIF, and only on Cliff can you play KLIF's PIGSKIN ROULETTE for \$5000.00 each week.

NOTE: On Sundays, the jocks should constantly be referring people to the ballot in that morning's Dallas Morning News and the Fort Worth Star-Telegram.

Newscasts should also be used to publicize the contest originally. Perhaps some use should be made of the Oak Cliff Tribune and Park Cities News.

Play-the-
Stockmarket

Please Rob
My Safe

Police Officer
of the Week

Platter

Pigskin
Roulette

Pin-Up
Baby

RPB

PIGSKIN ROULETTE

INSTRUCTIONS:

Put all material in policy book. Of six listed games, pick only two games involving Southwest Conference teams, four other major Eastern and/or Western games. Entries must be graded Saturday night with winner (if any) and all names and addresses of anyone picking one or more games built up on Sundays. Of course, anyone picking two games right gets really big fanfare. Among the I. D. 's we should use each hour are:

1. This is Dallas' KLIF, home of the weekly \$5000.00 KLIF PIGSKIN ROULETTE.
2. This ^{is} KLIF in Dallas--have you entered KLIF's \$5000.00 PIGSKIN ROULETTE this week?
3. Your dial is on KLIF, where the sensational KLIF \$5000.00 PIGSKIN ROULETTE is the talk of Texas.
4. THIS IS DALLAS' OWN KLIF, where all Dallas and Fort Worth ^{are} agog over KLIF's \$5000.00 PIGSKIN ROULETTE game.
5. This is Dallas' KLIF, and only on Cliff can you play KLIF's PIGSKIN ROULETTE for \$5000.00 each week.

NOTE: On Sundays, the jocks should constantly be referring people to the ballot in that morning's Dallas Morning News and the Fort Worth Star-Telegram.

Newscasts should also be used to publicize the contest originally. Perhaps some use should be made of the Oak Cliff Tribune and Park Cities News.

PIGSKIN ROULETTE PIN-UP-BABY

RPB

INSTRUCTIONS:

Put all material in policy book. Of six listed games, pick only two games involving Southwest Conference teams, four other major Eastern and/or Western games. Entries must be graded Saturday night with winner (if any) and all names and addresses of anyone picking one or more games built up on Sundays. Of course, anyone picking two games right gets really big fanfare. Among the I. D. 's we should use each hour are:

1. This is Dallas' KLIF, home of the weekly \$5000.00 KLIF PIGSKIN ROULETTE.

2. This ^PKLIF in Dallas--have you entered KLIF's \$5000.00 PIGSKIN ROULETTE this week?

3. Your dial is on KLIF, where the sensational KLIF \$5000.00 PIGSKIN ROULETTE is the talk of Texas.

4. THIS IS DALLAS' OWN KLIF, where all Dallas and Fort Worth ^{are agog} over KLIF's \$5000.00 PIGSKIN ROULE

5. This is Dallas' KLIF, and only on Cliff can you play KLIF's PIGSKIN ROULETTE for \$5000.00 each week.

NOTE: On Sundays, the jocks should constantly be referring people to the ballot in that morning's Dallas Morning News and the Fort Worth Star-Telegram.

Newscasts should also be used to publicize the contest originally. Perhaps some use should be made of the Oak Cliff Tribune and Park Cities News.

Play-the-
Stockmarket

Please Rob
My Safe
Police Officer
of the Week

Platter

Pin-Up
Baby

PIN-UP-BABY

Play-the-
Stockmarket

Please Rob
My Safe

Police Officer
of the Week

Platter
Prince mer

Pin-Up
Baby

PIN*UP BABY OF 1960 # 2

SOUND: LULLABY ...FADE

1. NEW BABY IN YOUR HOME?
2. IF YOUR BABY WAS BORN AFTER THE 1ST OF JANUARY, 1960, OR IF YOU ARE EXPECTING BEFORE MIDNIGHT, MAY 15TH..LISTEN TO THIS!
1. YOUR NEW BABY CAN ~~WE~~ WIN THE TITLE OF THE KLIF PIN-UP BABY OF 1960!
2. KLIF HAS SEALED A DATE, INCLUDING HOUR AND MINUTE, IN A SAFE DEPOSIT

MEMORANDUM

KLIF--DALLAS

TO: Don Keyes

DATE: May 11, 1960

FROM: Jack Sharp

SUBJECT: Contest

Yesterday, I started the KLIF "Pinup Baby Contest", and much to my surprise, it works like a charm. There are apparently a lot of proud mothahs. We got 42 entries on the first day's pull. The contest is simple. Any baby born since Midnight, December 31st, 1959 and no later than end of contest (2 weeks from now) is eligible to enter. At least the parents can enter them. I have sealed a month, day and hour, and minute in an envelope, which falls between the two dates. The envelope is on deposit in a bank safety box. When all entries have been received, the envelope will be opened, and the entry born closest to that date will receive a three months supply of baby food, plus a Silver baby spoon. Simple, inexpensive, and who else has contests for babies? Incidentally, Wilbert Parish of Dot records, is trying to get Walter Vrennan for the other Contest. When that is complete, we will have touched all age groups.

Jack

PIN*UP BABY OF 1960 # 2

SOUND : LULLABY ...FADE

1. NEW BABY IN YOUR HOME?
2. IF YOUR BABY WAS BORN AFTER THE 1ST OF JANUARY, 1960, OR IF YOU ARE EXPECTING BEFORE MIDNIGHT, MAY 15TH..LISTEN TO THIS!
1. YOUR NEW BABY CAN ~~BE~~ WIN THE TITLE OF THE KLIF PIN-UP BABY OF 1960!
2. KLIF HAS SEALED A DATE, INCLUDING HOUR AND MINUTE, IN A SAFE DEPOSIT BOX IN A DALLAS BANK.
1. SEND THE TIME OF BIRTH OF YOUR BABY, INCLUDING MONTH, DAY, HOUR AND ~~MINUTE~~ MINUTE...TO PIN UP BABY, KLIF, DALLAS.
2. INCLUDE YOUR PHONE NUMBER AND ADDRESS!
1. ~~ON MONDAY, MAY 16TH~~ ENTRIES MUST BE ~~XXXXXXXX~~ POSTMARKED NO LATER THAN MIDNIGHT, MAY 15th.
2. AS SOON AS ALL ENTRIES ARE IN, WE WILL OPEN THE SEALED ENVELOPE.
1. THE BABY BORN CLOSEST TO THE DATE SEALED IN THE ENVELOPE WILL BE DECLARED THE KLIF PIN UP BABY OF ~~19~~ 1960 AND WILL WIN...
2. A THREE MONTHS SUPPLY OF BABY FOOD, PLUS A SILVER BABY SPOON FROM TIFFANY OF NEW YORK.
1. ALL BABIES BORN BETWEEN JANUARY 1ST AND MAY 15th AT MIDNIGHT ARE ELIGIBLE.
2. WHO WILL BE THE KLIF PIN UP BABY OF 1960!

"Pin-Up Baby"
(Label)

Play-the-
Stockmarket

Please Rob
My Safe

Police Officer
of the Week

Platter
Prince
amer

PLAY THE STOCKMARKET

Play-the-
Stockmarket

PLAYBACK TIME

Please Rob
My Safe

Police Officer
of the Week

Platter
Prince
amer

EDITOR'S NOTE: Try, dang it, to have your Weekly Report in the mail by Friday afternoon, and please send in a report every week, even though you have little to report. Remember, GEM reads the digest. Send your report and we'll try our best to faithfully reproduce your activities for his personal.

PROGRAMMING

BEST ON AIR PROMOTION

WYSL - Involved in third annual tug-o-war between states against Canada with leading dignitaries from U.S. team cutting promos.

KABL - Producing promo to offset KCBS drive to have listeners sit middle push button to KCBS, KABL's hallowed position on dial.

WYUS - Raising unsolicited testimonials.

BEST PSA APPROACH

KABL - Meeting with Black Power leaders. Area hot because of Huey Newton trial. Could trigger nationwide riots if Newton convicted.

OBJECTIONABLE COMMERCIALS

Line in "Hammer Head" referred to "brutalizer of women".

PRODUCTION ALBUM

WYSL - Using "The Music of His Reed", Palletta 30,000

COMPETITION CONTEST

WYSL - Attributes return of Chicken Man on WKBW as another sign of pressing the panic button.

KFRC Playback Time: Asks listeners to call, then gives a day and time, and asks what record was played at that time. If correct, listener wins jackpot which progresses \$5 with wrong guesses.

Please Rob
My Safe

PLAYBACK TIME

Police Officer
ek

Platter
Prince
ammer

EDITOR'S NOTE: Try, dang it, to have your Weekly Report in the mail by Friday afternoon, and please send in a report every week, even though you have little to report. Remember, GBM reads the digest. Send your report and we'll try our best to faithfully reproduce your activities for his perusal.

PROGRAMMING

BEST ON AIR PROMOTION

WYSL - Involved in third annual tug-o-war. United States against Canada with leading dignitaries from U.S. team cutting promos.

KABL - Producing promo to offset KCBS drive to have listeners set middle push button to KCBS, KABL's hollowed position on dial.

WNUS - Running unsolicited testimonials.

BEST PSA APPROACH

KABL - Meeting with Black Power leaders. Area hot because of Huey Newton trial. Could trigger nationwide riots if Newton convicted.

OBJECTIONABLE COMMERCIALS

Line in "Hammer Head" referred to "brutalizer of women".

PRODUCTION ALBUM

WYSL - Using "The Music of His Reed", Palette 30,000

COMPETITION CONTEST

WYSL - Attributes return of Chicken Man on WKBW as another sign of pressing the panic button.

KFRC Playback Time: Asks listeners to call, then gives a day and time, and asks what record was played at that time. If correct, listener wins jackpot which progresses \$5 with wrong guess.

Please Rob
My Safe

Police Officer
of the Week

Platter
Prince
ammer

EDITOR'S NOTE: Try, dang it, to have your Weekly Report in the mail by Friday afternoon, and please send in a report every week, even though you have little to report. Remember, GBM reads the digest. Send your report and we'll try our best to faithfully reproduce your activities for his perusal.

PROGRAMMING

BEST ON AIR PROMOTION

WYSL - Involved in third annual tug-o-war. United States against Canada with leading dignitaries from U.S. team cutting promos.

KABL - Producing promo to offset KCBS drive to have listeners set middle push button to KCBS, KABL's hallowed position on dial.

WNUS - Running unsolicited testimonials.

BEST PSA APPROACH

KABL - Meeting with Black Power leaders. Area hot because of Huey Newton trial. Could trigger nationwide riots if Newton convicted.

OBJECTIONABLE COMMERCIALS

Line in "Hammer Head" referred to "brutalizer of women".

PRODUCTION ALBUM

WYSL - Using "The Music of His Reed", Palette 30,000

COMPETITION CONTEST

WYSL - Attributes return of Chicken Man on WKBW as another sign of pressing the panic button.

KFRC Playback Time: Asks listeners to call, then gives a day and time, and asks what record was played at that time. If correct, listener wins jackpot which progresses \$5 with wrong guess.

Please Rob
My Safe

Police Officer
of the Week

Platter
Prince
amer

PLEASE ROB MY SAFE

Please Rob
My Safe

Police Officer
of the Week

Platter
Primer

NOTES TO ALL STATIONS

① Edd Routt reports for duty July first on the news job I've spoken to all of you about. After that time, you'll be getting regular mimeographed Hollywood items, Flashbacks, and other information from outside publications. His salary will be split four different ways and it'll be very cheap on all stations concerned.

Another promotional idea: Please Rob My Safe. To begin with, not too many months ago a Milwaukee radio station came up with a promotion in which they sent a card bearing a number to over 600,000 different households. The idea was and is that if you listen to the station, you may hear your number--which the station has forwarded to you on a card. The expense of such a thing, the mere sending of the cards, is terrific, and exorbitant. Please Rob My Safe will accomplish the same thing, create traffic for merchants, with no such expense involved. The merchant puts a safe in his store, or if he has several stores, a safe in each store. Everybody in town has a given combination on which he may try to open the safe or safes. Everybody knows what his combination is. How? The combination is his or her telephone number. If your telephone number is EL-5034, the combination which you are eligible to try on the safe or safes is RIGHT THREE LEFT FIVE RIGHT FIVE LEFT ZERO RIGHT THREE AND LEFT FOUR. Naturally, no two telephone numbers are the same so only one person could open any one safe. The safes are preset in advance with a combination of numbers drawn out of a hat. Inside the safe, naturally, is some darned good prize which is well publicized over the air.

② Hope everybody's business continues improving. May was the all-time high month in KLIF history, June will be somewhat bigger even though a day shorter, and July looks like the complete lid-lifter. Thanks for this is due to many of you who are no longer with the station.

Let's keep the pressure on and get all of the stations up to number one in ratings and number one in billings. I've kind of got that as a goal by fall.

