

089

POLICY

POLICY

THE *McLendon* STATIONS MEMORANDUM

To ~~URSALA SCHWEITZER, DALLAS~~

Date 7 OCT 64

CC: DON KEYES

From WEBB, WNUS

Subject POLICY FILE

I AM INCLOSING COPIES OF ALL WNUS POLICY TO DATE. STANDARD OPERATION PROCEDURES NUMBERS TWO AND THREE WILL BE REVISED SHORTLY, AND I WILL FORWARD COPIES.

IN THE FUTURE I WILL SEND YOU TWO COPIES OF ALL POLICY, S.O.P. OR MEMO MATERIAL. ALSO, WILL CONTINUE TO FORWARD COPIES TO MESSRS. KEYES AND G. MC LENDON.



WNUS STANDARD OPERATIONS PROCEDURE NUMBER 1  
26 AUG 64

TO: ALL SENIOR EDITORS AND ASSOCIATE EDITORS

SUBJECT: UNION MEMBERSHIP

1. IT IS MANDATORY THAT ALL MEMBERS OF OUR STAFF DOING AIRWORK JOIN THE AMERICAN FEDERATION OF TELEVISION AND RADIO ARTISTS.

2. YOU HAVE THIRTY (30) DAYS IN WHICH TO FILE YOUR APPLICATION. THE INITIATION FEE IS \$200.00 AND THE SEMI-ANNUAL DUES ARE \$30.40. IF YOU ARE A MEMBER OF ANY OTHER BRANCH OF THE ASSOCIATED ACTORS AND ARTISTS OF AMERICA, IE.; AGVA, AGMA, AEA, SAG, THE INITIATION FEE IS \$100.00 AND DUES ARE \$15.20 SEMI-ANNUALLY.

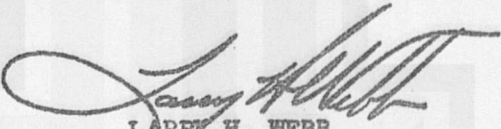
3. FOR FURTHER INFORMATION CONCERNING UNION MEMBERSHIP, I ADVISE YOU CONTACT

ETHEL GALE  
MEMBERSHIP SECRETARY  
CHICAGO LOCAL, A-F-T-R-A

TELEPHONE: Whitehall 3-1344

MAILING ADDRESS: 102 EAST HUBBARD STREET  
CHICAGO 11, ILLINOIS

4. PLEASE TAKE PROMPT ACTION, SINCE IT IS THE DESIRE OF THE WNUS MANAGEMENT TO COMPLY WITH A-F-T-R-A RULES AND REGULATIONS.

  
LARRY H. WEBB  
MANAGING EDITOR

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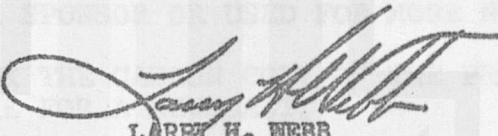
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LARRY H. WEBB  
MANAGING EDITOR



WNUS STANDARD OPERATING PROCEDURE NUMBER 5  
2 OCT 64

TO: ALL SENIOR AND ASSOCIATE EDITORS  
FR: WEBB

SUBJECT: CARBON COPY OF PROGRAM LOG

1. IT WILL BE THE RESPONSIBILITY OF THE SENIOR OR MANAGING EDITOR ON DUTY TO MAKE SURE THAT A CARBON COPY OF THE CURRENT PROGRAM LOG IS POSTED IN THE PREP-ROOM. THE DAILY LOG IS MADE UP IN TWO SEGMENTS. THEREFORE, IT WILL BE NECESSARY TO POST THE LOG BEFORE MIDNIGHT AND BEFORE NOON EACH DAY.
2. IT WILL BE THE RESPONSIBILITY OF EVERY EDITOR TO CHECK THE CARBON COPY OF THE PROGRAM LOG PRIOR TO GOING ON THE AIR. ON OCCASION, I FIND THAT EDITORS ENTER THE CONTROL ROOM WITHOUT KNOWLEDGE OF THE COMMERCIAL CONTENT IN THEIR NEWSCAST.
3. ONE OF THE PRIMARY REASONS FOR CHECKING THE CARBON COPY IS TO PREPARE FOR LIVE TAGS FOR COMMERCIALS. MR. FIEDLER POINTS OUT THAT LIVE TAGS ARE NOT FOR HARASSMENT, BUT REALLY ONLY FOR EACH EDITOR'S CONVENIENCE. OTHERWISE, EACH LIVE TAG WOULD HAVE TO BE RECORDED SO AS TO RUN IN SHIFT, ACCORDING TO UNION REGULATIONS.
4. ANOTHER REASON FOR CHECKING THE CARBON COPY, IS SO YOU CAN ARRANGE YOUR NEWS CONTENT. IF YOU HAVE A HEAVY COMMERCIAL LOAD IN YOUR QUARTER HOUR THIS IS MOST IMPORTANT.
5. DON'T RELY ON THE ENGINEER TO TELL YOU THAT YOU'VE A LIVE TAG HERE AND A COMMERCIAL THERE. THE ENGINEER HAS HIS HANDS FULL ALREADY.
6. LET'S DO IT RIGHT THE FIRST TIME. LIVE TAGS THAT ARE MISSED, OFTIMES RESULT IN COMMERCIAL MAKE-UPS....60 OR 30 SECONDS THAT COULD HAVE BEEN SOLD TO ANOTHER SPONSOR OR USED FOR MORE NEWS.
7. CHECK AND DOUBLE-CHECK THE CARBON COPY OF THE PROGRAM LOG EACH AND EVERY TIME YOU PREPARE FOR A NEWSCAST.

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MEMO  
2 OCT 64

SUBJECT: TRAFFIC REPORT FEATURE

TO: ALL W-NUS ASSOCIATE AND SENIOR EDITORS  
FR: WEBB

1. ONE OF OUR LISTENERS TOOK THE TIME TO WRITE, AND SUBMITTED A GOOD SUGGESTION. HE REQUESTED THAT WNUS BROADCAST THE TIME OF SUNSET EACH DAY AND AT THE SAME TIME REMIND MOTORISTS TO MAKE SURE THEIR AUTO LIGHTS ARE ON.

2. I THINK THIS WOULD BE A WORTHWHILE FEATURE IN OUR AFTERNOON DRIVE-TIME TRAFFIC REPORTS.

3. SINCE THE PERTINENT WEATHER DATA MOVES ON THE WEATHER WIRE IN THE EARLY A.M., SENIOR EDITOR RAY WILLIAMS WILL MAKE SURE THAT THE SUNSET TIME IS POSTED ON THE PREP-ROOM WINDOW.

4. THOSE EDITORS DOING AFTERNOON DRIVE-TIME REPORTS SHOULD MENTION SUNSET TIME IN HOUR OF OCCURENCE. FOR INSTANCE IF SUNSET WAS AT 5:56 HE WOULD MENTION SUNSET ON THE THREE TRAFFIC REPORTS PRECEEDING OCCURENCE.

5. FORMAT: SUNSET IN \_\_\_\_\_ MINUTES AT \_\_\_\_\_ P.M.  
A REMINDER FROM W-NEWS THAT ALL DRIVERS ARE REQUIRED TO HAVE THEIR AUTO LIGHTS ON AT SUNSET. DRIVE SAFELY.

6. THIS SAME IDEA WORKED WELL AT THE MC LENDON STATION IN SAN ANTONIO (KTSa). IT WILL BE AN EXCELLENT FEATURE DURING DRIVE TIME.

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CRITIQUE

1 OCT 64

TO: ALL W-NUS SENIOR AND ASSOCIATE EDITORS  
FR: WEBB

SUBJECT: TRANSITIONAL PHRASES

1. IN MONITORING, I FIND THAT WE ARE BECOMING NOTICABLY REDUNDANT IN OUR USE OF TRANSITIONAL PHRASES. TWO OF OUR MORE POPULAR PHRASES ARE "ON THE POLITICAL SCENE" AND "ON THE SPORTS SCENE."

2. THERE ARE SEVERAL WAYS TO MOVE FROM ONE SUBJECT OR LOCATION IN A NEWSCAST WITHOUT CONTINUALLY POUNDING THE SAME WORDAGE DAY AFTER DAY.

3. IN THE TRUE SENSE OF NEWSCAST PREPARATION, EACH EDITOR ON OUR STAFF SHOULD ATTEMPT TO BE CREATIVE IN THE USE OF TRANSITIONAL PHRASES. IT ONLY TAKES A FEW SECONDS TO "PEN-IN" THE PHRASE. I'M AFRAID WE TEND TO AD-LIB, AND THE MOST AVAILABLE SOURCE IS THE WORD OR WORDS SOMEONE ELSE USED.

4. TRANSITIONAL PHRASES ARE AN IMPORTANT PART OF NEWSCASTS THAT ARE NOT PRESENTED BY DATELINE. THEY KEEP THE 'CAST FLOWING AND MAKE A SEQUENCE OF EVENTS OR GEOGRAPHICAL LOCATIONS "FIT."

5. LET'S USE OUR HEADS AND GET OFF THE CRUTCH.

6. THERE ARE FOUR BASIC WAYS TO MOVE FROM STORY TO STORY, EVENT TO EVENT OR PERSONALITY TO PERSONALITY:

A. USE OF GEOGRAPHICAL LOCATION: "IN THE MIDWEST.." "IN ATLANTA, GEORGIA" ETC.

B. USE OF SUBJECT: "ON THE CAMPAIGN TRAIL" "THE BIG STUMP FOR THE BIG JOB CONTINUES" ETC.

C. USE OF TIME ELEMENT: "THIS MORNING SO AND SO SAID AND THIS AFTERNOON SO AND SO WILL SAY" ETC.

D. THE COMMON TRANSITIONAL WORDS: "ELSEWHERE, MEANWHILE, TURNING TO, LOOKING AT" ETC.

7. IT IS IMPORTANT THAT WE SOUND FRESH AND ALERT. REDUNDANCE IS A HAZARD IN ANY NEWS OPERATION. LET'S STAY OUT OF THE ALL TOO COMMON VERBAL RUT. TRANSITIONAL PHRASES CAN BUILD A BETTER SOUND.....A SOUND THAT WE WANT AT WNUS.

WNUS STANDARD OPERATING PROCEDURE NUMBER 4  
2 OCT 64

TO: ALL SENIOR AND ASSOCIATE EDITOR  
FR: WEBB

SUBJECT: "BULLDOG" NEWSPAPER EDITIONS

1. IT WILL BE THE RESPONSIBILITY OF THE MANAGING AND SENIOR EDITORS TO CHECK ALL NEWSPAPER EDITIONS AS SOON AS THEY ARRIVE AT THE STATION. PURPOSE OF THIS IS TO:

- A. CHECK FOR STORIES NOT BROADCAST ON WNUS.
- B. FIND OUT WHAT STORIES ARE LEAD MATERIAL FOR MORNING TRAFFIC PERIOD.
- C. CHECK EDITORIAL CONTENT
- D. CHECK LOCAL SPORTS DEVELOPMENTS

2. SENIOR EDITOR RAY WILLIAMS WILL BE RESPONSIBLE FOR CHECKING THE TRIBUNE AND THE SUN-TIMES. SENIOR EDITOR GARY FULLER WILL BE RESPONSIBLE FOR CHECKING THE DAILY NEWS AND THE AMERICAN.

3. EACH SENIOR EDITOR WILL CLIP THE EDITORIAL SECTION FROM THE NEWSPAPERS AND PLACE ON THE EDITORIAL HOOK IN THE PRINTER ROOM.

4. IT WILL BE MANDATORY THAT NEWSPAPERS BE KEPT ON FILE FOR A PERIOD OF AT LEAST ONE WEEK. WE WILL USE THE BOTTOM DRAWER OF FILING CABINET IN PREP-ROOM FOR OUR NEWSPAPER MORGUE.