Gordon McLendon

Pom Polish Roman
Till Cath
Police Officer
of the Week

Platter
Prince
amer

NOTES TO ALL STATIONS

Edd Rountt reports for duty July first on the news job I've spoken to all of you about. After that time, you'll be getting regular mimeographed Hollywood items, Flashbacks, and other information from outside publications. His salary will be split four different ways and it'll be very cheap on all stations concerned.

Another promotional idea: Please Rob My Safe. To begin with, not too many months ago a Milwaukee radio station came up with a promotion in which they sent a card bearing a number to over 600,000 different households. The idea was and is that if you listen to the station, you may hear your number--which the station has forwarded to you on a card. The expense of such a thing, the mere sending of the cards, is terrific, and exorbitant. Please Rob My Safe will accomplish the same thing, create traffic for merchants, with no such expense involved. The merchant puts a safe in his store, or if he has several stores, a safe in each store. Everybody in town has a given combination on which he may try to open the safe or safes. Everybody knows what his combination is. How? The combination is his or her telephone number. If your telephone number is EL-5034, the combination which you are eligible to try on the safe or safes is RIGHT THREE LEFT FIVE RIGHT FIVE LEFT ZERO RIGHT THREE AND LEFT FOUR. Naturally, no two telephone numbers are the same so only one person could open any one safe. The safes are preset in advance with a combination of numbers drawn out of a hat. Inside the safe, naturally, is some darned good prize which is well publicized over the air.

Hope everybody's business continues improving. May was the all-time high month in KLIF history, June will be somewhat bigger even though a day shorter, and July looks like the complete lid-lifter. Thanks for this is due to many of you who are no longer with the station.

Let's keep the pressure on and get all of the stations up to number one in ratings and number one in billings. I've kind of got that as a goal by fall.

Gordon McLendon

Police Officer
of the Week

Platter
Primer

Pom
Till
Cath
Polish Roman

STATION BREAKS (J. Tyler Dunn, Program Director, WYSL)

"This is WYSL...the people's choice..."

"This is WYSL...Leading the campaign for good music in Western New York..."

"This is WYSL Music...where the only trick is a musical treat..."

"Choose WYSL...the station of perfection..."

"You're On the platform of good music... WYSL at 1450..."

INCREASED EFFICIENCY (Bill Weaver, General Manager, KILT)

I quote from Bill's report:

"We have instigated a new recording schedule form to better handle our recording problems. This schedule is kept by the Continuity Director prior to the actual day of recording, and she accepts and makes appointments. On the day of the actual recording, it is turned over to the Recording Engineer who follows the schedule, and who can accept appointments where time is available. This system is much better than previous haphazard system."

PROMOTION (Bob White, Program Director, KILT)

"KILT Plaster Prince and Princess" -- This can either be run as a very short drive segment or at night. High school students send in their names, address and telephone number and each day one is called on the phone and then becomes the judge for that day of three of the new records added to the play list. It can be plugged on the air as to who will be the judge for that night. This will be most of a standing board for new records and since the student will be on the air, it should draw added interest. The person judging for that night will receive their record of the three records judged.

- 1 -

Pom Po
Titl Cal
Police Officer
of the Week

Plaster
Prince
number

STATION BREAKS (J. Tyler Dunn, Program Director, WYSL)

"This is WYSL...the people's choice..."

"This is WYSL... Leading the campaign for good music in Western New York..."

"This is WYSL Music... where the only trick is a musical treat..."

"Choose WYSL...the election of perfection..."

"You're On the platform of good music... WYSL at 1400..."

###

INCREASED EFFICIENCY (Bill Weaver, General Manager, KILT)

I quote from Bill's report:

"We have instigated a new recording schedule form to better handle our recording problems. This schedule is kept by the Continuity Director prior to the actual day of recording, and she accepts and makes appointments. On the day of the actual recording, it is turned over to the Recording Engineer who follows the schedule, and who can accept appointments where time is available. This system is much better than previous haphazard system."

###

PROMOTION (Bob White, Program Director, KILT)

"KILT Platter Prince and Princess" -- This can either be run in a very late drive segment or at night. High school students send in their name, address and telephone number and each day one is called on the phone and then becomes the judge for that day of three of the new records added to the play list. It can be plugged on the air as to who will be the judge for that night. This will be sort of a sounding board for new records and since the student will be put on the air, it should draw added interest. The person judging for that night will receive their choice of the three records judged.

###

Pom
Titl
Cat
Police Officer
of the Week

Plummer

PLUMBER PROMO

KABL MUSIC, SEPTEMBER 1965 JLM

MUSIC: UP & UNDER

WANT TO BE POPULAR? HERE'S A LEAD-PIPE CINCER! KABL MUSIC TELLS
YOU THAT THIS IS "KNOW YOUR PLUMBING INSPECTOR POWER"...A TALK BE-
SIDE BY THE CAST-IRON SOIL PIPE PEOPLE TO HONOR THE PLUMBING INDUSTRY.
SO, TAKE A PLUMBING INSPECTOR TO LUNCH THIS MONTH. BE A PLUMBER!

MUSIC: SUCTION, BUTTON

Pom
Titl
Ca
Po
Police Officer
of the Week

Plummer

POLICE OFFICER OF THE WEEK

PLUMBER PROMO

KABL MUSIC, SEPTEMBER 1965 DLM

MUSIC: UP & UNDER

WANT TO BE POPULAR? HERE'S A LEAD-PIPE CINCH! KABL MUSIC REMINDS YOU THAT THIS IS "KNOW YOUR PLUMBING INSPECTOR MONTH"...A TIME SET-ASIDE BY THE CAST-IRON SOIL PIPE PEOPLE TO HONOR THE PLUMBING INDUSTRY. SO, TAKE A PLUMBING INSPECTOR TO LUNCH THIS MONTH. BE A PLUNGER!

MUSIC: SUCTION, BUTTON

Pom
Tit
Police Officer
of the Week

Posters ation

Extra copy

POLICE OFFICER OF THE WEEK

You will remember when we were listening to KTSA, we heard
KTSA is honoring its listeners as the Police Officer of the Week
and I think this might be good for you.

Pom
Titl
Ca
Po
Police Officer
of the Week

Posters ation

Extra copy

TO: Bill Weaver
FROM: Gordon McLendon
DATE: January 28, 1958

You will remember when we were listening to KTSA, we heard KTSA do honorable mentions on the Police Officer of the Week award. I think this might be good for you.

GBM:bp

CC: All managers

Pom
Titl
Catholic Roman
Millennium

Posters ation

Extra copy

TO: Bill Weaver
FROM: Gordon McLendon
DATE: January 28, 1958

You will remember when we were listening to KTSA, we heard KTSA do honorable mentions on the Police Officer of the Week award. I think this might be good for you.

GBM:bp

CC: All managers

Pom
Titl
Catholic Millennium

Posters ation

TO: ALL MANAGERS
ALL PROGRAM DIRECTORS

FROM: Gordon McLendon

DATE: January 7, 1958

This week's Broadcasting carries a story which has not yet reached our competitors, which you should do something about the moment this memo arrives.

WINS in New York has inaugurated a police award. Two rookie policemen who solved the holdup-murder of a Brooklyn store dealer November 27 were picked as first winners of the WINS "Honor Police Officers of the Week." Families of the officers will receive \$25.00 award from the station, basing its selection on nominations made by listeners.

We should make no cash award but should start our "Honor Police Officer of the Week" on each of our stations. No cash award is necessary here. The recognition will be quite enough. This should be turned over to your news department. Promotional announcements should begin immediately. Actual award should begin in five or six days on the basis of one a week, with the winning officer honored once every two hours on one particular day. Let's say Saturday would be a good day.

GBM:b

Pom
Titl
Polish Roman
Catholic Millennium

Posters ation

Facilities to Sunday dinner, May (5th, National Truck Drivers Day. Possibility
of working through 1. water in delay... since Buffalo is a strong Union city.

RESTAURANT (Johnny Burger, Program Director, WYSL)

National Pickle Week (May 14-20 (Pickle Week)) -- Comic book/picture/pickle promotion
on the air. Buffalo has three pickle factories...

~~TOMMY POPE HOMES~~

pickle business. If things pick up later in the month on this promotion, WYSL
Good Guys (Mia) may throw a pickle party or pickle lunch for Buffalo shoppers in
one of the public squares.

PROGRESS (Johnny Burger, Program Director, WYSL)

Celebration of Polish Roman Catholic Villages -- May 3 and week following.
Celebration in Poland for 100 years. Short messages in Polish and English

celebrating the celebration and expressing support from the city's 22,000 Polish-
American residents.

WYSL (Johnny Burger, Program Director, WYSL)

Anti-Bolshevik... called various...

...the city...

...the city...

...the city...

WYSL

WYSL

...the city...

Pom
Lit
Polish Roman
Catholic Millennium

Posters ation

m

families to Sunday dinner, May 15th, National Truck Drivers Day. Possibility of working through Teamster's Union...since Buffalo is a strong Union city.

PROMOTION (Johnny Barger, Program Director, WYSL)

National Pickle Week (May 19-28 GBM's memo) -- Comic institutional pickle promotion on the air. Buffalo has three pickle factories and WYSL has written previous pickle business. If things pick up later in the month on this promotion, WYSL Good Guys (DJ's) may throw a pickle party or pickle lunch for Buffalo shoppers in one of the public squares.

PROMOTION (Johnny Barger, Program Director, WYSL)

Celebration of "Polish Roman Catholic Millennium" -- May 3 and week following. Christianity in Poland for 1,000 years. Short messages in Polish and English explaining the celebration and eliciting support from the city's 325,000 Polish-American Catholics.

RECORD RESTRICTIONS (Johnny Barger, Program Director, WYSL)

Anti-Defamation League (Jewish) called yesterday to gripe about "Ballad of Irving." Told the man a Jewish record promotion man encouraged me to air it. Kindly said we would reconsider our policy on this record. Would probably go off next week anyway, so the record was pulled in advance and I called him back to say we appreciated the call and had not looked at the record as closely maybe as we should have.

HOT CLIMBERS

KLIF

Due Too Many Mornings
Groovy Kind of Love
Green Grass

Beau Brummels
The Mindbenders
Gary Lewis

Warner Bros.
Fontana
Liberty

KILT

No Klimbers indicated.

WYSL

No Klimbers indicated.

Pompuus
Titles

Posters
ation

families to Sunday dinner, May 15th, National Truck Drivers Day. Possibility of working through Teamster's Union...since Buffalo is a strong Union city.

PROMOTION (Johnny Barger, Program Director, WYSL)

National Pickle Week (May 19-28 GBV's memo) -- Comic institutional pickle promotion on the air. Buffalo has three pickle factories and WYSL has written previous pickle business. If things pick up later in the month on this promotion, WYSL Good Guys (DJ's) may throw a pickle party or pickle lunch for Buffalo shoppers in one of the public squares.

PROMOTION (Johnny Barger, Program Director, WYSL)

Celebration of Polish Roman Catholic Millennium -- May 3 and week following. Christianity in Poland for 1,000 years. Short messages in Polish and English explaining the celebration and eliciting support from the city's 325,000 Polish-American Catholics.

RECORD RESTRICTIONS (Johnny Barger, Program Director, WYSL)

Anti-Defamation League (Jewish) called yesterday to gripe about "Ballad of Irving." Told the man a Jewish record promotion man encouraged me to air it. Kindly said we would reconsider our policy on this record. Would probably go off next week anyway, so the record was pulled in advance and I called him back to say we appreciated the call and had not looked at the record as closely maybe as we should have.

HOT CLIMBERS

KLIF

One Too Many Mornings
Groovy Kind of Love
Green Grass

Beau Brummels
The Mindbenders
Gary Lewis

Warner Bros.
Fontana
Liberty

KILT

No Klimbers indicated.

WYSL

No Klimbers indicated.

Portable

Pompaus	Titles
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50
51	51
52	52
53	53
54	54
55	55
56	56
57	57
58	58
59	59
60	60
61	61
62	62
63	63
64	64
65	65
66	66
67	67
68	68
69	69
70	70
71	71
72	72
73	73
74	74
75	75
76	76
77	77
78	78
79	79
80	80
81	81
82	82
83	83
84	84
85	85
86	86
87	87
88	88
89	89
90	90
91	91
92	92
93	93
94	94
95	95
96	96
97	97
98	98
99	99
100	100

Posters

MEMORANDUM

Pompous Titles

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

TO: Bill Weaver

DATE: JULY 3, 1960

FROM: Gordon McLendon

DATE: January 28, 1958

Jack Sharp has called to my attention an article in the current issue of PLAYBOY MAGAZINE that lends itself to possible use by your morning man. Ken Knox started this yesterday morning with a good telephone response.

The article concerns itself with the growing trend toward making jobs seem what they are not by giving them pompous titles--Garbage collectors are now "Sanitation Engineers", Mailmen are now "Communications Expeditors", window washers are "Aperture Renovators", etc. This is a good topic for ad lib use and Ken got excellent response when he asked listeners to call in and have him assign a new job title for their jobs.

This should be good for possibly a week's use. The article is on Page 7 of PLAYBOY.

GBM:bp

Don Keyes

CC: All managers

Portable

Posters ation

TO: Bill Weaver
FROM: Gordon McLendon
DATE: January 28, 1958

You will remember when we were listening to KTSA, we heard KTSA do honorable mentions on the Police Officer of the Week award. I think this might be good for you.

GBM:bp

CC: All managers

Portable

Posters
ation

TO: ALL MANAGERS
ALL PROGRAM DIRECTORS

FROM: Gordon McLendon

DATE: January 7, 1958

This week's Broadcasting carries a story which has not yet reached our competitors, which you should do something about the moment this memo arrives.

WINS in New York has inaugurated a police award. Two rookie policemen who solved the holdup-murder of a Brooklyn store dealer November 27 were picked as first winners of the WINS "Honor Police Officers of the Week." Families of the officers will receive \$25.00 award from the station, basing its selection on nominations made by listeners.

We should make no cash award but should start our "Honor Police Officer of the Week" on each of our stations. No cash award is necessary here. The recognition will be quite enough. This should be turned over to your news department. Promotional announcements should begin immediately. Actual award should begin in five or six days on the basis of one a week, with the winning officer honored once every two hours on one particular day. Let's say Saturday would be a good day.

GBM:d'

Portable

Posters
ation

TO: ALL STATIONS

FROM: Gordon McLear POOLSIDE KLIF

DATE: June 25, 1956

George Singer has a marvelous gimmick on his afternoon show from one to three that I not only recommend for use to you but almost insist that you use it.

During these three hours, George broadcasts from the "KLIF pool." Every ten or fifteen minutes or so, he will have the noise of water splashing or other sound effects of dripping water or something that is clearly indicative of pool sound effects and will make some remark about it to indicate that he is at the KLIF pool. We have had a lot of requests from listeners wanting to know where the KLIF pool is located. At first George was making a mistake by having the noise of the pool and water rippling in the background of his full three-hour show. This, however, gets to be distracting and gets to sounding like interference on the radio once in a while but handling it in the manner I have outlined is just perfect.

GBM:bp

Portable

Posters
ation

TO: ALL STATIONS

FROM: Gordon McLendon

DATE: June 25, 1956

George Singer has a marvelous gimmick on his afternoon show from one to three that I not only recommend for use to you but almost insist that you use it.

During these three hours, George broadcasts from the "KLIF pool." Every ten or fifteen minutes or so, he will have the noise of water splashing or other sound effects of dripping water or something that is clearly indicative of pool sound effects and will make some remark about it to indicate that he is at the KLIF pool. We have had a lot of requests from listeners wanting to know where the KLIF pool is located. At first George was making a mistake by having the noise of the pool and water rippling in the background of his full three-hour show. This, however, gets to be distracting and gets to sounding like interference on the radio once in a while but handling it in the manner I have outlined is just perfect.

GBM:bp

TO: ALL STATIONS

FROM: Gordon McLendon

DATE: June 25, 1956

George Singer has a marvelous gimmick on his afternoon show from one to three that I not only recommend for use to you but almost insist that you use it.

During these three hours, George broadcasts from the "KLIF pool." Every ten or fifteen minutes or so, he will have the noise of water splashing or other sound effects of dripping water or something that is clearly indicative of pool sound effects and will make some remark about it to indicate that he is at the KLIF pool. We have had a lot of requests from listeners wanting to know where the KLIF pool is located. At first George was making a mistake by having the noise of the pool and water rippling in the background of his full three-hour show. This, however, gets to be distracting and gets to sounding like interference on the radio once in a while but handling it in the manner I have outlined is just perfect.

GBM:bp

Powder

Portable
Radio Day

Scrapbook Promo

Dutch Gr

Princ
of the

POST OFFICE EXOTIC

Posters
n the sky

Prizes

PORTABLE RADIO DAY

Jan 12, 1956
To: Gordon
Fr: Bobbie

IDEA: CLIFF PORTABLE RADIO DAY

This is to get people in a certain shopping center at work or shopping to carry their portable radios with them that day and have portable radios tuned to KLIF.

In particular shopping center on a particular day will be the KLIF MONEY MAN. No one knows what time or where he will be in shopping center. But the first person he runs into who has portable radio with KLIF tuned in, will be given \$25.00.

We will announce what shopping center he'll be in prior to the day and the day itself.

This might stimulate merchants in various shopping centers to buy heavily on said day the KLIF MONEY MAN is to be in their shopping center.

Also, might get in sponsorship from Columbia, RCA or any maker of portable radios.

Should have 5 different shopping centers and then downtown.

Could play this up big with advance teaser promos, then explanatory promo as time gets near, then hit big on designated days.

Could possibly be done once a week, on different days each time, and winner could be called "CLIFF'S LISTENER OF THE WEEK", given money, interviewed, and when winner is chosen, we could have a big noisy bell-buzzer go off on the air, to denote a winner, somewhat like on some TV shows when they have a winner.

?????????

Powder
Radio Day
Portable

1 Scrapbook Promo
Dutch Gr. ACTION

Princ
of the
POST OFFICE EXOTIC

Posters
in the sky
ation

Prizes

Jan 12, 1956
To: Gordon
Fr: Bubbles

IDEA: CLIFF PORTABLE RADIO DAY

Idea is to get people in a certain shopping center at work or shopping to carry their portable radios with them that day and have portable radios tuned to KLIF.

In particular shopping center on a particular day will be the KLIF MONEY MAN. No one knows what time or where he will be in shopping center. But the first person he runs into who has portable radio with KLIF tuned in. . will be given \$25.00 .

We will announce what shopping center he'll be in prior to the day and the day itself.

This might stimulate merchants in various shopping centers to buy heavily on said day the KLIF MONEY MAN is to be in their shopping center.

Also. . might get tie-in sponsorship from Columbia, RCA or any maker of portable radios.

Could have 5 different shopping centers and then downtown.

Could play this up big with advance teaser promos. . then explanatory promos as time gets near. . then hit big on designated days.

Could possibly be done once a week. . on different days each time. . and winner could be called "CLIFF'S LISTENER OF THE WEEK". . given money. . interviewed. . and when winner is chosen. . we could have a big noisy bell-buzzer go off on the air. . to denote a winner. . somewhat like on some TV shows when they have a winner.

??????????

Powder Puff Plant

Scrapbook Promo Dutch GrAITION

Princ of the

POST OFFICE EXOTIC

Posters n the sky

Prize

Jan 12, 1956
To: Gordon
Fr: Bubbles

IDEA: CLIFF PORTABLE RADIO DAY

Idea is to get people in a certain shopping center at work or shopping to carry their portable radios with them that day and have portable radios tuned to KLIF.

In particular shopping center on a particular day will be the KLIF MONEY MAN. No one knows what time or where he will be in shopping center. But the first person he runs into who has portable radio with KLIF tuned in.. will be given \$25.00 .

We will announce what shopping center he'll be in prior to the day and the day itself.

This might stimulate merchants in various shopping centers to buy heavily on said day the KLIF MONEY MAN is to be in their shopping center.

Also.. might get tie-in sponsorship from Columbia, RCA or any maker of portable radios.

Could have 5 different shopping centers and then downtown.

Could play this up big with advance teaser promos.. then explanatory promos as time gets near.. then hit big on designated days.

Could possibly be done once a week.. on different days each time.. and winner could be called "CLIFF'S LISTENER OF THE WEEK".. given money.. interviewed.. and when winner is chosen.. we could have a big noisy bell-buzzer go off on the air.. to denote a winner.. somewhat like on some TV shows when they have a winner.

??????????

Powder Puff Plant

Scrapbook Promo Dutch Gr. ATION

Princ of the

POST OFFICE EXOTIC

Posters in the sky

tion

Prizes

Jan 12, 1956
To: Gordon
Fr: Bubbles

File created

✓

IDEA: CLIFF PORTABLE RADIO DAY

Idea is to get people in a certain shopping center at work or shopping to carry their portable radios with them that day and have portable radios tuned to KLIF.

~~we will announce~~

In particular shopping center on a particular day will be the KLIF MONEY MAN. No one knows what time or where he will be in shopping center. But the first person he runs into who has portable radio with KLIF tuned in..will be given \$25.00.

We will announce what shopping center he'll be in prior to the day and the day itself.

This might stimulate merchants in various shopping centers to buy heavily on said day the KLIF MONEY MAN is to be in their shopping center.

Also..might get tie-in sponsorship from Columbia, RCA or any maker of portable radios.

Could have 5 different shopping centers and then downtown.

Could play this up big with advance teaser promos..then explanatory promos as time gets near..then hit big on designated days.

Could possibly be done once a week..on different days each time..and winner could be called "CLIFF'S LISTENER OF THE WEEK".. given money..interviewed.. and when winner is chosen..we could have a big noisy##### bell-buzzer go off on the air..to denote a winner....some what like on some TV shows when they have a winner..

?????

Powder Puff Plant
Scrapbook Promo
Dutch Gr
ATION
of the
Principal
POST OFFICE EXOTIC
Posters
in the sky
Prizes

POST OFFICE EXOTIC

NEITHER RAIN, SNOW, OR SLEET WILL PROHIBIT THE MAILMAN FROM
HIS APPOINTED ROUNDS. PERPETUATE THIS LONG-TIME AMERICAN DREAM
(EVEN THOUGH MAIL DELIVERY MAY BE DISCONTINUED ON SATURDAYS)...
PURCHASE YOUR OWN POST OFFICE BUILDING AND SITE.

POST OFFICE EXOTIC

THE CITY OF ALICE, TEXAS, A SMALL BUT FAST-GROWING SOUTH
TEXAS COMMUNITY, IS OFFERING THEIR FORMER POST OFFICE BUILDING
TO THE HIGHEST BIDDER IN AN AUCTION AT THE END OF THE MONTH.

THE BUILDING HAS OVER SEVEN THOUSAND SQUARE FEET OF FLOOR
SPACE AND A BASEMENT WILL BE INCLUDED IN THE PURCHASE PRICE.
BEFORE THE END OF MONTH CONTACT ALICE, TEXAS POSTMASTER
CAULEY AND MAKE YOUR BID FOR THE POST OFFICE BUILDING.
HIGHEST BIDDER WILL BE NAMED AUGUST 31ST.

Powder Puff Plant
Paceant

1 Scrapbook Promo Dutch Gr. 11/11/11

Print
of the

POST OFFICE EXOTIC

Posters nation
the sky

Prize

✓

POST OFFICE EXOTIC

NEITHER RAIN, SNOW, OR SLEET WILL PROHIBIT THE MAILMAN FROM HIS APPOINTED ROUNDS. PERPETUATE THIS LONG-TIME AMERICAN DREAM (EVEN THOUGH MAIL DELIVERY MAY BE DISCONTINUED ON SATURDAYS)... PURCHASE YOUR OWN POST OFFICE BUILDING AND SITE.

THE CITY OF ALICE, TEXAS, A SMALL BUT FAST-GROWING SOUTH TEXAS COMMUNITY, IS OFFERING THEIR FORMER POST OFFICE BUILDING TO THE HIGHEST BIDDER IN AN AUCTION AT THE END OF THE MONTH.

THE BUILDING HAS OVER SEVEN THOUSAND SQUARE FEET OF FLOOR SPACE AND A BASEMENT WILL BE INCLUDED IN THE PURCHASE PRICE. BEFORE THE END OF MONTH CONTACT ALICE, TEXAS POSTMASTER CAULEY AND MAKE YOUR BID FOR THE POST OFFICE BUILDING. HIGHEST BIDDER WILL BE NAMED AUGUST 31ST.

Powder Puff Plant

Scrapbook Promo Dutch Girl

Principal of the Year

Posters in the sky

Prizes

✓

POST OFFICE EXOTIC

NEITHER RAIN, SNOW, OR SLEET WILL PROHIBIT THE MAILMAN FROM
HIS APPOINTED ROUNDS. PERPETUATE THIS LONG-TIME AMERICAN DREAM
(EVEN THOUGH MAIL DELIVERY MAY BE DISCONTINUED ON SATURDAYS)...
PURCHASE YOUR OWN POST OFFICE BUILDING AND SITE,

THE CITY OF ALICE, TEXAS, A SMALL BUT FAST-GROWING SOUTH
TEXAS COMMUNITY, IS OFFERING THEIR FORMER POST OFFICE BUILDING
TO THE HIGHEST BIDDER IN AN AUCTION AT THE END OF THE MONTH.

THE BUILDING HAS OVER SEVEN THOUSAND SQUARE FEET OF FLOOR
SPACE AND A BASEMENT WILL BE INCLUDED IN THE PURCHASE PRICE.
BEFORE THE END OF MONTH CONTACT ALICE, TEXAS POSTMASTER
CAULEY AND MAKE YOUR BID FOR THE POST OFFICE BUILDING.
HIGHEST BIDDER WILL BE NAMED AUGUST 31ST.