5. IT WILL ALSO BE MANDATORY THAT STORIES GIVEN TOP PLAY IN THE NEWSPAPERS, BE GIVEN TOP PLAY ON OUR STATION. NATIONAL PROGRAM DIRECTOR, DON KEYES, BROUGHT UP AN EXCELLENT POINT. WNUS IS THE "NEWSPAPER OF THE AIR" AND EVERY WNUS LISTENER SHOULD BE SO FAMILIAR WITH WHAT'S ON THE FRONT PAGE OF ANY EDITION, THAT HE SAYS TO HIMSELF, "OH, I DON'T HAVE TO READ THAT, I ALREADY HEARD IT ON WNUS."

6. IN AN UPCOMING S. O. P. I WILL DISCUSS RE-WRITE FROM NEWSPAPERS.

7. CHECK AND RE-CHECK THE EARLY EDITIONS. THEY WILL CERTAINLY BE A VALUABLE GUIDE TO NEWSCAST MAKE-UP.



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MEMO, 14 SEP 61  
SUBJ: SPORTS SCORES AND SPORTS BUREAUS  
TO: ALL W-NUS EDITORS  
FR: WEBB

1. MONITORING THIS PAST WEEKEND, I WAS QUITE DISTURBED WHEN ON SUNDAY EVENING BETWEEN 6 AND 6:30 WE WENT A HALF HOUR WITHOUT MENTIONING THE FINAL SCORE BETWEEN GREEN BAY AND THE CHICAGO BEARS. I DIDN'T KNOW THE FINAL SCORE, AND I SAT THROUGH ONE SPORTS BUREAU AND ANOTHER NEWSCAST WITHOUT HEARING ONE MENTION OF THE BEARS AND PACKERS, THE MOST IMPORTANT FOOTBALL GAME OF THE DAY. LET'S FACE IT, THE FOOTBALL SEASON IS UPON US.....AND THIS SATURDAY THE COLLEGE SEASON WILL HIT US FULL FORCE. WE CAN GAIN CONSIDERABLE LISTENERSHIP WITH UP TO THE MINUTE SCORES.

2. LET ME AGAIN REMIND YOU.....THAT THE SPORTS BUREAU IS HEARD ON THE FIRST AND THIRD QUARTER HOURS ONLY. SCORES ARE GIVEN ON THE SECOND AND FOURTH QUARTER HOURS. I KEEP HEARING EDITORS REFER TO THE W-NEWS 13-90 SPORTS BUREAU IN THE SECOND AND FOURTH QUARTER HOUR SEGMENTS.....WHEN THE LOG DOES NOT MENTION A SPORTS BUREAU.

3. WE CARRY ONLY THE WHITE SOX, CUBS, BRAVES, CHICAGO BEARS, LOCAL AND AREA COLLEGE SCORES ON THE CURRENT "SPORTS SCORES" IN THE SECOND AND FOURTH SEGMENTS. IF YOU HAVE NO SCORES.....YOU WOULD JUST MENTION THE SCHEDULE CONCERNING THESE TEAMS ON THAT DATE. IN MY MONITORING I HAVE HEARD THE SAME SPORTS BUREAU READ ON ALL FOUR NEWSCASTS. THIS IS NOT PROPER PROCEDURE. AS YOU CAN SEE..... WITH A FULL SLATE OF BASEBALL AND FOOTBALL GAMES ON A SATURDAY AFTERNOON WE COULD EASILY BE GIVING 20 MINUTES OF SCORES EVERY HOUR. ADHERE TO THE LOG AT ALL TIMES.

4. WE ARE MAKING A LOT OF EXTRA WORK FOR OURSELVES IN REPORTING SCORES. I SUGGEST THAT EACH EDITOR LEARN HOW TO READ A LINE SCORE FROM A SCORESHEET, AND LEARN HOW TO TABULATE THE LINE SCORE OFF THE WESTERN UNION SPORTS TICKER. IF THE TICKER READS:

N. LA 00012  
PHIL 00000

YOU WOULD REPORT " AFTER FIVE INNINGS...LOS ANGELES DODGERS 3, PHILADELPHIA NOTHING. "

IF THE TICKER READS:

GREEN BAY 07....CHICAGO 30

YOU WOULD REPORT " AT HALFTIME GREEN BAY-7 CHICAGO -3

5. IN MONITORING THIS PAST WEEKEND WE HAD SOME LOUSY SCORE REPORTING. SEVERAL TIMES I HEARD SCORES I COULDN'T COMPREHEND. USE THESE GUIDES:

1. ALWAYS REPORT THE TEAM THAT IS AHEAD, FIRST! IN OTHERWORDS THE CORRECT WAY IS: " AFTER FIVE INNINGS SAN FRANCISCO 5 PITTSBURG 2." THIS PAST WEEKEND.....I HEARD THIS IN REVERSE, AND IT'S MOST CONFUSING.

2. STAY AWAY FROM ADJECTIVES...AD LIBS....AND WINDY COMMENTS ABOUT THE SCORES. KEEP THEM SIMPLE....USE EFFECTIVE PAUSES....AND BY ALL MEANS DON'T RUN THRU THEM IN MACHINEGUN STYLE. IN OTHERWORDS.....JUST GIVE THE SCORES IN A SIMPLE, UNDERSTANDABLE AND BRIEF MANNER.

3. KEEP YOUR SCORESHEETS NEAT AND LEGIBLE....AND ALWAYS PUT THE "TOTAL SCORE" IN THE RESPECTIVE INNING OR QUARTER BRACKET.



MEMO, 21 SEP 64  
SUBJ: SPORTS SCORES AND SPORTS BUREAUS  
TO: ALL W-NUS EDITORS  
FR: WEBB

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## W-NUS POLICY

### Re: FOOTBALL SCORES

#### COLLEGE FOOTBALL

Thursday and Friday night college scores: These will be given by quarters, half, three quarter or final as they come in on the SPORTS BUREAU up to 2:00 AM the following morning. Chicago area college scores on Thursday and Friday nights will also be given, where logged as Chicago scores, the second and fourth quarter hour newscast up to 2:00 AM the following morning. Starting at 6:00 AM the following morning on the SPORTS BUREAU, ONLY college and area college scores of the preceding night will be given up to 10:00 AM and dropped.

Saturday afternoon college scores: We will give scores for the top 20 Saturday afternoon college games. These games will be pre-determined weekly by the managing news editor and so listed in the printer and news prep rooms on W-NUS football score sheets. We will give scores as they come in by quarter, half, three quarter or final on the SPORTS BUREAU only except for local area college scores, and these on a running basis each quarter hour. All Saturday afternoon college scores, top 20 games or local area will be carried to 8:00 PM Saturday night and dropped, but then picked up again and given with Saturday night scores on the Sports Bureau 10-11 PM.

Saturday night college scores: We will start these as they come in which should be at 8:00 PM. These scores will be in addition to the top 20 Saturday afternoon games and local area Saturday afternoon games pre-selected. on W-NUS football score sheets. We'll give scores of all major Saturday night college games and local area college games up to 2:00 AM the following morning.

Sunday morning recap of college scores: On the Sunday morning SPORTS BUREAU from 6:00 AM to 11:00 AM, we'll give a run-down of how the top ranked college teams fared the previous day along with local area Saturday night college scores.

#### PROFESSIONAL FOOTBALL

Night games: As soon as pro football night scores come in, we'll start giving them by quarter, half, three quarter or final on the SPORTS BUREAU except that we'll give GREEN BAY PACKER AND CHICAGO BEAR scores on a running basis or finals also with Chicago sports scores on second and fourth quarter hour newscasts.

Sunday afternoons: We'll start with pro scores as soon as they come in and give them by quarter, half, three quarter or final on the SPORTS BUREAU except that we'll give Chicago Bear and Green Bay Packer scores on a running or final basis with Chicago scores in the second and fourth quarter hour newscast. We will carry pro scores of Sunday up to 2:00 AM the following Monday morning.

#### HIGH SCHOOL SCORES

Because there are so many and would add clutter to the format, we will not initially give high school scores. However, on certain specified games later on, we may well give scores and future instructions will cover this.



HOW TO GIVE FOOTBALL SCORES...Group and so specify as college or professional if both occur on same day or night. Give local college area or Bear and Packer pro games first in college or pro grouping. Give scores specifying at the quarter, half or end of three quarters, first, followed by leading team first with score and losing team with score. Group college scores--local first, then by Midwest, East, South, Southwest, West, Far West. Night games will so be specified. College scores will be given by school only and pro scores by city name and team name.

Thus, football scores would be given like this:

FROM THE W-NUS 1390 SPORTS BUREAU..IN COLLEGE FOOTBALL THIS AFTERNOON...

(Area scores first) FINAL, NORTHWESTERN 14, PURDUE NOTHING.

ILLINOIS 36, INDIANA 7

(Divide by sector) IN THE MIDWEST...

AT THE HALF, OHIO STATE 6, MISSOURI 6

AFTER ONE QUARTER, MICHIGAN STATE 3, MICHIGAN 0

AT THE END OF THREE QUARTERS, IOWA 7, IOWA STATE 7

FINAL SCORE, NEBRASKA 10, OKLAHOMA 0

IN THE EAST....

Scores in proper manner

IN THE SOUTH....

Scores in proper manner

IN THE SOUTHWEST...

Scores in proper manner

IN THE WEST.....

Scores in proper manner

IN THE FAR WEST....

Scores in proper manner

IN PROFESSIONAL FOOTBALL..

IN THE NATIONAL FOOTBALL LEAGUE..

CHICAGO BEARS 7, PHILADELPHIA EAGLES 6

NEW YORK GIANTS 14, DALLAS COWBOYS 9

ETC...

IN THE AMERICAN FOOTBALL LEAGUE...

Continue scores in proper manner

## W-NUS POLICY

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### COLLEGE FOOTBALL

Thursday and Friday night college scores: These will be given by quarters, half, three quarter or final as they come in on the SPORTS BUREAU up to 2:00 AM the following morning. Chicago area college scores on Thursday and Friday nights will also be given, where logged as Chicago scores, the second and fourth quarter hour newscast up to 2:00 AM the following morning. Starting at 6:00 AM the following morning on the SPORTS BUREAU, ONLY college and area college scores of the preceding night will be given up to 10:00 AM and dropped.

Saturday afternoon college scores: We will give scores for the top 20 Saturday afternoon college games. These games will be pre-determined weekly by the managing news editor and so listed in the printer and news prep rooms on W-NUS football score sheets. We will give scores as they come in by quarter, half, three quarter or final on the SPORTS BUREAU only except for local area college scores, and these on a running basis each quarter hour. All Saturday afternoon college scores, top 20 games or local area will be carried to 8:00 PM Saturday night and dropped, but then picked up again and given with Saturday night scores on the Sports Bureau 10-11 PM.

Saturday night college scores: We will start these as they come in which should be at 8:00 PM. These scores will be in addition to the top 20 Saturday afternoon games and local area Saturday afternoon games pre-selected, on W-NUS football score sheets. We'll give scores of all major Saturday night college games and local area college games up to 2:00 AM the following morning.

Sunday morning recap of college scores: On the Sunday morning SPORTS BUREAU from 6:00 AM to 11:00 AM, we'll give a run-down of how the top ranked college teams fared the previous day along with local area Saturday night college scores.

### PROFESSIONAL FOOTBALL

Night games: As soon as pro football night scores come in, we'll start giving them by quarter, half, three quarter or final on the SPORTS BUREAU except that we'll give GREEN BAY PACKER AND CHICAGO BEAR scores on a running basis or finals also with Chicago sports scores on second and fourth quarter hour newscasts.

Sunday afternoons: We'll start with pro scores as soon as they come in and give them by quarter, half, three quarter or final on the SPORTS BUREAU except that we'll give Chicago Bear and Green Bay Packer scores on a running or final basis with Chicago scores in the second and fourth quarter hour newscast. We will carry pro scores of Sunday up to 2:00 AM the following Monday morning.

### HIGH SCHOOL SCORES

Because there are so many and would add clutter to the format, we will not initially give high school scores. However, on certain specified games later on, we may well give scores and future instructions will cover this.



HOW TO GIVE FOOTBALL SCORES...Group and so specify as college or professional if both occur on same day or night. Give local college area or Bear and Packer pro games first in college or pro grouping. Give scores specifying at the quarter, half or end of three quarters, first, followed by leading team first with score and losing team with score. Group college scores--local first, then by Midwest, East, South, Southwest, West, Far West. Night games will so be specified. College scores will be given by school only and pro scores by city name and team name.