Powder Puff Plant
Scrapbook Promo
Dutch Girl
ATTENTION

Principal
of the Year

Pro
in the sky
Posters

Prizes

Powder Puff Plant
Pascent

Scrapbook Promo
Dutch Girl ATION

Principal
of the Year

Pro Posters
in the sky

Prizes

T. P. ADAMS (Mining)
Wasaga Beach, Ont., Canada
Ph. Wasaga Beach 591

March 10 - 1961

Don, Mitch, Dad:

This material is definitely worth looking at for our system.

Mrs. Clint & John A. Murchison

Dallas - Texas.

Dear Sirs:

You could control what will be the new force in advertising around the world.

"Posters in the Sky."

We at present control powerful projectors to display copy on the clouds that millions can view at one time.

It has become much too big for us to handle. So we will transfer all rights - including Blueprints to build projectors in any country - in return for paid up stock interest

Appt
1961

Powder Puff Plant
Pageant

Scrapbook Promo

Dutch Girl ATION

Principal
of the Year

Procrastination

Prizes
Every hour

Maybe if Howard Hughes of Houston
would make the projector -

one machine - has been
built in Japan - & could be brought
over to U.S.A. - first operated to
display. Advertising in the Sky -
over - Dallas -

We are making you couple
of photos also special brochure we
had prepared.

You might even operate
it from R.R. trains

Yours. Sincerely

J.P. Adams.

P.S.

We have many advertisers interested, but
simply do not have the funds to properly
promote. It requires younger man -

J.P.A.

Powder Puff Plant
Pageant

Scrapbook Promo
Dutch Girl

Principal
of the Year

Procrastination

Prizes
Every hour

ADVERTISING IN THE SKY

90 FOOT LETTERING

Stimulate
OTHER MEDIUMS
With Sky Posters!

Your Copy In
PREFERRED POSITION
With Sky Posters



Your Brands
IN OUTER SPACE
With Sky Posters!

Black or white?

Flash — News — Bargains
Jokes — Time
From Your Roof.

Same as TV

Powder Puff Plant
Pageant

Scrapbook Promo

Dutch Girl
ATION

Principal
of the Year

Procrastination

Prizes
Every Year

Powder Puff Plant
Pageant

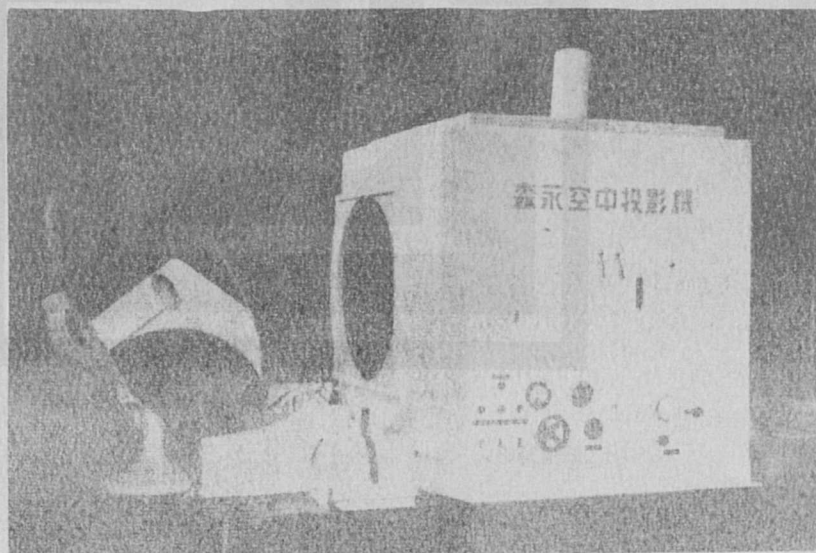
Scrapbook Promo

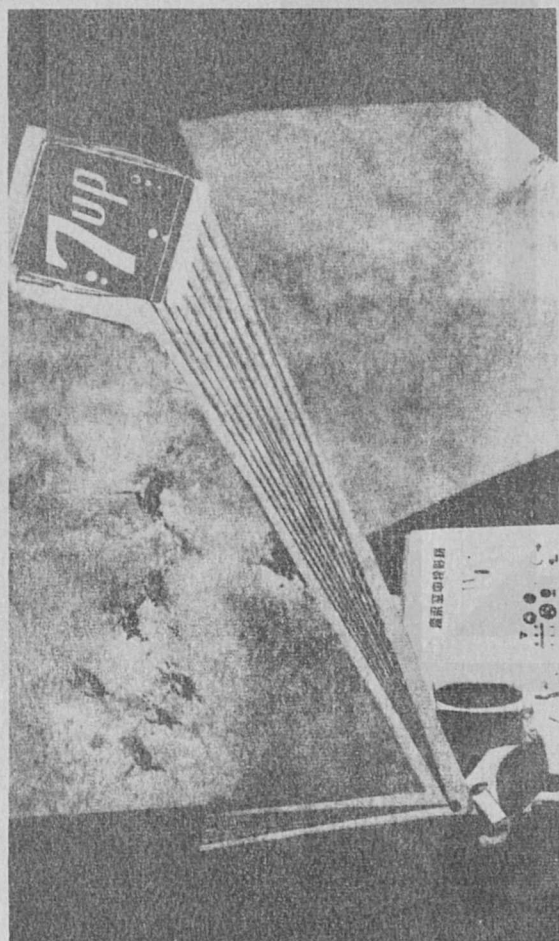
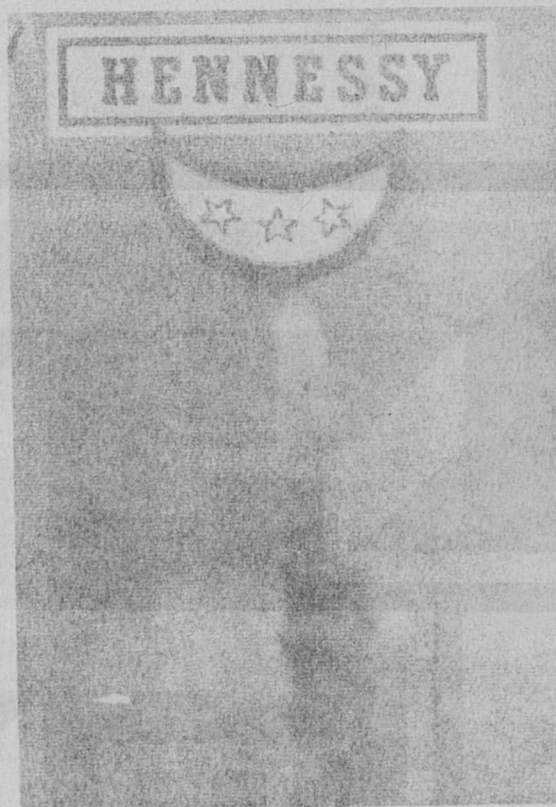
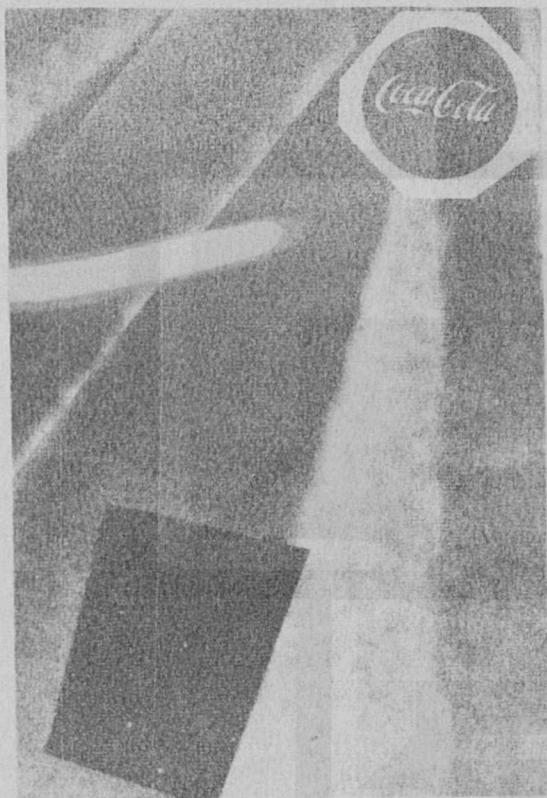
Principal
of the Year

Procrastination

Prizes
Every Day

新運伝に“空中投影機”登場

[illegible]



Your Copy In
PREFERRED POSITION
With Sky Posters

SKY, LIKE OCEAN IS HIGHWAY of ALL NATIONS

Registered and built for
T. P. ADAMS
Aerial - Sky - Posters
Wasaga Beach, Ont., Canada

Powder Puff Plant
Pageant

Scrapbook Promo

Dutch Girl ATION

Principal
of the Year

Procrastination

Prizes for
Every hour

Powder Puff Plant
Pageant

Scrapbook Promo
Dutch GrIATION

Principal
of the Year

Procrastination

Prizes
Every hour



Machine weighs one ton and may be
used as mobile unit to service all points.

KABL PROMOTION

"POWDER PUFF PAINTING PAGEANT" PROMO

MUSIC: PREFER A COMIC OPENING STING... UP DAIRFLY THEN UNDER

#1 : Cable is looking for a make-up Mischelangedel

MUSIC: UP FOR A STING... THEN UNDER AGAIN:

#2 : In honor of the Lady's Fair Beauty Exposition,
opening September 7th at Brooks Hall for one week,

KABL is urging all women to enter our "POWDER PUFF
PAINTING PAGEANT."

#1 : Paint any picture you like, in any style you like,

#2 : But... the materials used for painting must be woman's cosmetics only!

#1 : Like lipstick, nail polish, eyebrow pencil,

#2 : Entries will be judged by Billy Peafrow, well known San Francisco Art
Dealer, and the winning entry will receive:

#1 : A man's face beauty care!

#2 : Paintings must be in our hands by midnight, September 6th.

#1 : So we Cable's "POWDER PUFF PAINTING PAGEANT" away!

#2 : Send your painting to:

#1 : Place 1100 X 12 L. San Francisco.

WILLIAM J. PEAFROW,
Art Dealer

Powder Puff Paint
Pageant

Scrapbook Promo
Dutch Girl
ATION

Principal
of the Year

Procrastination

Prizes
Every hour

POWDER PUFF PAINT PAGEANT

rph

KABL PROMOTION

"POWDERPUFF PAINTING PAGEANT" PROMO

MUSIC: PREFER A COMIC OPENING STING...UP BRIEFLY THEN UNDER FOR:

#1 : Cable is looking for a make-up Michaelangelo!

MUSIC: UP FOR A STING... THEN UNDER AGAIN:

#2 : In honor of the Lady's Fair Beauty Exposition,
opening September 7th at Brooks Hall for one week,

KABL is urging all women to enter our "POWDER PUFF
PAINTING PAGEANT."

#1 : Paint any picture you like, in any style you like.

#2 : But...the materials used for painting must be women's cosmetics only!

#1 : Like lipstick, nail polish, eyebrow pencil.

#2 : Entries will be judged by Billy Pearson, well known San Francisco Art
Dealer, and the winning entry will receive...

#1 : A year's free beauty care!

#2 : Paintings must be in our hands by midnight, September 6th.

#1 : Enter Cable's POWDER PUFF PAINTING PAGEANT today!

#2 : Send your painting to:

#1 : Mona Lisa, KABL, San Francisco.

MUSIC: BUTTON.

Presidential Scrapbook Promo
Dutch Girl ATION

Principal
of the Year

Procrastination

Prizes
Every hour

KABL PROMOTION

"POWDERPUFF PAINTING PAGEANT" PROMO

MUSIC: PREFER A COMIC OPENING STING...UP BRIEFLY THEN UNDER FOR:

#1 : Cable is looking for a make-up Michaelangelo!

MUSIC: UP FOR A STING... THEN UNDER AGAIN:

#2 : In honor of the Lady's Fair Beauty Exposition,
opening September 7th at Brooks Hall for one week,

KABL is urging all women to enter our "POWDER PUFF
PAINTING PAGEANT."

#1 : Paint any picture you like, in any style you like.

#2 : But...the materials used for painting must be women's cosmetics only!

#1 : Like lipstick, nail polish, eyebrow pencil.

#2 : Entries will be judged by Billy Pearson, well known San Francisco Art
Dealer, and the winning entry will receive...

#1 : A year's free beauty care!

#2 : Paintings must be in our hands by midnight, September 6th.

#1 : Enter Cable's POWDER PUFF PAINTING PAGEANT today!

#2 : Send your painting to:

#1 : Mona Lisa, KABL, San Francisco.

MUSIC: BUTTON.

Presidential Scrapbook Promo

Dutch Girl ATION

Principal of the Year

Procrastination

Prizes Every Hour

KABL PROMOTION

"POWDERPUFF PAINTING PAGEANT" PROMO

MUSIC: PREFER A COMIC OPENING STING...UP BRIEFLY THEN UNDER FOR:

#1 : Cable is looking for a make-up Michaelangelo!