Thus, football scores would be given like this:

FROM THE W-NUS 1390 SPORTS BUREAU..IN COLLEGE FOOTBALL THIS AFTERNOON...

(Area scores first) FINAL, NORTHWESTERN 14, PURDUE NOTHING.

ILLINOIS 36, INDIANA 7

(Divide by sector) IN THE MIDWEST...

AT THE HALF, OHIO STATE 6, MISSOURI 6

AFTER ONE QUARTER, MICHIGAN STATE 3, MICHIGAN 0

AT THE END OF THREE QUARTERS, IOWA 7, IOWA STATE 7

FINAL SCORE, NEBRASKA 10, OKLAHOMA 0

IN THE EAST....

Scores in proper manner

IN THE SOUTH....

Scores in proper manner

IN THE SOUTHWEST...

Scores in proper manner

IN THE WEST.....

Scores in proper manner

IN THE FAR WEST....

Scores in proper manner

IN PROFESSIONAL FOOTBALL..

IN THE NATIONAL FOOTBALL LEAGUE..

CHICAGO BEARS 7, PHILADELPHIA EAGLES 6

NEW YORK GIANTS 14, DALLAS COWBOYS 9

ETC...

IN THE AMERICAN FOOTBALL LEAGUE...

Continue scores in proper manner

## W-NUS FORMAT & LOGGING PROCEDURES

(REVISED)

Sept. 4, 1964

TRAFFIC REPORTS - To be logged each 15 minute newscast (quarter hour) immediately after third commercial slot during hours of 6 - 10 AM and 3 - 7 PM, Monday through Friday. To be logged as N T TRAFFIC REPORTS LS (30).

In transitional phrases from news to sports or editorials or like features, editors will say "From the W-NEWS Thirteen Ninety Sports Bureau, From the W-NEWS Editorial Bureau, etc.

EDITORIALS - Will be scheduled daily just before last commercial slot of fourth quarter hour newscast during hours of 7 - 8 AM, 8 - 9 AM, 9 - 10 AM, 12 - 1 PM, 2 - 3 PM, 3 - 4 PM, 4 - 5 PM, 5 - 6 PM, 6 - 7 PM, 7 - 8 PM, all days. When editorial is one of our own we will schedule just one editorial on TC. When guest editorial, we will use two on TC, rotation above hours.

STOCK MARKET REPORT - To be scheduled as C T BUSINESS BUREAU LS just after news falling after first commercial and just before time and Chicago average temperature in second quarter hour, 9 AM - 8 PM.

CHICAGO SCHOOL BUREAU - Log as C ED CHICAGO SCHOOL BUREAU LS, 4:22:30 - 4:27:30 PM, 7:22:30 - 7:27:30 PM & 9:22:30 - 9:27:30 PM SUNDAY thru Saturday immediately after third commercial slot in second quarter hour newscast.

NO PROBLEM FOR RELIGIOUS NEWS AS LONG AS ONE HOUR 15 MINUTE OF CHURCHES ARE ON. If OFF, log 5:54 - 5:59 AM and 11:19 - 11:29 AM (with weather following) Sunday thru Friday. Can contact thru Aaron Gold ministers of all denominations for early morning five minute sermonette and short prayer.

VOCAL POINT - Log as C D LS Monday - Saturday 10:07:30 - 10:12:30 After third commercial with LIVE intro that says; W-NEWS VOCAL POINT BUREAU convassed Chicago today on the following question (read question) and here's what Chicago said: Then into montage of listeners with answers taped and clipped as needed. Such listeners to be phone daily by producer until we get five minutes worth for use with each listener identify himself by name and address and then answer.

WE WILL SIGN OFF Monday 2 AM - 5 AM for maintenance.

12:00 will be shown on log as M or N or midnight or noon respectively in proper places.

ANY CHANGES IN PROGRAMS OR FORMAT, ADVISE DON KEYES

AGRICULTURAL BUREAU - Will be scheduled from 12:07:30 - 12:12:30 PM after third commercial slot Monday thru Saturday, will be C A AGRICULTURAL BUREAU, LS.

FIRST HALF OF EACH NEWSCASTS WILL GIVE NEWS STORIES IN ORDER OF IMPORTANCE: 2ND HALF OF EACH NEWSCAST WILL GIVE LOCAL, STATE, NATIONAL AND INTERNATIONAL IN THAT ORDER.



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MEMO

5 OCT 64

T

TO: ALL W-NEWS SENIOR AND ASSOCIATE EDITORS  
FR: WEBB

SUBJECT: SPECIAL SPORTS COVERAGE

1. THE WORLD SERIES WILL BE COVERED ON WNUS WITH RUNNING HALF-INNING SUMMARIES, AS SOON AS EACH HALF INNING IS COMPLETED. HALF INNING SUMMARIES WILL BE BROADCAST IN ADDITION TO REGULAR UP-TO-THE-MINUTE SCORES ON "SPORTS BUREAU" AND "SCORE" FORMAT.

2. EDITORS WILL ACTUALLY KEEP A SCORECARD FROM PLAY-BY-PLAY ON WESTERN UNION TICKER, AND COMPOSE HALF INNING SUMMARY FROM THE SCORECARD.

3. I WILL EXPLAIN THIS IN DETAIL WITH THE AFTERNOON SHIFT.

4. AN EXAMPLE OF A HALF-INNING BREAK-IN WOULD BE AS FOLLOWS:

" FROM THE W-NEWS 13-90 SPORTS BUREAU HERE IS THE LATEST SUMMARY ON THE WORLD SERIES:

IN THE TOP HALF OF THE SECOND INNING, LEAD-OFF BATTER BOBBY RICHARDSON SINGLED TO CENTER. ROGER MARIS, BATTING SECOND, GROUNDED INTO A DOUBLE-PLAY. MICKEY MANTLE THEN FLIED OUT TO LEFT FIELD.

AFTER ONE AND A HALF INNINGS.....

THE YANKEES NO RUNS, ONE HIT, NO ERRORS

THE CARDINALS 1 RUN, TWO HITS, NO ERRORS

STAY TUNED FOR FURTHER DETAILS "

5. EFFECTIVE NOW, ON ALL SPORTS BUREAUS AND STORIES ABOUT THE WORLD SERIES, BILLBOARD THE FACT THAT W-NEWS WILL CARRY HALF INNING SUMMARIES.

6. W-NEWS WILL ALSO HAVE A CORRESPONDENT IN TOKYO FOR COVERAGE OF THE OLYMPIC GAMES, BEGINNING OCTOBER 8TH THRU 24TH. THE REPORTER IS DICK SPANGLER. COVERAGE WILL CONSIST OF 5 TELEPHONE BEEPERS ONE MINUTE IN LENGTH AND 5 BEEPERS 30 SECONDS IN LENGTH. SENIOR EDITORS ARE INSTRUCTED TO JUDGE EACH REPORT FOR NEWS VALUE, SO AS TO PROGRAM WITHOUT CONFLICT TO ANY U. P. I. REPORTS WE MAY RECEIVE. THERE IS A GOOD CHANCE THAT OUR OLYMPIC COVERAGE WILL BE SPONSORED. THIS NATURALLY WILL DICTATE WHERE THE REPORTS ARE PROGRAMMED.

7. EFFECTIVE NOW, ON ALL SPORTS BUREAUS AND STORIES ABOUT THE WORLD OLYMPICS, BILLBOARD THE FACT THAT W-NEWS WILL HAVE AN EDITOR ON THE SCENE FOR CONTINUOUS AND COMPLETE COVERAGE.



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W-NUS STANDARD OPERATING PROCEDURE NUMBER 3

WORK PROCEDURES

1. STANDARD SHIFTS ARE EIGHT (8) HOURS. EACH MAN IS REQUIRED TO BE PRESENT WHEN HIS WORK SHIFT BEGINS. EACH MAN IS REQUIRED TO REMAIN FOR THE FULL EIGHT HOURS OF HIS ASSIGNED SHIFT, AND LEAVES ONLY BY PERMISSION OF THE SENIOR EDITOR. THIS IS TO INSURE ADEQUATE MANPOWER FOR THE FOLLOWING SHIFT. IT IS ESSENTIAL THAT EACH MAN BE PUNCTUAL EACH DAY OF THE WORK WEEK.
2. SHIFT ASSIGNMENTS ARE MADE IN FOUR BASIC SHIFTS. (5AM-1PM) (1PM-9PM) (9PM-5AM) (SUNDAY ONLY 6PM-2AM) WHEN YOU ARRIVE AT THE STATION YOU ARE TO REPORT TO THE SENIOR EDITOR ON YOUR SHIFT IMMEDIATELY. THIS IS TO SET UP YOUR WORK AND NEWSCAST ASSIGNMENTS.
3. THE SENIOR EDITOR IS IN CHARGE OF THE SHIFT TO WHICH HE IS ASSIGNED. EACH MAN ON THE RESPECTIVE SHIFT IS RESPONSIBLE TO HIS SENIOR EDITOR, OR ACTING SENIOR EDITOR. THE SENIOR EDITOR IS IN COMMAND AND IS RESPONSIBLE FOR INFORMATION BROADCAST AND THE PERFORMANCE OF HIS PERSONNEL.
4. THE DOWNSTAIRS AREA OF THE BUILDING AND THE PRODUCTION STUDIO ARE TO BE CONSIDERED OFF LIMITS. THESE ARE NOT LOUNGES. IF A NEWSMAN IS ASSIGNED RECORDING, IT IS TO BE DONE AS QUICKLY AS POSSIBLE WITH NO DELAY.
5. THE LOUNGE IS NOT A PLACE TO BE USED AS A WAITING AREA FOR YOUR NEXT NEWSCAST. ASSIGNMENTS ARE MADE BY THE SENIOR EDITOR. IF YOUR ASSIGNMENT HAS BEEN COMPLETED, YOU WILL REMAIN IN THE PREP ROOM TO MONITOR POLICE CALLS, ASSIST IN ANSWERING THE PHONE AND TO COMPLETELY REVIEW AND PREPARE YOUR NEXT NEWSCAST.
6. IT IS MANDATORY THAT A NEWSMAN BE IN THE BOOTH, SEATED AND READY TO GO ON THE AIR BEFORE THE INTRO FOR HIS NEWSCAST IS BROADCAST.
7. AT THE DISCRETION OF THE SENIOR EDITOR, A NOTE FROM A DOCTOR MAY BE REQUIRED AFTER ANY TIME TAKEN OFF FOR ILLNESS.
8. A PROFESSIONAL, BUSINESS-LIKE ATMOSPHERE MUST BE MAINTAINED IN THE STUDIO AND STATION AT ALL TIMES.
9. ALL TELEPHONES IN THE STATION ARE BUSINESS PHONES. THEY ARE NOT TO BE USED FOR PERSONAL CALLS. THIS ALSO APPLIES TO ALL STAFF MEMBERS.
10. SENIOR EDITORS HAVE THE AUTHORITY TO RELIEVE ANY NEWSMAN OF HIS SIXTH WORKING DAY FOR INFRACTIONS OF THESE RULES. REPEATED VIOLATIONS WILL BE CONSIDERED GROUNDS FOR DISMISSAL.