MUSIC: UP FOR A STING. THEN UNDER AGAIN:

#2 : (In honor of the Lady's Fair Beauty Exposition,
opening September 7th at Brooks Hall for one week,)

KABL is urging all women to enter our "POWDER PUFF
PAINTING PAGEANT."

#1 : Paint any picture you like, in any style you like.

#2 : But...the materials used for painting must be women's
cosmetics only!

#1 : Like lipstick, nail polish, eyebrow pencil.

#2 : (Entries will be judged by Billy Pearson, well known
San Francisco Art Dealer, and) the winning entry will receive..

#1 : A years free beauty care!

#2 : Paintings must be in our hands by midnight, September 6th.

#1 : ~~XXXXXXXXXXXXXXXXXX~~ Enter Cable's POWDER PUFF PAINTING
PAGEANT today!

#2 : Send your painting to:

#1 : Mona Lisa, KABL, San Francisco.

MUSIC: BUTTON.

(POSSIBLE CUTS)

Presidential Scrapbook Promo Dutch Griftation

Principal of the Year

Procrastination

Prizes Every Hour

KABL

SAN FRANCISCO

TO: Don Keyes
cc: GBM

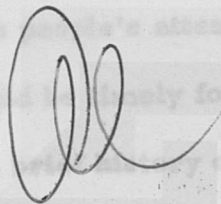
DATE: 10 September 1963

FROM: Al Hart

SUBJECT: "Powderpuff Painting Pageant"

Here is a promo idea that we used to get a little business out of a Beauty Show that is currently in town.

I send it along with the thought that maybe another of the stations in the chain, or an individual jock can adopt it for use.



STATION BREAKS (Johnny Borders, Program Director, KTSA)

"The Christmas Sound... sounds best on 543... KTSA!"

"KTSA... your holiday headquarters for fun!"

"KTSA... the sound wrapped for Christmas listening!"

PROMOTION (Jack Fiedler, Manager, KTSA)

"We took the Powder Puff Paint Pageant contest copy from KABL and ran a promotion (for real) on the Bob Sinclair Show. To our surprise in two weeks time on an every-other-hour schedule, it pulled more than 90 real works of art done in cosmetics. Prize included one year supply of Cover Girl makeup, courtesy of Novena. The whole thing made a great merchandising piece in behalf of Novena who should be delighted."

Presidential Scrapbook Promo
Dutch Girl
ATION

Principal
of the Year

Procrastination

Prizes
Every Hour

Rph

PROMOTION (Johnny Borders, Program Director, KTSA)

"Tree Chop" -- telephone game where listener guesses how many chops it takes to bring down Christmas tree. If correct, wins a tree. Produced with Christmas music, chopping sounds, and "timberrr" in echo, etc. The trees are provided by a supermarket for air mention.

The promotion is inexpensive and timely and Johnny reports that listener response has been good.

###

PUBLIC SERVICE PROMOTION (Johnny Borders, Program Director, KTSA)

With more people's attention focused on politics and national affairs, Johnny thinks it would be timely for short, well-produced featurette on "The Presidents", giving brief history of each. He suggests the Walter Brennan album on Liberty as reference material.

###

STATION BREAKS (Johnny Borders, Program Director, KTSA)

"The Christmas Sound...sounds best on 550...KTSA!"

"KTSA...your holiday headquarters for fun!"

"KTSA...the sound wrapped for Christmas listening!"

###

PROMOTION (Jack Fiedler, Manager, KTSA)

"We took the Powder Puff Paint Pageant exotic copy from KABL and ran a promotion (for real) on the Bob Sinclair Show. To our surprise in two weeks time on an every-other-hour schedule, it pulled more than 50 real works of art done in cosmetics. Prize included one year supply of Cover Girl makeup, courtesy of Noxema. The whole thing made a great merchandising piece in behalf of Noxema who should be delighted."

-1-

Presidential Scrapbook Promo

Dutch Girl ATION

Principal of the Year

Procrastination

Prizes Every hour

PROMOTION (Johnny Borders, Program Director, KTSA)

"Tree Chop" -- telephone game where listener guesses how many chops it takes to bring down Christmas tree. If correct, wins a tree. Produced with Christmas music, chopping sounds, and "timberrr" in echo, etc. The trees are provided by a supermarket for air mention.

The promotion is inexpensive and timely and Johnny reports that listener response has been good.

###

PUBLIC SERVICE PROMOTION (Johnny Borders, Program Director, KTSA)

With more people's attention focused on politics and national affairs, Johnny thinks it would be timely for short, well-produced featurette on "The Presidents", giving brief history of each. He suggests the Walter Brennan album on Liberty as reference material.

###

STATION BREAKS (Johnny Borders, Program Director, KTSA)

"The Christmas Sound...sounds best on 550...KTSA!"

"KTSA...your holiday headquarters for fun!"

"KTSA...the sound wrapped for Christmas listening!"

###

PROMOTION (Jack Fiedler, Manager, KTSA)

"We took the Powder Puff Paint Pageant exotic copy from KABL and ran a promotion (for real) on the Bob Sinclair Show. To our surprise in two weeks time on an every-other-hour schedule, it pulled more than 50 real works of art done in cosmetics. Prize included one year supply of Cover Girl makeup, courtesy of Noxema. The whole thing made a great merchandising piece in behalf of Noxema who should be delighted."

- 1 -

Presidential Scrapbook Promo

Dutch Girl ATION

Principal
of the Year

Procrastination

Prizes
Every hour

Presidential Scrapbook Promo

Dutch GrADUATION

Principal
of the Year

Procrastination

Prizes
Every Hou.

X-TRA - "The X-TRA News Presidential Scrapbook."

Still in the talking stage until it proves practical, this promotion (with the aid of a good cover layout), would keep a visual reminder of the availability of X-TRA News in Southland homes for at least a year.

X-TRA would provide listeners a scrapbook in which they could file clippings or personal notes on all presidential candidates. A special feature could be aired encapsulating the latest available campaign information. We would point out the value of the informed voter and the lasting benefits obtaining if this is tackled as a family project. It is not unthinkable that a sponsor could be found who would at least share in the cost of production and distribution.

BEST OUTSIDE PROMOTION IDEA

KABL- In connection with a "Fin Festival" this weekend at Fisherman's Wharf, KABL concocted the "farfetched-fickle-fish-fable contest." Next Saturday the winner will be awarded his loot. KABL was included in all publicity from the "Fin Festival" people. There were some super creative entries.
(Copy)

Fish Story Promo

Now, you can enter CABLE'S Fin Festival "Farfetched-fickle-fish-fable" Contest! In a flourish of your phalanges, simple fabricate a fishy fiasco that won't "hold water" under the jaundiced, jurisprudence of our judges. "Cast" about your cranium for a farfetched "line" with a good "hook" to it. If you think you have the fishiest-fish-fib... don't "keep it on ice"... send it to CABLE! The winner will be our guest at Fisherman's Wharf Fin Festival, October 28th... with dinner for two... a boat tour of the bay... and a "fin" for expenses. Send your "farfetched-fickle-fish-fable" to:... "Holy Mackerel"... CABLE, San Francisco.

Fish Story Winner

And now... KABL announces the winner of the farfetched-fickle-fish-fable contest (fanfare)... Mr. E. R. Delfs... of Campbell, California. It was, indeed, difficult to choose the fishiest-fish-fib from among the many entrys. One fibber stated he combined golf with fishing simply by clubing jumping fish with his three iron; another wrote a sad tale about a disillusioned whale that committed suicide by jumping on the Golden Gate Bridge. However, Mr. Delfs had the audacity to compare himself with Jonah... relating that he was pulled overboard and swallowed by a large tuna. His correspondence was scribed on the inside of a sea shell. So a "flip of the flapper" to Mr. E. R. Delfs... wherever you are... CABLE'S "Farfetched-fickle-fish Fable" Award will be presented to you next Saturday at the Fisherman's Wharf Fin Festival.

Quest
Pretty Little Dutch Girl
ATION

Principal
of the Year

Procrastination

Prizes
Every Hou

X-TRA - "The X-TRA News Presidential Scrapbook."

Still in the talking stage until it proves practical, this promotion (with the aid of a good cover layout), would keep a visual reminder of the availability of X-TRA News in Southland homes for at least a year.

X-TRA would provide listeners a scrapbook in which they could file clippings or personal notes on all presidential candidates. A special feature could be aired encapsulating the latest available campaign information. We would point out the value of the informed voter and the lasting benefits obtaining if this is tackled as a family project. It is not unthinkable that a sponsor could be found who would at least share in the cost of production and distribution.

BEST OUTSIDE PROMOTION IDEA

KABL- In connection with a "Fin Festival" this weekend at Fisherman's Wharf, KABL concocted the "farfetched-fickle-fish-fable contest." Next Saturday the winner will be awarded his loot. KABL was included in all publicity from the "Fin Festival" people. There were some super creative entries.
(Copy)

Fish Story Promo

Now, you can enter CABLE'S Fin Festival "Farfetched-fickle-fish-fable" Contest! In a flourish of your phalanges, simple fabricate a fishy fiasco that won't "hold water" under the jaundiced, jurisprudence of our judges. "Cast" about your cranium for a farfetched "line" with a good "hock" to it. If you think you have the fishiest-fish-fib... don't "keep it on ice"... send it to CABLE! The winner will be our guest at Fisherman's Wharf Fin Festival, October 28th... with dinner for two... a boat tour of the bay... and a "fin" for expenses. Send your "farfetched-fickle-fish-fable" to:... "Holy Mackerel"... CABLE, San Francisco.

Fish Story Winner

And now... KABL announces the winner of the farfetched-fickle-fish-fable contest (fanfare)... Mr. E. R. Delfs... of Campbell, California. It was, indeed, difficult to choose the fishiest-fish-fib from among the many entries. One fibber stated he combined golf with fishing simply by clubbing jumping fish with his three iron; another wrote a sad tale about a disillusioned whale that committed suicide by jumping on the Golden Gate Bridge. However, Mr. Delfs had the audacity to compare himself with Jonah... relating that he was pulled overboard and swallowed by a large tuna. His correspondence was scribed on the inside of a sea shell. So a "flip of the flapper" to Mr. E. R. Delfs... wherever you are... CABLE'S "Farfetched-fickle-fish Fable" Award will be presented to you next Saturday at the Fisherman's Wharf Fin Festival.

DEER DERBY (Jack Fiedler, Manager, KTSA)

PRETTY LITTLE DUTCH GIRL

Deer season opens November 16th in Adams and is being
a prize of several sporting goods items to the hunters who bring in the deer
with the most points, the heaviest deer, etc. These need to be brought to
KTSA the first day of the season.

PROMOTION (Johnny Borders, Program Director, KTSA)

"Turkey Shoot Contest" -- TMA is similar to any pre-recorded
contest. First person to call becomes contestant and is given opportunity
to guess how many shots (between 1 and 3) it will take to shoot a KTSA
turkey.

Though Johnny does not state the production office would
assume that there are a variety of rifle shots being used by a group of
a turkey.

Seemingly no contest twist and just a time for Thanksgiving.

SALES (Don Meyer, Manager)

There is a sales promotion for the Dutch Girl being
played on various stations including KTSA. It is a contest where
contestants are given a chance to win a prize by purchasing a Dutch Girl
product. The contest is being held in conjunction with the Dutch Girl
product line.

Quest

Pretty Little Dutch Girl

Principal of the Year

Procrastination

Prizes Every Hour

DEER DERBY (Jack Fiedler, Manager, KTSA)

Deer season opens November 16th in Texas and KTSA is offering a prize of several sporting goods items to the hunters who bring in the deer with the most points, the heaviest deer, etc. These need to be brought to KTSA the first day of the season.

###

PROMOTION (Johnny Borders, Program Director, KTSA)

"Turkey Shoot Contest" -- This is similar to any pre-recorded contest. First person to call becomes contestant and is given opportunity to guess how many shots (between 1 and 5) it will take to shoot a KTSA turkey.

Though Johnny does not state the production effects used, I would assume that these are a series of rifle shots ending with the loud gobble of a turkey.

Certainly an unusual twist and just in time for Thanksgiving.

###

SALES IDEA (Don Keyes, Dallas)

There is a record out called "Pretty Little Dutch Girl" being played on various stations including KILT. I want to point out that there are various retail accounts in your cities which in all likelihood are named " Dutch Girl something-or-other". This should give you some type of lever for a sales tie-in.

If you need copies of the record in bulk, I think I can obtain them.

###

Question &
Promotional Copy

ASTINATION

Principal
of the Year

Procrastination

Prizes
Every Hon

DEER DERBY (Jack Fiedler, Manager, KTSA)

Deer season opens November 16th in Texas and KTSA is offering a prize of several sporting goods items to the hunters who bring in the deer with the most points, the heaviest deer, etc. These need to be brought to KTSA the first day of the season.

###

PROMOTION (Johnny Borders, Program Director, KTSA)

"Turkey Shoot Contest" -- This is similar to any pre-recorded contest. First person to call becomes contestant and is given opportunity to guess how many shots (between 1 and 5) it will take to shoot a KTSA turkey.