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W-NUS STANDARD OPERATING PROCEDURE NUMBER 1

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REQUIREMENTS FOR EMPLOYMENT AS A W-NUS NEWSMAN

1. PREFERABLY A COLLEGE GRADUATE WITH MAJOR IN SPEECH/JOURNALISM, ENGLISH/HISTORY OR COMMENSURATE EXPERIENCE AS A NEWSMAN, PREFERABLY A NEWS DIRECTOR AT A RADIO STATION IN A MAJOR OR NEAR-MAJOR RADIO MARKET. IN THIS CASE, A MINIMUM OF FIVE YEARS RADIO NEWS EXPERIENCE IS REQUIRED.
2. APPLICANT SHOULD POSSESS SKILLS OF GATHERING, WRITING, EDITING AND PRESENTING A PROFESSIONAL NEWSCAST.
3. AIR PRESENTATION SHOULD POSSESS EXCELLENT VOICE QUALITY, PREFERABLY IN LOWER KEY, FLAWLESS PRONUNCIATION, AND SHARP DICTION.
4. WE EXPECT EACH APPLICANT TO BE AMBITIOUS, EAGER TO LEARN, AMIABLE AND POSSESS A STATE OF CHARACTER ABOVE REPROACH.
5. EACH APPLICANT IS REQUIRED TO SUBMIT A RESUME COMPLETE WITH PERSONAL, CHARACTER AND EMPLOYMENT REFERENCES, EDUCATIONAL CREDITS, A DETAILED BACKGROUND OF HIS NEWS PERFORMANCE, PHOTOGRAPH AND A SAMPLE OF HIS NEWS WRITING.
6. AN AUDITION TAPE IS MANDATORY, PREFERABLY A 15-MINUTE NEWSCAST.
7. A PERSONAL INTERVIEW WITH THE MANAGING EDITOR AND STATION MANAGER IS REQUIRED PRIOR TO EMPLOYMENT.
8. IF HIRED, NEWSMAN IS ON A THIRTY (30) DAY TRIAL PERIOD. AT THE CONCLUSION OF THIS PERIOD HIS PERFORMANCE IS RATED BY STATION MANAGEMENT AND IT IS DETERMINED IF HE SHALL REMAIN WITH THE W-NUS STAFF.
9. IF NEWSMAN REMAINS FOLLOWING THIRTY (30) DAY TRIAL PERIOD, HE IS REQUIRED TO JOIN THE AMERICAN FEDERATION OF TELEVISION AND RADIO ARTISTS, IF NOT ALREADY A MEMBER.
10. STATION MANAGEMENT HAS THE PRIVILEGE TO ASSIGN APPLICANT TO ANY WORK SHIFT IN COMPLIANCE WITH UNION REGULATIONS.

W-NUS STANDARD OPERATING PROCEDURE NUMBER 1

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REQUIREMENTS FOR EMPLOYMENT AS A W-NUS NEWSMAN

1. PREFERABLY A COLLEGE GRADUATE WITH MAJOR IN SPEECH/JOURNALISM, ENGLISH/HISTORY OR COMMENSURATE EXPERIENCE AS A NEWSMAN, PREFERABLY A NEWS DIRECTOR AT A RADIO STATION IN A MAJOR OR NEAR-MAJOR RADIO MARKET. IN THIS CASE, A MINIMUM OF FIVE YEARS RADIO NEWS EXPERIENCE IS REQUIRED.
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10. STATION MANAGEMENT HAS THE PRIVILEGE TO ASSIGN APPLICANT TO ANY WORK SHIFT IN COMPLIANCE WITH UNION REGULATIONS.

The point is, we, with their virtues, are certainly expected to sound knowledgeable. We can't possibly, when we blow so many simple words in the English language.

The point is: If we're to say it, let's say it correctly.... a cardinal rule.

Jack Fiedler

Commercial and Copy Standards

(no deviation)

W-NUS will carry a maximum of 15 commercials October 16, 1964 of length.

There will be a maximum of 1 commercial per 15 minute newscast segment, regardless of length.

To: ALL W-NUS-men  
From: Jack Fiedler  
Re: Pronunciation

We will accept 30, 20 or 10 second copy at a rate equal to 30" applicable to the appropriate time slot.

Of paramount necessity for the professional sound of W-NUS is correct pronunciation by W-NUS air men. Proper pronunciation is expected by the listener, required by the station.

Recently, we've been guilty of committing the most sinful pronunciation errors, demonstrating ghastly ignorance of places and people appearing in the news. To wit: "Button" like shirt button for Jim Bouton, New York Yankees; offbeat name calling of Urbana and Cairo in Illinois; "Jessa-sue-it" for Jesuit; plus a rash of phonetic twists of common nouns, adjectives, and adverbs, not to mention plain fluffs.

It is the responsibility of the managing and senior editors to post pronunciation guides or re-occurring news names. There is an NBC pronunciation guide and dictionary in the preparation room. It is the final responsibility of each and every newsman to review his upcoming newscast copy and KNOW the correct pronunciation of each and every word. Such may even entail outside reading, even of the dictionary.

The point is, we, with other virtues, are certainly expected to sound knowledgeable. We can't possibly, when we blow so many simple words in the English language.

The point is: If we're to say it, let's say it correctly.... a cardinal rule.

Commercially should be in a well keeping with the station. Those that are not (screams, irritating, etc.) will be refused.

Jack Fiedler

It is our desire and responsibility to exercise every effort to produce for the advertiser, yet at the same time adhere to our responsibilities as a broadcaster.

All commercials will require undisturbed sponsorship identification.



W-NUS POLICY

MEMORANDUM

Commercial and Copy Standards

(no deviation)

Date

October 1, 1964

W-NUS will carry a maximum of 16 commercials per hour, regardless of length.

There will be a maximum of 4 commercials per 15 minute newscast segment, regardless of length.

We will guarantee 10 minutes protection from competitive accounts of specific categories, and attempt to give 15.

In all cases possible, we will voice live copy on Tape Cartridge, backed by appropriate music.

We will accept 30, 20 or 10 second copy but at a rate equal to 80% applicable to the appropriate one minute frequency rate.

Without exception, transcribed commercials will be a maximum of:

- 60 seconds for one minute announcements
- 30 seconds for 30 second announcements

(20 second and 10 second announcements normally would be a maximum of 20 and 10 seconds respectively, but this is not critical with our rate at 80% of the one minute for 30 seconds or LESS)

Live copy guides for this format are:

- one-minute commercial - 130 phonetic words maximum for effective selling
- 30-second commercials - 65 phonetic words for effective selling
- 20-second commercials - 45 phonetic words for effective selling
- 10-second commercials - 15 phonetic words maximum

Transcriptions and copy are to be at the studios by 3 PM preceding day of broadcast. Overlength copy is automatically subject to immediate cutting to fit maximum time

All copy is subject to approval and acceptance by station. Keep in mind that copy of bad taste, false claims, misleading nature or for unacceptable products will be rejected automatically.

Commercials should be in overall keeping with our format. Those that are not (screamers, irritating, big borax, etc.) will be rejected.

It is our desire and responsibility to exercise every effort to produce for the advertiser, yet at the same time adhere to our responsibilities as a broadcaster.

All commercials will require unmistakable sponsorship identification.

THE *McLendon* STATIONS MEMORANDUM

To Jack Fiedler

Date October 1, 1964

cc: Larry Webb

From Don Keyes

Subject

The following points were discussed at a meeting between Jack Fiedler, Larry Webb and myself on Friday, September 25th in my room at the Sheraton-Chicago Hotel. They are entered here as a matter of record.

- 1.) Detected extreme sibilance in announcer's delivery in Harris Mortgage Company commercial. Announcer was Webb. We discussed and suggested either a different mike be used or he see a dentist.
- 2.) UPI Audio has passed its one month trial period and is now on a one-year contract.
- 3.) I recommended the hiring of five persons to drive the three telesign trucks on an 18 hour a day basis. Possibly three trucks rolling during the day and two in the evening. This matter was not resolved.
- 4.) Frank Walker, the janitor, is now delivering the Bulldog Editions of the city papers to the transmitter each morning when he comes to work.
- 5.) We will not tape portions of the all-night shift, at least, for the present. I will take another look at this down the line, but for now we wish to put our best foot forward.
- 6.) I suggest that Joe Long be sent to Chicago for the purpose of setting up and executing November broadcast election coverage. Roy Nichols can handle it for KLIF. I will run this by GBM.
- 7.) The Wall Street Journal wire service is still not resolved. We are waiting to hear from their New York office.
- 8.) Mitch and I inspected the helicopters with the idea of placing advertising material in them. We are both cool on the idea due to the limited number of passengers carried by the helicopter as well as the additional expense of installing lightweight metal frames to hold posters.



9.) The idea of an ad in The Wall Street Journal has been ruled out due to excessive cost.

W-NUS 2/26  
Policy

10.) Station will subscribe to "Newsprint". This is a religious newsletter published by the Massachusetts Council of Churches and we will use it for religious news. Webb will also check with religious editors of the various papers to determine how their various religious items are obtained.

11.) Webb has obtained a copy of the NBC pronunciation guide for newsroom reference. Suggest all stations do likewise.

12.) All newsmen are encouraged to write and record editorials for W-NUS but, naturally, they will not be broadcast without the express permission of Jack Fiedler.

The following notes were also covered and pertain to a monitor of the station.

1.) It is important that during morning traffic, one of our top three stories be that story which receives page one attention from the Chicago Sun Times. Our thinking being that although the news itself may be somewhat stale in our estimation, the listener will hear it first on radio before he has a chance to peruse his morning paper. When he does so, he will realize that that story is old to him since he has heard it on W-NUS.

2.) An announcer mispronounced Sonoma County.

3.) A commercial for Compoz featuring the voice of Jocko Henderson, a Negro deejay, was still on the air on W-NUS. It was removed.

4.) The following is recorded as a matter of format. After the first commercial and preceding the first news story, the announcer says, "Now the news..." This serves as a springboard from the commercial into the news itself and is especially useful when the commercial has a live tag.

5.) Too many of the guest editorials sound like cute feature stories rather than thought-provoking editorials on interesting or pertinent subjects.

6.) Webb cautioned again to be sure and maintain an accurate political file showing that all candidates have received equal mention.

7.) The re-write involving Goldwater being in Boston was too long and drawn-out and was actually wasted time. This was done by John Evans.

###

## W-NUS POLICY

### Re: FOOTBALL SCORES

#### COLLEGE FOOTBALL

Thursday and Friday night college scores: These will be given by quarters, half, three quarter or final as they come in on the SPORTS BUREAU up to 2:00 AM the following morning. Chicago area college scores on Thursday and Friday nights will also be given, where logged as Chicago scores, the second and fourth quarter hour newscast up to 2:00 AM the following morning. Starting at 6:00 AM the following morning on the SPORTS BUREAU, ONLY college and area college scores of the preceding night will be given up to 10:00 AM and dropped.

Saturday afternoon college scores: We will give scores for the top 20 Saturday afternoon college games. These games will be pre-determined weekly by the managing news editor and so listed in the printer and news prep rooms on W-NUS football score sheets. We will give scores as they come in by quarter, half, three quarter or final on the SPORTS BUREAU only except for local area college scores, and these on a running basis each quarter hour. All Saturday afternoon college scores, top 20 games or local area will be carried to 8:00 PM Saturday night and dropped, but then picked up again and given with Saturday night scores on the Sports Bureau 10-11 PM.

Saturday night college scores: We will start these as they come in which should be at 8:00 PM. These scores will be in addition to the top 20 Saturday afternoon games and local area Saturday afternoon games pre-selected on W-NUS football score sheets. We'll give scores of all major Saturday night college games and local area college games up to 2:00 AM the following morning.

Sunday morning recap of college scores: On the Sunday morning SPORTS BUREAU from 6:00 AM to 11:00 AM, we'll give a run-down of how the top ranked college teams fared the previous day along with local area Saturday night college scores.

#### PROFESSIONAL FOOTBALL

Night games: As soon as pro football night scores come in, we'll start giving them by quarter, half, three quarter or final on the SPORTS BUREAU except that we'll give GREEN BAY PACKER AND CHICAGO BEAR scores on a running basis or finals also with Chicago sports scores on second and fourth quarter hour newscasts.

Sunday afternoons: We'll start with pro scores as soon as they come in and give them by quarter, half, three quarter or final on the SPORTS BUREAU except that we'll give Chicago Bear and Green Bay Packer scores on a running or final basis with Chicago scores in the second and fourth quarter hour newscast. We will carry pro scores of Sunday up to 2:00 AM the following Monday morning.

#### HIGH SCHOOL SCORES

Because there are so many and would add clutter to the format, we will not initially give high school scores. However, on certain specified games later on, we may well give scores and future instructions will cover this.



HOW TO GIVE FOOTBALL SCORES...Group and so specify as college or professional if both occur on same day or night. Give local college area or Bear and Packer pro games first in college or pro grouping. Give scores specifying at the quarter, half or end of three quarters, first, followed by leading team first with score and losing team with score. Group college scores--local first, then by Midwest, East, South, Southwest, West, Far West. Night games will so be specified. College scores will be given by school only and pro scores by city name and team name.