Though Johnny does not state the production effects used, I would assume that these are a series of rifle shots ending with the loud gobble of a turkey.

Certainly an unusual twist and just in time for Thanksgiving.

###

SALES IDEA (Don Keyes, Dallas)

There is a record out called "Pretty Little Dutch Girl" being played on various stations including KILT. I want to point out that there are various retail accounts in your cities which in all likelihood are named " Dutch Girl something-or-other". This should give you some type of lever for a sales tie-in.

If you need copies of the record in bulk, I think I can obtain them.

###

Question &
Answer

Promotional Copy

ASTINATION

Principal
of the Year

Procrastination

Prizes
Every Hou

MEMORANDUM

June 28, 1963

TO: ALL STATION MANAGERS cc: Don Keyes
ALL PROGRAM DIRECTORS Bill Stewart
Mitch Lewis

FROM: Gordon McLendon

You have received already my copy regarding poorly written editorials. Let's now discuss the subject of clarity in writing promotional copy. Here, the same basic rules apply as applied to editorials. Keep the sentences short. Deal in the simplest possible words. State your idea early and explain it once and preferably twice.

In preparing suggestions for the production of "The Instant Top 40" I had anticipated that all of you would have had much descriptive material of your own and, in particular, many promos. Insofar as I can tell, particularly in Dallas, that did not prove to be the case. The only promos that got on the air that I heard were, I believe, those which I had written later. Some few station originated promos did finally make the air, but they were unclear in explaining exactly what "The Instant Top 40" was. I then wrote some new ones, copies of which have been sent to all stations, and you will find that they are quite explicit and clear in explaining to the listeners precisely what we mean by Instant Top 40, how it is better than other stations' Top 40, etc.

Now we are getting ready to have between the three Texas Triangle stations a three-way Disc Jockey record hop at a point at which the signal of the three stations converge--in other words at the point in Texas where KTSB, KILF and KILF are all audible. That point seems to be around Madisonville, Texas, although it bears checking before the point is finally decided upon. Anyway, it will be necessary to have promos advertising the event on our stations, and they will have to be as simple as possible. I give you the following as an example:

"Here is news, the biggest record hop which will ever be held in the State of Texas--the Texas Triangle Hop at Madisonville. Here is the story: The three Texas Triangle stations are KILF, Dallas, KILT, Houston and KTSB, San Antonio. These three stations can be heard throughout most of Texas. In fact, there is one point in East Texas where all three stations can be heard. The three Texas Triangle stations are now going to join and have a Record Hop at that place--Madisonville, Texas. Visitors are invited from Houston, from San Antonio, from Dallas and Fort Worth and all over Texas."

(continued)

Question & Answer

Promotional Copy

ASTINATION

Principal of the Year

Procrastination

Prizes Every Hour

MEMORANDUM

June 28, 1963

TO: ALL STATION MANAGERS
ALL PROGRAM DIRECTORS

cc: Don Keyes
Bill Stewart
Mitch Lewis

FROM: Gordon McLendon

You have received already my copy regarding poorly written editorials. Let's now discuss the subject of clarity in writing promotional copy. Here, the same basic rules apply as applied to editorials. Keep the sentences short. Deal in the simplest possible words. State your idea early and explain it once and preferably twice.

In preparing suggestions for the production of "The Instant Top 40" I had anticipated that all of you would have had much descriptive material of your own and, in particular, many promos. Insofar as I can tell, particularly in Dallas, that did not prove to be the case. The only promos that got on the air that I heard were, I believe, those which I had written later. Some few station originated promos did finally make the air, but they were unclear in explaining exactly what The Instant Top 40 was. I then wrote some new ones, copies of which have been sent to all stations, and you will find that they are quite explicit and clear in explaining to the listeners precisely what we mean by Instant Top 40, how it is better than other stations' Top 40, etc.

Now we are getting ready to have between the three Texas Triangle stations a three-way Disc Jockey record hop at a point at which the signal of the three stations converge--in other words at the point in Texas where KTSA, KILT and KLIF are all audible. That point seems to be around Madisonville, Texas, although it bears checking before the point is finally decided upon. Anyway, it will be necessary to have promos advertising the event on our stations, and they will have to be as simple as possible. I give you the following as an example:

"Here is news, the biggest record hop which will ever be held in the State of Texas--the Texas Triangle Hop at Madisonville. Here is the story: The three Texas Triangle stations are KLIF, Dallas, KILT, Houston and KTSA, San Antonio. These three stations can be heard throughout most of Texas. In fact, there is one point in East Texas where all three stations can be heard. The three Texas Triangle stations are now going to join and have a record hop at that place--Madisonville, Texas. Visitors are invited from Houston, from San Antonio, from Dallas and Fort Worth--as well as from

(cont'd)

Question & Answer

PROCRASTINATION

Principal of the Year

Procrastination

Prizes Every Hour

everywhere else in the listening area of the three Texas Triangle stations. Remember, the Big Hop will be at Madisonville--the spot where all three Texas Triangle stations can be heard clearly. The date will soon be announced. We want you present at the first Texas Triangle Record Hop at Madisonville. The only state-wide record hop ever held."

Now this will give you a general idea. It is clear and spells it out so the listeners can understand why we are having a record hop at Madisonville, what it is all about, etc. It is a clear promotional announcement. The listener has no trouble getting the vital Who, What, When, Where and Why of any good announcement.

Let's keep our promos clear. When we have a contest, let's explain it as though we were laying it out for a six-year old child. When we have any other sort of promotion, let's make it chrystal clear in its simplicity. The same thing is true for commercial continuity, obviously.

Gordon McLendon

GBM:us

Question &
Answer

PROCRASTINATION

Principal
of the Year

Procrastination

Prizes
Every Hou.

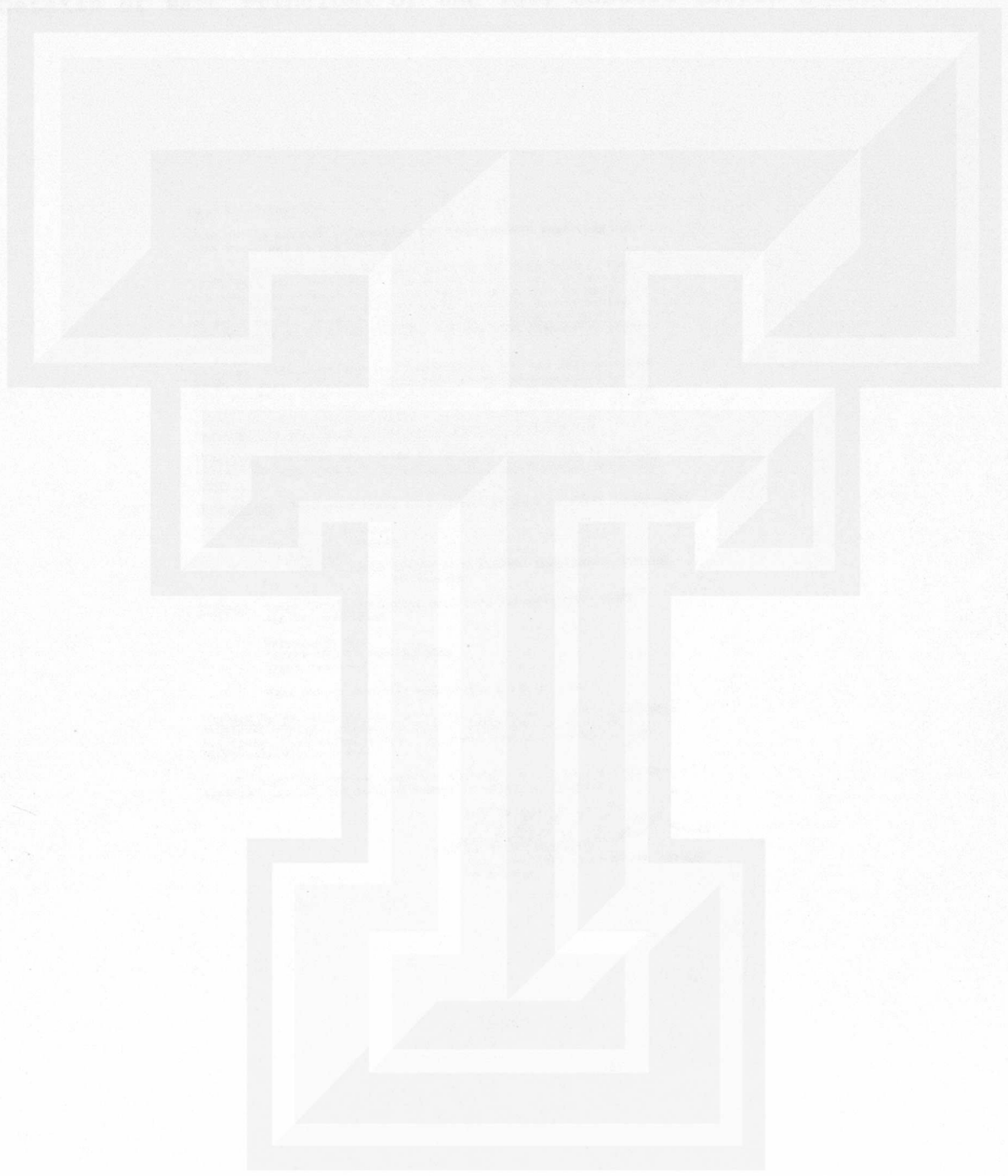
Question &
Answer

PROCRASTINATION

Principal
of the Year

Procrastination

Prizes
Every Hou



Details of WABC Principal of the Year contest (circa 1966):

Dear Bob-A-Loot:

Here is the advance information for your readers regarding our 1966 Principal of The Year Election.

Voting: You vote by signing your name to 3x5 file cards. The card must show the name of the school as well as the name of the principal or dean. That information may either be hand written or mechanically duplicated by printing, mimeographing or other means. However, ALL CARDS MUST BE SIGNED BY HAND. You may vote as often as you like but you must personally sign each vote.

Delivery: This year, for your convenience, you may deliver your votes to any of the 175 neighborhood Thom McAn shoe stores. They are being used as drop off points. Your votes will then be shipped to WABC without any further effort on your part. If you prefer you may bring your votes directly to WABC election headquarters at 1926 Broadway (64th Street) in Manhattan.

Deadline: Wherever you choose to drop off your votes, please be certain to have them all delivered by 5PM of Saturday, April 23, 1966.

Categories: This year there is a winner in each of these categories:

Public Schools
Private Schools
Colleges
Small Schools (Under 1000 student enrollment) Public or private

Prizes: Award Scroll presented at School Assembly with WABC Air Personalities

Television Set
Stereo AM-FM Console Radio
Clock Radio

Each winner receives all of the above prizes.

Who Can Vote: Anybody who can write, can vote. Mothers, Fathers, Brothers, Sisters, Aunts and Uncles, Grandparents, Friends, Neighbors, Distant Relatives, Students, Faculty, Merchants and Storekeepers. Anybody.

It is suggested that you organize a committee for your school so that you collect the maximum number of votes efficiently.

Your Host,
Walter A. Schwartz
Walter A. Schwartz
Vice President and General Manager
WABC Radio

Question & Answer

PROCRASTINATION

Procrastination

Prizes Every Hour

Question &
Answer

PROCRASTINATION

Procrastination

Prize
Event

ryh

DISTANT LISTENERS CONTEST -- Once each hour during summertime weekends, the announcer on duty calls out the name of a town within a 100-mile radius of the station. First person to call from that town wins prize, which was \$5.00.

###

FIND THE OLD KEY -- Each day the station would give a different individual in town a "golden" key. Clues would then be broadcast about the Key's location. Example: "The Key is in a safe place" was the clue given when the key was held by a town bank teller. The winner is the one who first asks the key holder, "Are you the man with the gold key?"

It is suggested that doctors not be used as key holders. When they made that mistake, the town doctors were so harassed by telephone calls that the station had to broadcast instructions to stop calling doctors and announced a new key holder for the day.

###

PRIZES EVERY HOUR -- Listeners are invited to send in postcards addressed to their favorite recording star. Every hour, six postcards are drawn right on the air, complete with sound effects of the drum of postcards being rattled. Writers of five postcards each get a single record and one entrant wins an album, each winner receiving records featuring his favorite artist.

Because there are so many winners each hour, the chance of winning seems to be very good to most listeners--which helps to generate an excellent response.

###

TALK TO THE STARS - An inexpensive and easily brought-off variation on the "Date with Elvis" contest. Listeners are invited to write a letter to the station explaining "Why I want to talk to Connie Francis" or whomever station names as star of the week. Writer of the best letter or card is judged the winner. Prize is, of course, a phone call with the star (pre-arranged) of the week plus a record album.

Question & Answer

PROCRASTINATION

Procrastination

DISTANT LISTENERS CONTEST -- Once each hour during summertime week-

ends, the announcer on duty calls out the name of a town within a 100-mile radius of the station. First person to call from that town wins prize, which was \$5.00.

###

FIND THE OLD KEY -- Each day the station would give a different individual

in town a "golden" key. Clues would then be broadcast about the Key's location.

Example: "The Key is in a safe place" was the clue given when the key was held by a town bank teller. The winner is the one who first asks the key holder, "Are you the man with the gold key?"

It is suggested that doctors not be used as key holders. When they made that mistake, the town doctors were so harassed by telephone calls that the station had to broadcast instructions to stop calling doctors and announced a new key holder for the day.

###

PRIZES EVERY HOUR -- Listeners are invited to send in postcards addressed

to their favorite recording star. Every hour, six postcards are drawn right on the air, complete with sound effects of the drum of postcards being rattled. Writers of five postcards each get a single record and one entrant wins an album, each winner receiving records featuring his favorite artist.

Because there are so many winners each hour, the chance of winning seems to be very good to most listeners--which helps to generate an excellent response.

###

TALK TO THE STARS - An inexpensive and easily brought-off variation

on the "Date with Elvis" contest. Listeners are invited to write a letter to the station explaining "Why I want to talk to Connie Francis" or whomever station names as star of the week. Writer of the best letter or card is judged the winner. Prize is, of course, a phone call with the star (pre-arranged) of the week plus a record album.

###

Question &
Answer

PROCRASTINATION

Procrastination

BEST ON THE AIR PROMOTION IDEA

WYSL - The WYSL Lucky Street comes.. Between the hours of 7 A. M. and 6 P.M. we announce a street in the metro Buffalo area. Any listener on that street is given three minutes to call the station. The first person to call wins a surprise package. If their address matches the one in the sealed envelope, they win \$140.00.

KABL - The McLendon Good Music stations are running the Procrastination promo and Arrowhead exotic.
Procrastination Promo
Are you a procrastinator? Well, don't feel bad. PROCRASTINATION
KABL (KOST, W-4) is celebrating National Procrastination Week through March 10th. It's time folks realized the procrastination can be a virtue. After all, if Isaac Newton hadn't put off picking his apples, he never would have discovered the theory of gravity. So, join the celebration and win a prize. Just write us a letter about how procrastination has helped you. Winner will receive two tickets to an event that took place a month or so ago. Put it off if you want to, but don't wait too long. Write before next year is "Manana", KABL, 632 Commercial Street, San Francisco, (To "Manana", KOST 4670 Wilshire Blvd., Los Angeles) (To "Manana", W-4, 2930 East Jefferson, Detroit)

BEST OUTSIDE PROMO IDEA

KABL - They have started promoting their Snake Race on March 15th. Last year there were 52 snakes entered. This is a large PSA activity for KABL. Enclosed is a run-down of the snake race.

WYSL - They are planning to organize a softball team this spring and summer. The team would be available for games any day of the week on a once a week basis. The team would accomplish two things, one give them something to talk about on the air, and second, give them outside exposure.

BEST COMPETITIVE ON THE AIR PROMO

WYSL - WSAI in Cincinnati is giving away "all of the top hits on WSAI for one year"... it's a write in, simply asking their listeners why they think they deserve to win. The winner would then be mailed a package of the top 10 records each week.

Question &
Answer

PROCRASTINATION

Procrastination

Procrastinator's

BEST ON THE AIR PROMOTION IDEA

WYSL - The WYSL Lucky Street contest. Between the hours of 7 A. M. and 6 P. M. we announce a street in the metro Buffalo area. Any listener on that street is given three minutes to call the station. The first person to call wins a surprise package. If their address matches the one in the sealed envelope, they win \$140.00.

KABL - The McLendon Good Music stations are running the Procrastination promo and Arrowhead exotic.
Procrastination Promo
Are you a procrastinator? Well, don't feel bad about it, because KABL (KOST, W-4) is celebrating National Procrastination Week through March 10th. It's time folks realized that procrastination can be a virtue. After all, if Isaac Newton hadn't put off picking his apples, he never would have discovered the theory of gravity. So, join the celebration and win a prize. Just write us a letter about how procrastination has helped you. Winner will receive two tickets to an event that took place a month or so ago. Put it off if you want to, but don't wait too long. Write before next year to "Manana", KABL, 632 Commercial Street, San Francisco. (To "Manana", KOST 5670 Wilshire Blvd., Los Angeles) (To "Manana", W-4, 2930 East Jefferson, Detroit)

BEST OUTSIDE PROMO IDEA

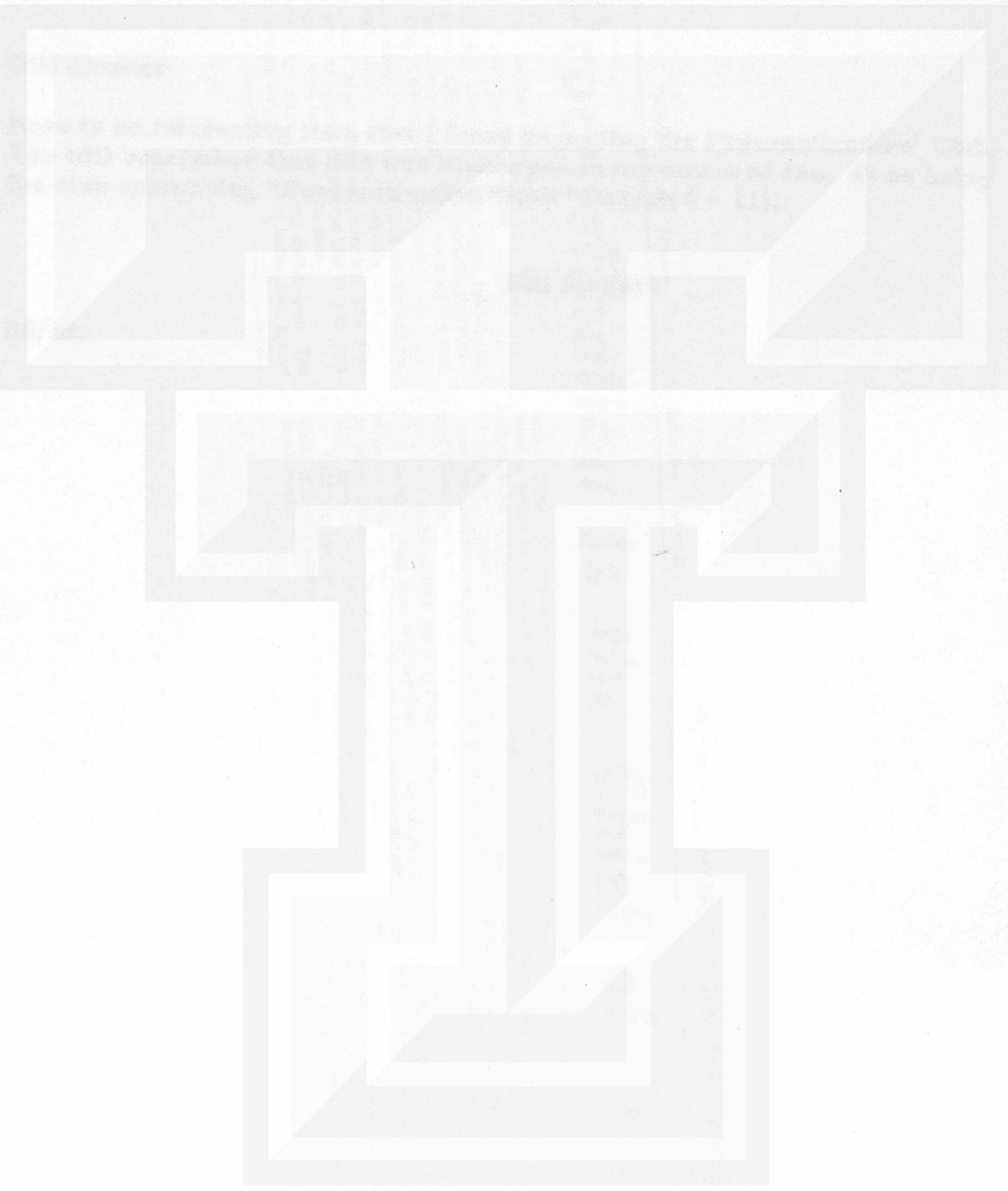
KABL - They have started promoting their Snake Race on March 15th. Last year there were 52 snakes entered. This is a large PSA activity for KABL. Enclosed is a run-down of the snake race.

WYSL - They are planning to organize a softball team this spring and summer. The team would be available for games any day of the week on a once a week basis. The team would accomplish two things, one give them something to talk about on the air, and second, give them outside exposure.

BEST COMPETITIVE ON THE AIR PROMO

WYSL - WSAI in Cincinnati is giving away "all of the top hits on WSAI for one year",...it's a write in, simply asking their listeners why they think they deserve to win. The winner would then be mailed a package of the top 10 records each week.

Procrastination



Question & Answer

Procrastination

Procrastination's

Question &
Answer

Procrastinator's
Week

regarding
ed in m
k" (Ma
Stewa

BS/rt

"Thought I'd do a little research on the club now that they've left."

"Seems they proclaimed National Prostitution Week last March and picketed Philip's City Hall to protest President Madison's handling of the War of 1812."

They usually get around to celebrating Christmas in July.

Fellow named Les Waas thinks he's still president of the club, but isn't quite sure. He was elected eight years ago when it was founded and no one's gotten around to holding another election since.

Membership is restricted to lawyers, doctors and businessmen and anyone who'll put off things until "tomorrow."

"I'm going to apply for membership as soon as I get around to it."

World Journal Tribune, New York, Saturday, November 19, 1966

'Procrastination Is the Chief of Time...'

By DAN BRIGHAM

World Journal Tribune Staff

Sorry about that, boss. But when I finally phoned the World's Fair around midnight, the Philadelphia Procrastinators' Club had already left. So maybe the story is a day late. But it's kind of fitting, don't you think?

You'd have thought that after putting off the visit for a couple of years, they'd have stuck around awhile!

Anyway here's what happened yesterday: The Procrastinators were, of course, 40 minutes late to their own special showing of what was left of the Fair.

They were given some 1933 model Parker pens. You know, those orange and black-tipped oldies that always

worked. Then the members were told to cross the IRT Flushing tracks to Shea Stadium where they could miss a Mets baseball game—pick their own team.

I'd seen a game a year or so ago, so I didn't even phone the stadium, but instead tried to phone fair president Robert Moses for comment on the visitors.

LUNCH MAY BE A LITTLE LATE

I couldn't reach him. Will try tomorrow, unless you'll settle for what he told someone else: "I have no comment on these people." (Maybe he was miffed because they didn't have to buy tickets?)

I did find out the Procrastinators left around 6:30 last night in their chartered bus. Someone had said something about lunch.

Thought I'd do a little research on the club now that they've left.

Seems they proclaimed National Procrastination Week last March and picketed Philly's City Hall to protest President Madison's handling of the War of 1812.

They usually get around to celebrating Christmas in July.

Fellow named Les Waas thinks he's still president of the club, but isn't quite sure. He was elected eight years ago when it was founded and no one's gotten around to holding another election since.

Membership is restricted to lawyers, doctors and businessmen and anyone who'll put off things until "tomorrow." I'm going to apply for membership as soon as I get around to it.

4
PROCRASTINATION PROMO

KABL
3/3/66

Are you a compulsive procrastinator?

(BIG DRAMATIC MUSIC)

If you're addicted to putting things off until tomorrow, then join
CABLE MUSIC in celebrating "National Procrastination Week"...

which was really last week; we just put it off too long. If you put
things off long enough, you may win a wonderful KABL prize... two
tickets to "Timeless Turkey", an Explorer's Club film that was shown
last month! To enter, simply write us about your evil habits
of procrastination.

The last letter to arrive at KABL wins! Help KABL celebrate National
Procrastination Week. Write today to "Manana", KABL, San Francisco.

(MUSIC: OUT)

#

ys

Question &
Answer
le

Procrastinator's
Week

PROCRASTINATION PROMO

KABL
3/3/66

Are you a compulsive procrastinator?

(BIG DRAMATIC MUSIC)

If you're addicted to putting things off until tomorrow, then join
CABLE MUSIC in celebrating "National Procrastination Week"...

which was really last week; we just put it off too long. If you put
things off long enough, you may win a wonderful KABL prize...two
tickets to "Timeless Turkey", an Explorer's Club film that was shown
last month! To enter, simply write us about your evil habits
of procrastination.

The last letter to arrive at KABL wins! Help KABL celebrate National
Procrastination Week. Write today to "Manana", KABL, San Francisco.

(MUSIC: OUT)

#

ys

Question &
Answer
le
s

Procrastinator's
Week

PROCRASTINATION PROMO

KABL
3/3/66

Are you a compulsive procrastinator?

(BIG DRAMATIC MUSIC)

If you're addicted to putting things off until tomorrow, then join CABLE MUSIC in celebrating "National Procrastination Week"... which was really last week; we just put it off too long. If you put things off long enough, you may win a wonderful KABL prize... two tickets to "Timeless Turkey", an Explorer's Club film that was shown last month! To enter, simply write us about your evil habits of procrastination.