Thus, football scores would be given like this:

FROM THE W-NUS 1390 SPORTS BUREAU..IN COLLEGE FOOTBALL THIS AFTERNOON...

(Area scores first) FINAL, NORTHWESTERN 14, PURDUE NOTHING.

ILLINOIS 36, INDIANA 7

(Divide by sector) IN THE MIDWEST...

AT THE HALF, OHIO STATE 6, MISSOURI 6

AFTER ONE QUARTER, MICHIGAN STATE 3, MICHIGAN 0

AT THE END OF THREE QUARTERS, IOWA 7, IOWA STATE 7

FINAL SCORE, NEBRASKA 10, OKLAHOMA 0

IN THE EAST....

Scores in proper manner

IN THE SOUTH....

Scores in proper manner

IN THE SOUTHWEST...

Scores in proper manner

IN THE WEST.....

Scores in proper manner

IN THE FAR WEST....

Scores in proper manner

IN PROFESSIONAL FOOTBALL..

IN THE NATIONAL FOOTBALL LEAGUE..

CHICAGO BEARS 7, PHILADELPHIA EAGLES 6

NEW YORK GIANTS 14, DALLAS COWBOYS 9

ETC...

IN THE AMERICAN FOOTBALL LEAGUE...

Continue scores in proper manner

W-NEWS FORMAT & LOGGING PROCEDURES

TRAFFIC REPORTS- To be logged each 15 minute newscast (quarter hour) immediately after third commercial slot during hours of 6-- 10 AM and 3 - 7 PM, Monday through Friday. To be logged as N T TRAFFIC REPORTS LS (30).

In transitional phrases from news to sports or editorials or like features, editors will say "From the W-NEWS Thirteen Ninety Sports Bureau, From the WNEWS Editorial bureau, etc.

EDITORIALS- Will be scheduled daily just before last commercial slot of fourth quarter hour newscast during hours of 7 - 8 AM, 8 - 9 AM, 9 - 10 AM, 12 - 1 PM, 2 - 3 PM, 3 - 4 PM, 4 - 5 PM, 5 - 6 PM, 6 - 7 PM, 7 - 8 PM, all days. When editorial is one of our own we will schedule just one editorial on TC. When guest editorial, we will use two on TC, rotating in above hours.

C T Ed. LS

STOCK MARKET REPORT-- To be scheduled as C T STOCK MARKET BUREAU WS LS just before fourth commercial slot after producer story in second quarter hour newscast 9 AM - 8 PM, except 11:15 - 11:30 AM and 4:15 - 4:30 PM and then just before third commercial slot in those quarter hours.

CHICAGO SCHOOL BUREAU - Log as C ED CHICAGO SCHOOL BUREAU LS, 4:22:30 - 4:27:30 PM, 7:22:30 - 7:27:30 PM & 9:22:30 - 9:27:30 PM SUNDAY Thru Saturday immediately after third commercial slot in second quarter hour newscast.

NO PROBLEM FOR RELIGIOUS NEWS AS LONG AS ONE HOUR 15 MINUTE OF CHURCHES ARE ON. If OFF, log 5:54 - 5:59 AM and 11:19 - 11:29 AM (With weather following) Sunday thru Friday. Can contact thru Aaron Gold ministers of all denominations for early morning five minute sermonette and short prayer.

VOCAL POINT - With LIVE intro that says; W-NEWS VOCAL POINT BUREAU canvassed Chicago today on the following question (read question) and here's what Chicago said: Then into montage of listeners with answers taped and clipped as needed. Such listeners to be phone daily by producer until we get five minutes worth for use with each listener identify himself by name and address and then answer. *loss*

C D Vocal Point LS

WE WILL SIGN OFF Monday 2 AM - 5 AM for maintenance.

12:00 will be shown on log as M or N or midnight or noon respectively in proper places.

ALL SPORTS BUREAUS WILL BE LS

ANY CHANGES IN PROGRAMS OR FORMAT, ADVISE DON KEYES

AGRICULTURAL BUREAU - will be scheduled from 12:09 - 12:14 PM after third commercial slot Monday thru Saturday, will be C T AGRICULTURAL BUREAU, LS

Ag

FIRST HALF OF EACH NEWSCASTS WILL GIVE NEWS STORIES IN ORDER OF IMPORTANCE: 2ND HALF OF EACH NEWSCAST WILL GIVE LOCAL, STATE, NATIONAL AND INTERNATIONAL IN THAT ORDER.



W-NUS STANDARD OPERATING PROCEDURE NUMBER: 8  
28 AUGUST 64

SUBJECT: LEARNING THE NEWS FORMAT

1. AT FIRST, THE W-NUS FORMAT MAY SEEM COMPLEX. ACTUALLY IT WILL BE A SIMPLE FORMAT TO LEARN. ALWAYS MAKE SURE YOU CHECK THE PROGRAM LOG BEFORE YOU GO ON THE AIR. KNOW WHERE COMMERCIALS AND N.C.S.A.'S GO....AND WHEN THEY GO ON THE AIR. THIS WILL ELIMINATE OMISSIONS AND WILL ENABLE YOU TO KEEP YOUR TIMING UP TO THE SECOND. LOG YOUR ENTRIES AS YOU COMPLETE THE "LIVE" SEGMENTS OF THE NEWSCAST. AT ALL TIMES, KEEP THE PROGRAM LOG NEAT AND LEGIBLE. MAKE ALL ENTRIES IN BLUE OR BLACK INK.

2. LET'S TAKE THE AVERAGE NEWSCAST FROM START TO CONCLUSION. IT IS 6 A.M. YOU ARE SET TO BROADCAST THE FIRST QUARTER HOUR SEGMENT. AS YOU FOLLOW THE FORMAT KEEP IN MIND THAT WE MUST KEEP PRODUCTION AS TIGHT AS POSSIBLE. GIVE THE ENGINEER STRONG HAND CUES THAT ARE EASILY VISIBLE TO HIM AT ALL TIMES. YOU'VE CHECKED THE PROGRAM LOG, YOU'RE IN THE BROADCAST BOOTH...AND THE RECORDED NEWSCAST INTRODUCTION BEGINS.

A. AT 30-SECONDS PAST THE HOUR....THE NEWSCAST INTRO ENDS. IN TIGHT CUE YOU FOLLOW WITH THREE HEADLINES. (AT ALL TIMES KEEP HEADLINES BRIEF, IMAGINATIVE AND COLORFUL)

" A CALM CLEO HEADS OUT TO SEA.....

--O--

L-B-J STUMPS SEATTLE .....

--O--

UNREST CONTINUES IN THE CONFUSED CONGO.....

THIS IS ASSOCIATE EDITOR JOHN A. DOE. IN A MOMENT THE COMPLETE STORIES.

B. NEXT, THE FIRST COMMERCIAL.

C. THE COMMERCIAL ENDS AND THE ASSOCIATE EDITOR FOLLOWS WITH HIS FIRST THREE STORIES IN ORDER OF HEADLINES. THE REMAINING PORTION OF THE NEWS MAKE-UP IS DONE WITH STORIES IN ORDER OF IMMEDIACY AND IMPORTANCE.

D. BETWEEN SIX AND SEVEN MINUTES PAST THE HOUR, THE ASSOCIATE EDITOR CONCLUDES THE FIRST SEGMENT OF HIS NEW-CAST:

" W-NEWS TIME 7 MINUTES PAST 6 A.M.....CHICAGO AVERAGE TEMPERATURE 76 DEGREES."

E. THIS IS FOLLOWED BY WHAT IS CALLED THE CLUSTER.....A COMMERCIAL, STATION PROMO AND ANOTHER COMMERCIAL.

F. FOLLOWING THE FINAL COMMERCIAL.....OR FOLLOWING THE STATION PROMO WHEN THERE IS NO SECOND COMMERCIAL, THE ASSOCIATE EDITOR DETAILS THE REMAINING SEGMENT OF HIS NEWS CONTENT. STORIES IN THIS SEGMENT WILL BE DONE IN SOME GEOGRAPHICAL ORDER (LOCAL, AREA-REGIONAL, STATE, NATIONAL AND INTERNATIONAL.) THE SEGMENT WILL BE CLOSED WITH THE PRODUCER'S STORY. THIS WILL BE A FEATURE OR KICHER RE-WRITTEN FOR USE AT THIS PARTICULAR TIME.

G. AFTER READING THE PRODUCER'S STORY, NEWSMAN FOLLOWS WITH:

" SPORTS IN A MOMENT"

H. THIS IS FOLLOWED WITH A NON COMMERCIAL SPOT ANNOUNCEMENT, WHICH WILL RUN ABOUT 20-SECONDS. AT CLOSE OF THE N. C. S. A., THE ASSOCIATE EDITOR OPENS ONE MINUTE OF SPORTS WITH:

" FROM THE N.C.S.A. SPORTS BUREAU"

*changed*

1. AT THE CONCLUSION OF THE SPORTS SEGMENT, THE ASSOCIATE EDITOR CLOSSES WITH:  
" I'LL BE BACK WITH THE WEATHER IN A MOMENT..." *In a moment the weather <sup>is news</sup> for Metropolitan Chicago."*
2. THE ENGINEER PLAYS THE FINAL COMMERCIAL.
3. NEXT THE WEATHER FORMATS.....OPENING WITH:  
" FROM THE W-NEWS WEATHER BUREAU..."
4. FOLLOWING THE FINAL DEGREE READING:  
" THIS HAS BEEN ASSOCIATE EDITOR JOHN A. DOE REPORTING W-NEWS. *no, end with. Jarp*
5. THE NEWSCAST IS FINISHED.....~~REMAINING SEGMENTS OF THE NEWSCAST~~  
THE ENGINEER PLAYS THE STATION PROM.  
NEWSMAN FOLLOWS WITH TIME CHECK: " IT'S 6:15 A.M. IN CHICAGO." *and better*
6. THE SECOND NEWSCAST INTRO BEGINS.....

LARRY H. WEBB  
MANAGING EDITOR

CDT on h.w. +  
 $\frac{1}{4}$  hrs



WVUS STANDARD OPERATING PROCEDURE NUMBER 2  
26 AUG 64

TO: ALL SENIOR EDITORS AND THE NEWS PRODUCER

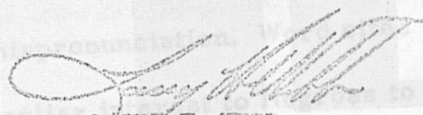
SUBJECT: NEWSPAPER EDITORIALS

1. IT WILL BE THE RESPONSIBILITY OF EACH SENIOR EDITOR TO SUBMIT ALL CHICAGO NEWSPAPER EDITORIALS TO THE MANAGING EDITOR EACH DAY.

SENIOR EDITOR NUMBER ONE WILL SUBMIT EDITORIALS FROM THE TRIBUNE AND THE SUN-TIMES.  
SENIOR EDITOR NUMBER TWO WILL SUBMIT EDITORIALS FROM THE AMERICAN AND DAILY NEWS.  
THE NEWS PRODUCER WILL SUBMIT ALL EDITORIALS FROM OUT-OF-TOWN PAPERS RECEIVED BY  
KIM.

2. PLEASE MAKE SURE THAT EACH EDITORIAL IS SUBMITTED WITH DATE OF PUBLICATION ON IT.

3. EDITORIALS WILL BE PLACED IN MANAGING EDITOR'S MAIL BOX.



LARRY H. WEBB  
MANAGING EDITOR

THE *McLendon* STATIONS MEMORANDUM

*yzb*  
*Finley*

To Jack Fiedler

Date September 10, 1964

cc: Larry Webb

From Don Keyes

Subject

The following points were discussed by Gordon McLendon in your office at 3:15 PM, September 4, 1964. They are pertinent to the operation of W-NUS and are hereby recorded for future reference.

- 1.) Fewer beepers, UPI audio inserts, etc., and more hard news.
- 2.) Watch announcers for mispronunciation. Word cited was "blatant".
- 3.) Do not allow news of peculiar interest to Negroes to dominate any particular newscast.
- 4.) Watch out for excess of presidential campaign news coming up shortly.
- 5.) Cordell is not to do any newscasting.
- 6.) Stan Major's delivery too fast.
- 7.) Discussion program "Vocal Point" needs more explanation on the part of the announcer. The question should be explained, asked, answered, via telephone beeper, then re-capped by our announcer. Fiedler and I later discussed this and decided that we needed at least two parties with beeper calls.
- 8.) Producer's story : Gene Autry's sale of his interest in the Sahara Motor Hotel was cited as good example.
- 9.) Newscasts do not repeat enough of the key stories. Policy set at 14 stories per newscast including sports, weather, editorials, etc.
- 10.) Stop mentioning UPI audio and refer to it as "The W-NUS Overseas Line." When introing, use "W-NUS takes you now to ( name ) in ( location )."
- 11.) We need promos on the number of newsmen and the various news services.
- 12.) Promote Wall Street Journal wire when obtained.
- 13.) Weather forecast running too long.



- 14.) Sports news a bit overdone on certain stories. Needs greater variety.
- 15.) Policy established that UPI audio will be held to one insert per newscast maximum and restricted to 30 seconds in length. No UPI audio inserts are to go on the air unless they are really good, really newsworthy.
- 16.) Delivery too rapid in most instances.
- 17.) Round off long detailed figures when they occur in a news story.
- 18.) The three top stories of the day should be covered in all newscasts.
- 19.) Arrangements should be made for station to receive all early newspaper editions as soon as they hit the streets. Mechanical problems here.
- 20.) Producer's stories are not to be kickers. They should be predominantly human interest stories of a hard news nature with name appeal in many instances ( Gene Autry sells the Sahara ). They are to be written with short sentences, using words that are easily understood.
- 21.) Dave Ward is to determine what publications we will wish to obtain for sources for producer's stories.
- 22.) It is possible that the producer, Dave Ward, will move to 230 North Michigan and relay his writing by teletype to the studios. Fiedler investigating teletype possibilities.
- 23.) In the interest of extending the length of time devoted to actual news coverage, the promo appearing in the center of the newscast was eliminated. We now have 8 full series of promos which are spread over a 2 hour period. They have four promos per hour for two hours until they repeat.

Later notes from GBM and myself before concluding the Chicago visit:

- 1.) The Magikist sign on the Dan Ryan Expressway makes no mention of "all-news radio". Fiedler will check.
- 2.) In addition to the titles Managing Editor, Senior Editor, and Associate Editor, some newsmen will be designated as Day Editor, Night Editor, etc. Fiedler and I decided that the titles City Editor, State Editor, Junior Editor, would be overdoing it. However, we will refer to the UPI audio correspondents as Contributing Editors, Overseas Editors and, occasionally, Washington Editors, by way of introducing them when the inserts are used.

- 3.) Fiedler is to get with Aaron Gold and remind him that he ought to get a lot of column mentions when the various columnists return from vacation. Fiedler is also to supply Gold with column fodder.
- 4.) We are to monitor ballgames to get up-to-the-minute scores, especially for Chicago games. W-NUS, by its very nature, cannot afford to have late ball scores on the air.
- 5.) Evans needs to pay closer attention to the format. Also, his delivery, says Fiedler, "is sounding pontifical."
- 6.) Two slight revisions were made in the format and they are as follows:
  - a.) Just between the station i. d. and news intro, the newscaster is to say, "...and now, W-NUS at 11:15 PM."
  - b.) At the end of the newscast immediately following the weather forecast, the newscaster is to say, "Next W-Newscast, immediately."



MEMO  
2 OCT 64

SUBJECT: TRAFFIC REPORT FEATURE

TO: ALL W-NUS ASSOCIATE AND SENIOR EDITORS  
FR: WEBB

1. ONE OF OUR LISTENERS TOOK THE TIME TO WRITE, AND SUBMITTED A GOOD SUGGESTION. HE REQUESTED THAT WNUS BROADCAST THE TIME OF SUNSET EACH DAY AND AT THE SAME TIME REMIND MOTORISTS TO MAKE SURE THEIR AUTO LIGHTS ARE ON.
2. I THINK THIS WOULD BE A WORTHWHILE FEATURE IN OUR AFTERNOON DRIVE-TIME TRAFFIC REPORTS.
3. SINCE THE PERTINENT WEATHER DATA MOVES ON THE WEATHER WIRE IN THE EARLY A.M., SENIOR EDITOR RAY WILLIAMS WILL MAKE SURE THAT THE SUNSET TIME IS POSTED ON THE PREP-ROOM WINDOW.
4. THOSE EDITORS DOING AFTERNOON DRIVE-TIME REPORTS SHOULD MENTION SUNSET TIME IN HOUR OF OCCURENCE. FOR INSTANCE IF SUNSET WAS AT 5:56 HE WOULD MENTION SUNSET ON THE THREE TRAFFIC REPORTS PRECEEDING OCCURENCE.
5. FORMAT: SUNSET IN \_\_\_\_\_ MINUTES AT \_\_\_\_\_ P.M.  
A REMINDER FROM W-NEWS THAT ALL DRIVERS ARE REQUIRED TO HAVE THEIR AUTO LIGHTS ON AT SUNSET. DRIVE SAFELY.
6. THIS SAME IDEA WORKED WELL AT THE MC LENDON STATION IN SAN ANTONIO (KTSA). IT WILL BE AN EXCELLENT FEATURE DURING DRIVE TIME.

Don — this might BE A GOOD IDEA  
for EXTRA — WEBB

WNUS STANDARD OPERATING PROCEDURE NUMBER 5  
2 OCT 64

TO: ALL SENIOR AND ASSOCIATE EDITORS  
FR: WEBB

SUBJECT: CARBON COPY OF PROGRAM LOG

1. IT WILL BE THE RESPONSIBILITY OF THE SENIOR OR MANAGING EDITOR ON DUTY TO MAKE SURE THAT A CARBON COPY OF THE CURRENT PROGRAM LOG IS POSTED IN THE PREP-ROOM. THE DAILY LOG IS MADE UP IN TWO SEGMENTS. THEREFORE, IT WILL BE NECESSARY TO POST THE LOG BEFORE MIDNIGHT AND BEFORE NOON EACH DAY.

2. IT WILL BE THE RESPONSIBILITY OF EVERY EDITOR TO CHECK THE CARBON COPY OF THE PROGRAM LOG PRIOR TO GOING ON THE AIR. ON OCCASION, I FIND THAT EDITORS ENTER THE CONTROL ROOM WITHOUT KNOWLEDGE OF THE COMMERCIAL CONTENT IN THEIR NEWSCAST.

3. ONE OF THE PRIMARY REASONS FOR CHECKING THE CARBON COPY IS TO PREPARE FOR LIVE TAGS FOR COMMERCIALS. MR. FIEDLER POINTS OUT THAT LIVE TAGS ARE NOT FOR HARASSMENT, BUT REALLY ONLY FOR EACH EDITOR'S CONVENIENCE. OTHERWISE, EACH LIVE TAG WOULD HAVE TO BE RECORDED SO AS TO RUN IN SHIFT, ACCORDING TO UNION REGULATIONS.

4. ANOTHER REASON FOR CHECKING THE CARBON COPY, IS SO YOU CAN ARRANGE YOUR NEWS CONTENT. IF YOU HAVE A HEAVY COMMERCIAL LOAD IN YOUR QUARTER HOUR THIS IS MOST IMPORTANT.

5. DON'T RELY ON THE ENGINEER TO TELL YOU THAT YOU'VE A LIVE TAG HERE AND A COMMERCIAL THERE. THE ENGINEER HAS HIS HANDS FULL ALREADY.

6. LET'S DO IT RIGHT THE FIRST TIME. LIVE TAGS THAT ARE MISSED, OFTIMES RESULT IN COMMERCIAL MAKE-UPS....60 OR 30 SECONDS THAT COULD HAVE BEEN SOLD TO ANOTHER SPONSOR OR USED FOR MORE NEWS.

7. CHECK AND DOUBLE-CHECK THE CARBON COPY OF THE PROGRAM LOG EACH AND EVERY TIME YOU PREPARE FOR A NEWSCAST.



MEMO

5 OCT 64

TO: ALL W-NEWS SENIOR AND ASSOCIATE EDITORS  
FR: WEBB

SUBJECT: SPECIAL SPORTS COVERAGE

1. THE WORLD SERIES WILL BE COVERED ON WNUS WITH RUNNING HALF-INNING SUMMARIES, AS SOON AS EACH HALF INNING IS COMPLETED. HALF INNING SUMMARIES WILL BE BROADCAST IN ADDITION TO REGULAR UP-TO-THE-MINUTE SCORES ON "SPORTS BUREAU" AND "SCORE" FORMAT.

2. EDITORS WILL ACTUALLY KEEP A SCORECARD FROM PLAY-BY-PLAY ON WESTERN UNION TICKER, AND COMPOSE HALF INNING SUMMARY FROM THE SCORECARD.

3. I WILL EXPLAIN THIS IN DETAIL WITH THE AFTERNOON SHIFT.

4. AN EXAMPLE OF A HALF-INNING BREAK-IN WOULD BE AS FOLLOWS:

" FROM THE W-NEWS 13-90 SPORTS BUREAU HERE IS THE LATEST SUMMARY ON THE WORLD SERIES:

IN THE TOP HALF OF THE SECOND INNING, LEAD-OFF BATTER BOBBY RICHARDSON SINGLED TO CENTER. ROGER MARIS, BATTING SECOND, GROUNDED INTO A DOUBLE-PLAY. MICKEY MANTLE THEN FLIED OUT TO LEFT FIELD.

AFTER ONE AND A HALF INNINGS.....

THE YANKEES NO RUNS, ONE HIT, NO ERRORS

THE CARDINALS 1 RUN, TWO HITS, NO ERRORS

STAY TUNED FOR FURTHER DETAILS "

5. EFFECTIVE NOW, ON ALL SPORTS BUREAUS AND STORIES ABOUT THE WORLD SERIES, BILLBOARD THE FACT THAT W-NEWS WILL CARRY HALF INNING SUMMARIES.

6. W-NEWS WILL ALSO HAVE A CORRESPONDENT IN TOKYO FOR COVERAGE OF THE OLYMPIC GAMES, BEGINNING OCTOBER 8TH THRU 24TH. THE REPORTER IS DICK SPANGLER. COVERAGE WILL CONSIST OF 5 TELEPHONE BEEPERS ONE MINUTE IN LENGTH AND 5 BEEPERS 30 SECONDS IN LENGTH. SENIOR EDITORS ARE INSTRUCTED TO JUDGE EACH REPORT FOR NEWS VALUE, SO AS TO PROGRAM WITHOUT CONFLICT TO ANY U. P. I. REPORTS WE MAY RECEIVE. THERE IS A GOOD CHANCE THAT OUR OLYMPIC COVERAGE WILL BE SPONSORED. THIS NATURALLY WILL DICTATE WHERE THE REPORTS ARE PROGRAMMED.

7. EFFECTIVE NOW, ON ALL SPORTS BUREAUS AND STORIES ABOUT THE WORLD OLYMPICS, BILLBOARD THE FACT THAT W-NEWS WILL HAVE AN EDITOR ON THE SCENE FOR CONTINUOUS AND COMPLETE COVERAGE.