The last letter to arrive at KABL wins! Help KABL celebrate National Procrastination Week. Write today to "Manana", KABL, San Francisco.

(MUSIC: OUT)

#

ys

Question &
Answer

Procrastinator's

QUESTION and ANSWER

Question &
Answer
le
is

Procrastinator's
Week

RPB Q&A

QUESTION and ANSWER

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: DECEMBER 1, 1958

SUBJECT: CONTEST

A couple of months ago I told you I would send you details on Ed Dunn's contest for his 9-12 show. I am finally getting around to that. Using Ed's words, is how it works.

I started by having a couple of questions of my own, and then asked for questions from listeners. The Contest is restricted to people under college age, but can be under high school age.

It works like this; a kid sends in a question, such as, 'Who was the first Tudor ruler of England, and when was he or she crowned?' or, 'Commodore Dewey defeated the Spanish fleet in the first battle of the Spanish American War. 1. Where did the battle take place. 2. When did it take place (day, month and year). 3. At what time was the enemy sighted. 4. How many Americans were killed.'

I give the station phone number, and the first person with the right answer wins a record. Also, the sender of the winning question gets a record. Sometimes I'll build up to it in plugging things to come on the show, and say the category is "mathematics", etc.

The questions should also have where the question came from; text book, etc., and also the answer. I have been accepting the answer that they send as correct."

Doc Keyes

Question &
Answer

RPB

Q+A cont.

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: DECEMBER 1, 1958

SUBJECT: CONTEST

A couple of months ago I told you I would send you details on Ed Dunn's contest for his 9-12 show. I am finally getting around to that. Using Ed's words, here is how it works.

" I started by having a couple of questions of my own, and then asked for questions from listeners. The Contest is restricted to people under college age, but can be under high school age.

It works like this; a kid sends in a question, such as, 'Who was the first Tudor ruler of England, and when was he or she crowned?' or, 'Commodore Dewey defeated the Spanish fleet in the first battle of the Spanish American War. 1. Where did the battle take place. 2. When did it take place (day, month and year). 3. At what time was the enemy sighted. 4. How many Americans were killed.'

I give the station phone number, and the first person with the right answer wins a record. Also, the sender of the winning question gets a record. Sometimes I'll build up to it in plugging things to come on the show, and say the category is "mathematics", etc.

The questions should also have where the question came from; text book, etc., and also the answer. I have been accepting the answer that they send as correct. "

Don Keyes

*Radio Policy Book
Contest*

*Murdon
A. H. Cont*

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: DECEMBER 1, 1958

SUBJECT: CONTEST

A couple of months ago I told you I would send you details on Ed Dunn's contest for his 9-12 show. I am finally getting around to that. Using Ed's words, here is how it works.

" I started by having a couple of questions of my own, and then asked for questions from listeners. The Contest is restricted to people under college age, but can be under high school age.

It works like this; a kid sends in a question, such as, 'Who was the first Tudor ruler of England, and when was he or she crowned?' or, 'Commodore Dewey defeated the Spanish fleet in the first battle of the Spanish American War. 1. Where did the battle take place. 2. When did it take place (day, month and year). 3. At what time was the enemy sighted. 4. How many Americans were killed.'

I give the station phone number, and the first person with the right answer wins a record. Also, the sender of the winning question gets a record. Sometimes I'll build up to it in plugging things to come on the show, and say the category is "mathematics", etc.

The questions should also have where the question came from; text book, etc., and also the answer. I have been accepting the answer that they send as correct. "

Don Keyes

R.P.B.

KLBS
KADI
WYSL
KTSA
WYNR
KILT
XTRA

NOTABLE QUOTES

THE McLendon STATIONS

NOTABLE QUOTES

Notable
Quotes

John K. Curchill, Vice President, A.C.Nielsen Co., March 1, 1963:

" WE ALREADY KNOW THAT WE MAY REQUIRE SAMPLES 4 AND 5
TIMES THE PRESENT SIZE AND 2 OR 3 TIMES AS MANY SETS
PER HOME. "

R.A.B.

KLIF
Dallas
KABL
San Francisco
WYSL
Buffalo
KTSA
San Antonio
WYNR
Chicago
KILT
Houston
XTRA
Los Angeles

THE McLendon STATIONS

NOTABLE QUOTES

John K. Curchill, Vice President, A.C.Nielsen Co., March 1, 1963:

" WE ALREADY KNOW THAT WE MAY REQUIRE SAMPLES 4 AND 5
TIMES THE PRESENT SIZE AND 2 OR 3 TIMES AS MANY SETS
PER HOME. "

KLIF

Dallas

KABL

San Francisco

WYSL

Buffalo

KTSA

San Antonio

WYNR

Chicago

KILT

XTRA

Memphis

THE *McLendon* STATIONS

NOTABLE QUOTES

Thomas R. Wright, Media Vice President, Leo Burnett Co., on
Neilsen radio ratings before the House Commerce Committee:

" WE GET IT FREE; IT IS SO VALUABLE. BUT THAT IS NOT THE
ONLY REASON FOR DISBELIEF, BELIEVE ME, I WILL TELL YOU
THE TRUTH, THE GUYS WHO WERE TAKING THE NEILSEN POCKET-
PIECE NUMBERED OVER 100 IN OUR COMPANY. WE NOW HAVE 11
COPIES. NOBODY LOOKS AT THEM. I DON'T THINK ANYBODY
BELIEVES IN THEM. "

KLIF

KABL

WYSL

KTSA

WYNR

KILT

XTRA

THE *McLendon* STATIONS

NOTABLE QUOTES

Rep. John Moss (D., Cal.) - after the A.C.Nielson Company took all morning and into midafternoon with 212 exhibits and 52 charts illustrating the kind of information it provides and the tests it uses to check the validity of its samples -

"YOU HAVE TAKEN AN ABSOLUTE MAXIMUM OF TIME
TO PRESENT AN ABSOLUTE MINIMUM OF INFORMATION
ON HOW YOU PUT TOGETHER YOUR SAMPLE."

KLIF

KABL

WYSL

KTSA

WYNR

KILT

XTRA

THE McLendon STATIONS

NOTABLE QUOTES

Robert A. Pauley, President, ABC Radio, on Neilsen discrepancies:

" A 1961 NSI SHOWED 'ALEX DRIER NEWS' WITH 371,000 HOMES
ON 218 ABC STATIONS. NIELSEN'S LOCAL REPORTS COVERING
17 ABC STATIONS SHOWED THE SAME PROGRAM REACING 368,060
HOMES. "

KLIF
Dallas

KABL
San Francisco

WYSL
Buffalo

KTSA
San Antonio

WYNR
Chicago

KILT
Houston

XTRA
Los Angeles

THE *McLendon* STATIONS

NOTABLE QUOTES

John K. Churchill, Vice President, A.C. Nielsen Co., March 1, 1963

"FOR SOME TIME WE HAVE RECOGNIZED THE INCREASING NEED FOR TWO MAJOR CHANGES IN NSI MEASUREMENTS AND REPORTING OF LOCAL RADIO AUDIENCES. THEY ARE

1. INCLUSION OF MORE OF THE SOURCES OF LISTENING SUCH AS: PERSONAL PORTABLE, AUTO RADIOS, FM, IN-HOME AND OUT-OF-HOME AND BY STATIONS.
2. LARGER SAMPLES, TO HELP DELINEATE REAL DIFFERENCES BETWEEN AUDIENCES OF THE EVER-INCREASING NUMBERS OF RADIO STATIONS."

R. P. B.

.....

Homer Odom
Bill Morgan
Bill Weaver
Jack Fiedler

[illegible]

I think you will find the following very worthwhile: NOTABLE QUOTES

John K. Churchill, Vice President, A. C. Nielsen Co., March 1, 1963:

" WE ALREADY KNOW THAT WE MAY REQUIRE SAMPLES 4 AND 5 TIMES THE PRESENT SIZE AND 2 OR 3 TIMES AS MANY SETS PER HOME "

Thomas R. Wright, Media Vice President, Leo Burnett Co., on Nielsen radio ratings before the House Commerce Committee:

"WE GET IT FREE; IT IS SO VALUABLE. BUT THAT IS NOT THE ONLY REASON FOR DISBELIEF, BELIEVE ME, I WILL TELL YOU THE TRUTH, THE GUYS WHO WERE TAKING THE NIELSEN POCKET-PIECE NUMBERED OVER 100 IN OUR COMPANY. WE NOW HAVE 11 COPIES. NOBODY LOOKS AT THEM. I DON'T THINK ANYBODY BELIEVES IN THEM."

Rep. John Moss (D., Cal.) - after the A. C. Nielsen Company took all morning and into midafternoon with 212 exhibits and 52 charts illustrating the kind of information it provides and the tests it uses to check the validity of its samples:

"YOU HAVE TAKEN AN ABSOLUTE MAXIMUM OF TIME TO PRESENT AN ABSOLUTE MINIMUM OF INFORMATION ON HOW YOU PUT TOGETHER YOUR SAMPLE."

Robert A. Pauley, President, ABC Radio, on Nielsen discrepancies:

"A 1961 NSI SHOWED 'ALEX DRIER NEWS' WITH 371,000 HOMES ON 218 ABC STATIONS. NIELSEN'S LOCAL REPORTS COVERING 17 ABC STATIONS SHOWED THE SAME PROGRAM READING 368,060 HOMES."

(cont'd)

John K. Churchill, Vice President, A. C. Nielsen Co., March 1, 1963:

"FOR SOME TIME WE HAVE RECOGNIZED THE INCREASING NEED FOR TWO MAJOR CHANGES IN NSI MEASUREMENTS AND REPORTING OF LOCAL RADIO AUDIENCES. THEY ARE:

- 1.) INCLUSION OF MORE OF THE SOURCES OF LISTENING SUCH AS: PERSONAL PORTABLE, AUTO RADIOS, FM IN-HOME AND OUT-OF-HOME AND BY STATIONS.
- 2.) LARGER SAMPLES, TO HELP DELINEATE REAL DIFFERENCES BETWEEN AUDIENCES OF THE EVER-INCREASING NUMBERS OF RADIO STATIONS."

GBM:us

MEMORANDUM

April 2, 1963

TO: Art Holt
Roger Baker
Richard Wilcox
Charles Payne

Homer Odom
Bill Morgan
Bill Weaver
Jack Fiedler

FROM: Gordon McLendon

I think you will find the following very worthwhile: NOTABLE QUOTES

John K. Churchill, Vice President, A. C. Nielsen Co., March 1, 1963:

" WE ALREADY KNOW THAT WE MAY REQUIRE SAMPLES 4 AND
5 TIMES THE PRESENT SIZE AND 2 OR 3 TIMES AS MANY SETS
PER HOME "

Thomas R. Wright, Media Vice President, Leo Burnett Co., on Nielsen radio ratings
before the House Commerce Committee:

"WE GET IT FREE; IT IS SO VALUABLE. BUT THAT IS NOT THE ONLY
REASON FOR DISBELIEF, BELIEVE ME, I WILL TELL YOU THE TRUTH,
THE GUYS WHO WERE TAKING THE NIELSEN POCKET-PIECE NUMBERED
OVER 100 IN OUR COMPANY. WE NOW HAVE 11 COPIES. NOBODY LOOKS
AT THEM. I DON'T THINK ANYBODY BELIEVES IN THEM."

Rep. John Moss (D., Cal.) - after the A. C. Nielsen Company took all morning and into
midafternoon with 212 exhibits and 52 charts illustrating the kind of information it pro-
vides and the tests it uses to check the validity of its samples:

" YOU HAVE TAKEN AN ABSOLUTE MAXIMUM OF TIME TO PRESENT AN
ABSOLUTE MINIMUM OF INFORMATION ON HOW YOU PUT TOGETHER
YOUR SAMPLE. "

Robert A. Pauley, President, ABC Radio, on Nielsen discrepancies:

" A 1961 NSI SHOWED 'ALEX DRIER NEWS' WITH 371,000 HOMES ON
218 ABC STATIONS. NIELSEN'S LOCAL REPORTS COVERING 17 ABC
STATIONS SHOWED THE SAME PROGRAM READING 368,060 HOMES, "

(cont'd)

John K. Churchill, Vice President, A. C. Nielsen Co., March 1, 1963:

"FOR SOME TIME WE HAVE RECOGNIZED THE INCREASING NEED FOR TWO MAJOR CHANGES IN NSI MEASUREMENTS AND REPORTING OF LOCAL RADIO AUDIENCES. THEY ARE :

- 1.) INCLUSION OF MORE OF THE SOURCES OF LISTENING SUCH AS: PERSONAL PORTABLE, AUTO RADIOS, FM IN-HOME AND OUT-OF-HOME AND BY STATIONS.
- 2.) LARGER SAMPLES, TO HELP DELINEATE REAL DIFFERENCES BETWEEN AUDIENCES OF THE EVER-INCREASING NUMBERS OF RADIO STATIONS. "

GBM:us