MEMO

5 OCT 64

TO: ALL W-NEWS SENIOR AND ASSOCIATE EDITORS  
FR: WEBB

SUBJECT: POLITICAL COVERAGE

1. EFFECTIVE NOW, ONLY ONE POLITICAL STORY WILL BE BROADCAST ON EACH W-NEWSCAST.
2. EACH STORY WILL CONTAIN EQUAL COVERAGE FOR THE CANDIDATES INVOLVED THE SPECIFIC CAMPAIGN.
3. EXAMPLE: IF YOU USE A POLITICAL STORY CONCERNING THE ILLINOIS GUBERNATORIAL RACE.....YOU WOULD GIVE EQUAL COVERAGE TO BOTH DEMOCRAT INCUMBENT KERNER AND G. O. P. CHALLENGER PERCY. HOWEVER, THAT WOULD BE ON THE POLITICAL STORY ON THAT NEWSCAST. THERE WOULD BE NO, JOHNSON-GOLDWATER, MILLER-HUMPHREY ETC.
4. I HAVE INSTRUCTED EACH SENIOR EDITOR TO MAKE SURE THAT EQUAL COVERAGE IS PROVIDED CANDIDATES ON ALL NEWSCASTS.
5. ACTUALITIES: IF YOU USE A JOHNSON ACTUALITY ON A SPECIAL COMMENT.....YOU MUST FOLLOW WITH AN ACTUALITY BY GOLDWATER ON THE SAME NEWSCAST.
6. AT ALL TIMES, MAKE SURE YOUR POLITICAL STORIES ARE NEWSWORTHY. POLITICS IS NOT FILL MATERIAL. MAKE SURE, IF AT ALL POSSIBLE, THAT THEY CONTAIN SOME DEGREE OF HARD NEWS.
7. UNLESS THERE IS SOME SPECTACULAR DEVELOPMENT OR STATEMENT FROM ONE OF THE CANDIDATES, DO NOT USE POLITICAL FOR LEAD OR HEADLINE MATERIAL. LET'S SAVE THE HEADLINES FOR NOVEMBER THIRD.



WNUS STANDARD OPERATING PROCEDURE NUMBER 4  
2 OCT 64

TO: ALL SENIOR AND ASSOCIATE EDITOR  
FR: WEBB

SUBJECT: "BULLDOG" NEWSPAPER EDITIONS

1. IT WILL BE THE RESPONSIBILITY OF THE MANAGING AND SENIOR EDITORS TO CHECK ALL NEWSPAPER EDITIONS AS SOON AS THEY ARRIVE AT THE STATION. PURPOSE OF THIS IS TO:

- A. CHECK FOR STORIES NOT BROADCAST ON WNUS.
- B. FIND OUT WHAT STORIES ARE LEAD MATERIAL FOR MORNING TRAFFIC PERIOD.
- C. CHECK EDITORIAL CONTENT
- D. CHECK LOCAL SPORTS DEVELOPMENTS

2. SENIOR EDITOR RAY WILLIAMS WILL BE RESPONSIBLE FOR CHECKING THE TRIBUNE AND THE SUN-TIMES. SENIOR EDITOR GARY FULLER WILL BE RESPONSIBLE FOR CHECKING THE DAILY NEWS AND THE AMERICAN.

3. EACH SENIOR EDITOR WILL CLIP THE EDITORIAL SECTION FROM THE NEWSPAPERS AND PLACE ON THE EDITORIAL HOOK IN THE PRINTER ROOM.

4. IT WILL BE MANDATORY THAT NEWSPAPERS BE KEPT ON FILE FOR A PERIOD OF AT LEAST ONE WEEK. WE WILL USE THE BOTTOM DRAWER OF FILING CABINET IN PREP-ROOM FOR OUR NEWSPAPER MORGUE.

5. IT WILL ALSO BE MANDATORY THAT STORIES GIVEN TOP PLAY IN THE NEWSPAPERS, BE GIVEN TOP PLAY ON OUR STATION. NATIONAL PROGRAM DIRECTOR, DON KEYES, BROUGHT UP AN EXCELLENT POINT. WNUS IS THE "NEWSPAPER OF THE AIR" AND EVERY WNUS LISTENER SHOULD BE SO FAMILIAR WITH WHAT'S ON THE FRONT PAGE OF ANY EDITION, THAT HE SAYS TO HIMSELF, "OH, I DON'T HAVE TO READ THAT, I ALREADY HEARD IT ON WNUS."

6. IN AN UPCOMING S. O. P. I WILL DISCUSS RE-WRITE FROM NEWSPAPERS.

7. CHECK AND RE-CHECK THE EARLY EDITIONS. THEY WILL CERTAINLY BE A VALUABLE GUIDE TO NEWSCAST MAKE-UP.

CRITIQUE

1 OCT 64

TO: ALL W-NUS SENIOR AND ASSOCIATE EDITORS  
FR: WEBB

SUBJECT: TRANSITIONAL PHRASES

1. IN MONITORING, I FIND THAT WE ARE BECOMING NOTICABLY REDUNDANT IN OUR USE OF TRANSITIONAL PHRASES. TWO OF OUR MORE POPULAR PHRASES ARE "ON THE POLITICAL SCENE" AND "ON THE SPORTS SCENE."

2. THERE ARE SEVERAL WAYS TO MOVE FROM ONE SUBJECT OR LOCATION IN A NEWSCAST WITHOUT CONTINUALLY POUNDING THE SAME WORDAGE DAY AFTER DAY.

3. IN THE TRUE SENSE OF NEWSCAST PREPARATION, EACH EDITOR ON OUR STAFF SHOULD ATTEMPT TO BE CREATIVE IN THE USE OF TRANSITIONAL PHRASES. IT ONLY TAKES A FEW SECONDS TO "PEN-IN" THE PHRASE. I'M AFRAID WE TEND TO AD-LIB, AND THE MOST AVAILABLE SOURCE IS THE WORD OR WORDS SOMEONE ELSE USED.

4. TRANSITIONAL PHRASES ARE AN IMPORTANT PART OF NEWSCASTS THAT ARE NOT PRESENTED BY DATELINE. THEY KEEP THE 'CAST FLOWING AND MAKE A SEQUENCE OF EVENTS OR GEOGRAPHICAL LOCATIONS "FIT."

5. LET'S USE OUR HEADS AND GET OFF THE CRUTCH.

6. THERE ARE FOUR BASIC WAYS TO MOVE FROM STORY TO STORY, EVENT TO EVENT OR PERSONALITY TO PERSONALITY:

A. USE OF GEOGRAPHICAL LOCATION: "IN THE MIDWEST.." "IN ATLANTA, GEORGIA" ETC.

B. USE OF SUBJECT: "ON THE CAMPAIGN TRAIL" "THE BIG STUMP FOR THE BIG JOB CONTINUES" ETC.

C. USE OF TIME ELEMENT: "THIS MORNING SO AND SO SAID AND THIS AFTERNOON SO AND SO WILL SAY" ETC.

D. THE COMMON TRANSITIONAL WORDS: "ELSEWHERE, MEANWHILE, TURNING TO, LOOKING AT" ETC.

7. IT IS IMPORTANT THAT WE SOUND FRESH AND ALERT. REDUNDANCE IS A HAZARD IN ANY NEWS OPERATION. LET'S STAY OUT OF THE ALL TOO COMMON VERBAL RUT. TRANSITIONAL PHRASES CAN BUILD A BETTER SOUND.....A SOUND THAT WE WANT AT WNUS.



WNUS  
Reply

THE McLendon STATIONS MEMORANDUM

To Gordon McLendon

Date July 14, 1965

From Don Keyes

Subject

On July 8, 1965, WNUS experimented with the new 20-minute newscast format and found it a considerable improvement over the previous 15-minute format. A meeting was held in my room at the Palmer House during which the format was discussed and refined. Those present were Jack Fiedler, Larry Webb and I.

This memo is an itemized report of that meeting.

- 1.) Each newscast will be 20 minutes long and will have five commercial avails.
- 2.) This will result in 15 rather than 16 avails per hour, but since WNUS is not commercially heavy at this time, this policy will be adhered to until such time as we wish to increase the rates or provide a 16th availability. Commercials will be played within the newscast at 0:30, 4:30, 9:30, 14:30, 17:30. There will be no clustering at the moment.
- 3.) The additional time gained through this expanded format will be used for:
  - a.) The most important story of the newscast.
  - b.) Sports news.
  - c.) Business news.
  - d.) News of interest to women.
- 4.) MIDDLE HEADS -- The middle heads will be moved to a position just before the third commercial rather than just after it as has been the procedure.
- 5.) SPECIAL I. D. 's -- In order to incorporate the required FCC station I. D. 's on the hour and half-hour, the proper station identification will be tagged on the end of any promos run in that time period. In other words, a promo concerning the news button, for example, would have as its last line, "WNUS, Chicago."
- 6.) NCSA's -- In this new format, NCSA's will be broadcast at 20 and 40 minutes past the hour, immediately following the weather.
- 7.) BUSINESS BRIEFCASE -- This expression will be dropped in favor of "Business and Financial News."

8.) WOMEN'S NEWS -- We're all agreed that we wish to expand in this area and the only point of our discussion was just how to do this. At present, Fiedler is pursuing the idea of hiring an experienced, female announcer-reporter, whose duty would be to glean, re-write, and record between 20-30 news stories each day, that are of particular interest to women. Subjects are, but not restricted to, gossip, children, education, health, money, society, fashions, home products, etc.

It is proposed that each afternoon this woman record these stories and that they be played back within the newscast the following day. We feel that a woman's voice for this particular feature will help point out the fact that this news is of special interest to women. This will eliminate the need for a newsman saying, in effect, "And now, here's something for the ladies." I think the use of a woman's voice should serve as an excellent promotional vehicle to call attention to the fact that we have something special for the female audience. Lest we drive away the male listener, this woman will not be referred to as the "women's editor". She will have some other title ( perhaps "special features" ), which will not necessarily indicate that what she has to offer is of interest only to women. We will get this on the air as soon as possible.

9.) DOKORDERS -- Fiedler wanted three Dokorders. I have ordered them through Charlie Payne.

10.) NEWS INTROS -- We need new news intros and we will have them built around the musical theme of Beethoven's Fifth Symphony. I am having a custom recording made of this since the classical arrangements are far too ponderous.

11.) A Deagan Chime will be used to punctuate the beginning and ending of the various newscasts during the thrice hourly time checks. The structure will be as follows:

NCSA -- "WNUS time ( chime ) 10:40" ( slight pause )  
News Intro for next newscast

It is felt that this chime will help acquaint the listener with the new 20-minute format, at least at the outset.

12.) Fiedler and Webb are hereby reminded that promos and promo station breaks should be instituted as soon as this format is put into effect on a permanent basis which point out:

a.) That WNUS is expanding its newscast to provide an even greater service to its listeners.

b.) For the first time in broadcasting, a radio station is really able to present news in depth. Since WNUS is not restricted by other program features, it is able to do this most effectively



TO:

- 3 -

FROM: WEBB

POLICY:

and, therefore, "WNUS is the only station in Chicago where you can get news in depth."

July 27, 1965

- 13.) LISTENING POST -- I pointed out to Fiedler and Webb that the Top 40 promotion "Listening Post" is certainly adaptable for WNUS. Both agreed and will pursue it.

24. Subject change will take effect with the 11-midnight newscast Thursday morning.

25. Hence, we will broadcast 3 newscasts an hour, compared with our present 2 newscasts per hour. Each newscast will consist of 15 minutes of news, 15 minutes of weather, and 15 minutes of sports. Senior Editors will want to review their shift work assignments as soon as possible.

Don Keyes

ys

cc: Jack Fiedler  
Larry Webb

5. With the format change, commercial content will drop from 16 spots per hour to 15 spots per hour.

6. With the adoption of the new format, it will be mandatory to have at least 2 hard news type short news items each newscast when such are available. You may use additional items, depending on time. It should be advisable to eliminate, for instance, the one-minute and one-half-minute type items. Make sure the items are timely, marginal quality items should be eliminated.

7. Special note to production: The half-hour newscast intro which we are presently using will be eliminated (since it makes specific reference to the half hour). The current newscast intro will be used as follows:

NEWSCAST INTRO

NEWSCAST INTRO

|                   |              |             |
|-------------------|--------------|-------------|
| 1st Quarter intro | will be used | on 1st cast |
| 2nd " " "         | " " "        | on 2nd cast |
| 3rd " " "         | " " "        | on 3rd cast |

8. Production and Engineering: When the new format starts, we will be at the end of the newscast, cancel all WGN's "From the Sports Desk" and replace it with "From the Sports Desk" and "From the Sports Desk".

9. Promotional copy and station id. copy will have to be revised. I will prepare this copy, and you that Sue Saline has it so it can be assigned recording on Wednesday.

10. Senior Editors will have to build bigger (longer) newscasts especially in time periods where commercial content is sparse or nil.

TO: \_\_\_\_\_

FROM: WEBB

POLICY MEMO

July 27, 1965

SUBJECT: 20-minute newscast

1. Effective this Thursday (July 29th) we will inaugurate the 20-minute all-news format on W-NUS.
2. Subject change will take effect with the 12-midnight newscast Thursday morning.
3. Hence, we will broadcast 3 newscasts an hour, compared with our present 4-newscasts per hour. Each newsman will want to study this memo to be aware of what each newscast will contain, etc. Senior Editors will want to revise their shift work assignments as soon as possible.
4. Newscasts will run from:
- A. on the hour to 20 minutes past the hour.
  - B. 20 minutes past the hour to 20 minutes until the hour.
  - C. 20 minutes until the hour to the hour.
5. With the format change our commercial content will drop from 16 spots per hour to 15 spots per hour.
6. With the adoption of the news format, it will be mandatory to have at least 2 hard news type tape cart inserts on each newscast when carts are available. You may use additional carts, depending on time. It would be advisable to use more actualities, for instance, use one voicer and one actuality for the mandatory carts. Make sure the carts are audible, marginal quality carts should be eliminated.
7. Special note to production: The half hour newscast intro which we are presently using will be eliminated (since it makes specific reference to the half hour.) The current newscast intro's will be used as follows:

PRESENT FORMAT

NEW FORMAT

|                   |              |             |
|-------------------|--------------|-------------|
| 1st Quarter intro | will be used | on 1st cast |
| 2nd " "           | " " "        | on 2nd cast |
| 4th " "           | " " "        | on 3rd Cast |

8. Production and Copy: With the new format NCSA's will be at the end of the newscast, hence all NCSA's with "From the W-News Sports Desk" must be deleted or re-recorded minus the "From the W-News Sports Desk" tag.
9. Promotional copy and station i.d. copy will have to be revised. I will prepare this copy, and see that Sue Sellars has it so it can be assigned recording on Wednesday.
10. Senior Editors will have to build bigger(longer) newscasts especially in time periods where commercial content is small or nil.



11. In order to have a ready "Q" out all NCSA's will end with the phrase "this has been a W-News public service message."

12. Regular hard news features of the format will be expanded:

A. The Sports news will be increased from one minute to two minutes. Henceforth we will eliminate all reference to W-News sports desk. The only thing that will be referred to as a "desk" will be the W-News city desk.

1. if there is a commercial preceding sports, announcer will say "Sports in a moment." If there is no commercial announcer will simply seg to sports when it's on cart, or simply state "in sports."

2. man recording sports cart will open with "In sports." He will close with his name followed by "W-News sports."

B. The City Desk will be increased from one minute to two minutes.

1. if city desk is on cart, announcer will precede with "from the W-News City Desk" then seg to cart. If the City Desk is done "live" it will also be preceded by "from the W-News City Desk." On cart City Desk will be concluded with name, "reporting from the W-News City Desk."

2. When the city desk is on cart the announcer will close with his name "reporting from the W-News City Desk." When done live there will be no name credit at conclusion, announcer will simply continue cast with his next story which would be in the state or regional category.

C. Noon Agricultural Report will continue as it is now.

1. Introduction: W-News charts the markets....a summary of morning farm prices, U. S. Department of Agriculture commodity report, a direct report from the Chicago Mercantile Exchange and a look at the midwest weather. First the Morning Farm Prices: "(announcer than proceeds with program content as mentioned)

2. Close: This has been W-News charts the markets, with a summary of morning farm prices, U. S. Department of Agriculture commodity report, a direct report from the Chicago Mercantile Exchange, and the midwest weather. This is \_\_\_\_\_ report for W-News, sports in a moment."

3. There is no "live" intro for ag desk, announcer doing newscast simply segs to cart.

4. In the ag report when introducing beeper from Mercantile Exchange: "Now for a direct report from the Chicago Mercantile Exchange the world's largest exchange for perishable commodities, here is \_\_\_\_\_."

D. School desk will continue as it is now.

1. Intro: W-News School Facts, presented in cooperation with the Chicago School System, colleges and universities.

2. Close: This has been W-News School Facts presented in cooperation with the Chicago School System, Colleges and Universities. \_\_\_\_\_ Reporting.

3. Announcer doing newscast simply segs to cart, as there is not "live" introduction.

E. Editorial format will remain the same.

F. Weather format will remain the same, but will include the Chicago Harbor Forecast on all newscasts. During the summer also make sure that you give the humidity reading on every newscast.

G. We will continue to break in with late developments and Bulletins. Intro and close will remain:

1. Intro: "From W-News All-News here is a Bulletin (late development, sports bulletin, etc.) Datelined \_\_\_\_\_.

2. Close: "This has been a Bulletin (late development, etc.) from W-News All-News. Stay tuned for further details.

13. There will be one main addition to our format, and that will be the inclusion of Business News on all newscasts from 10:20 am to 8:20 pm. This will be one minute of Business and Financial news followed by the latest or closing Dow-Jones Stock averages. Business and Financial News will be programmed Monday thru Friday at the stated times.

A. It will be the responsibility of the man working the 9am-5pm shift Mon-Fri to prepare the Business and Financial News Carts.

B. Announcer doing newscast will seg to cart.

C. Intro for segment will be "Here is Business and Financial News, \_\_\_\_\_ reporting."

D. Close will be: "Here are the latest Dow-Jones Stock averages.

E. Opening Stock Summaries and Noon Stock Summaries or Stock market stories including active stocks will be programmed as news stories, preceding business and financial news.

F. Morning and Afternoon Senior Editors will want to place strong emphasis on Business News...up to the minute stocks. This could build up our audience considerably.



14. Vocal Point will remain the same, effective Thursday, Baum and Shaw will be in charge of Vocal Point.

15. Here is a list of programming items and when they will be scheduled:

| ITEM                               | DESCRIPTION OF WHEN PROGRAMMED   |
|------------------------------------|--|
| Editorial (always on 3rd newscast) | <u>programmed every hour on the 3rd newscast preceding 4th commercial slot.</u> If there is no commercial, editorial is programmed prior to Sports news. Each editorial is a mixium of one minute. (editorials are recorded in advance containing intro and close).  |
| Vocal Point                        | <u>programmed once each night Monday thru Saturday on the 10:20 pm newscast.</u> Vocal point is programmed after the third commercial slot or if there is no commercial, immediately following the expanded or "middle" headlines. Maximum length is 5 minutes. (program is recorded in advance with live intro and live close)        |
| Agricultural Report                | <u>programmed once each day Monday thru Saturday on the 12:20 pm newscast.</u> The Agricultural Report is programmed after the third commercial slot or if there is no commercial, immediately following the expanded or "middle" headlines. Maximum length is 5 minutes. (program is recorded in advance containing intro and close). |
| School Facts                       | <u>programmed three times every day on newscasts at 4:20 pm, 7:20 pm and 9:20 pm.</u> School Facts is programmed after the third commercial slot or if there is no commercial, immediately following the expanded or "middle" headlines. Maximum length is 5 minutes. (program is recorded in advance containing intro and close.      |
| Religious News                     | <u>programmed on Sunday only at 6:40 am, 8:40 pm.</u> Program length is 20 minutes (program is pre-recorded).  |
| Hour of St. Francis                | <u>programmed on Sunday only 6 am</u> Program length is 15 minutes followed by sports and weather, making total of 20 minutes.   |

NEWSCAST ON THE HOUR

COMMERCIAL TIMES

1. Recorded news intro
2. "Live" news intro, three short, terse headlines, personality credits and return in a moment with details.
3. COMMERCIAL NUMBER ONE. . . . .00:30
4. Top three news stories in depth, followed by time check
5. COMMERCIAL NUMBER TWO. . . . .04:30
6. Traffic report
7. Next four stories in order of importance
8. Business Desk (minimum of one minute followed by stocks)
9. W-News time, Chicago average temperature  
degrees
10. STATION PROMO (maximum of 30 seconds)
11. Expanded headlines followed by Full details of these and other stories on the next W-News at \_\_\_\_\_.
12. COMMERCIAL NUMBER THREE. . . . .09:30
13. CITY DESK (maximum of two minutes)
14. State/Regional Story/stories
15. National stories
16. International stories
17. COMMERCIAL NUMBER FOUR. . . . .14:30
18. Sports desk (two minutes)
19. COMMERCIAL NUMBER FIVE. . . . .17:30
20. Weather
21. "Live" Newscast Close
22. NCSA
23. Time Check



NEWSCAST AT 20 MINUTES PAST THE HOUR

COMMERCIAL TIMES

1. Recorded news intro
2. "Live" news intro, three short, terse headlines, personality credits, followed by return in a moment with details.
3. COMMERCIAL NUMBER ONE.....20:30
4. Top three news stories in depth, followed by time check
5. COMMERCIAL NUMBER TWO.....24:30
6. Traffic Report
7. City Desk (maximum of two minutes)
8. Business Desk (one minute & stocks)
9. S T A T I O N I D E N T I F I C A T I O N..28-28:30
10. Expanded headlines, followed by full details of these and other stories on the next W-News at \_\_\_\_\_.
11. COMMERCIAL NUMBER THREE.....29:30
12. School Desk (or Vocal Point, AG Report)
13. COMMERCIAL NUMBER FOUR.....34:30
14. Sports desk (two minutes)
15. COMMERCIAL NUMBER FIVE.....37:30
16. Weather
17. Live Newscast close
18. NCSA
19. Time Check

NOTE: IF ITEM 12 IS NOT SCHEDULED, THIS NEWSCAST IS IDENTICAL TO "ON THE HOUR NEWSCAST."

NEWSCAST AT 40 MINUTES PAST THE HOURCOMMERCIAL TIMES

1. Recorded news intro
2. "Live" news intro, three short, terse headlines, personality credits, and return in a moment with details
3. COMMERCIAL NUMBER ONE.....40:30
4. Top three news stories in depth, followed by time check
5. COMMERCIAL NUMBER TWO.....44:30
6. Traffic Report
7. Next four stories in order of importance
8. Business Desk (minimum of one minute followed by stocks)
9. W-News Time, Chicago average temperature  
degrees.
10. Station Promo (maximum of 30 seconds)
11. Expanded headlines, followed by "Full details of these and other stories on the next W-Newscast at \_\_\_\_\_."
12. COMMERCIAL NUMBER THREE.....49:30
13. City Desk (maximum of 2 minutes)
14. State/Regional
15. National
16. International
17. Editorial
18. COMMERCIAL NUMBER FOUR.....54:30
19. Sports Desk (two Minutes)
20. COMMERCIAL NUMBER FIVE.....57:30
21. Weather
22. Live Newscast close
23. S T A T I O N I D E N T I F I C A T I O N....59:30
24. Time Check



To: All W-NUS Air Personnel

Ref: POLICY

#### TIMING, PACE, FLOW, AND DELIVERY

Dead air is lethal to the sound of an all news format. This station must be as tight as a drum and constantly moving in sound. In short, W-NUS MUST sound professional.

It is basic that all W-NUS-men know what will occur in their upcoming newscasts as well as when it will occur. Therefore, as professional newsmen you will:

1. Check the broadcast log copy in the preparation room for commercials, NCSA's, and other scheduled format features that will occur in your upcoming newscast.
2. Give to the engineer on duty in advance of your news broadcast audio or beeper news carts in order of broadcast.
3. Know the proper audio or beeper news cart to occur in the newscast and make a smooth verbal transition into it.
4. Know the format, format phrases and proper use.
5. Give advance and understandable cue alerts and definite final cues to engineers and other newsmen for a tight segue. Cue will have to be given visually by hand when you are on the air. One finger for the first cart, two fingers for the second cart, etc.
6. Review newscast copy in advance of airing for content, correct pronunciation, clean copy, and phrasing.
7. Actually read your newscast out loud prior to airing for pace and flow.

W-NUS should be as tight and flowing in overall sound as any good Top 40 station.

Individual pace, flow and delivery technique are acquired elements of professionalism gained by work and practice. Don't be: painfully deliberate, bombastic, pompous, blase, machinegun, fumbling, monotone, weak, or unknowledgeable in your delivery. Do be: authoritative in an understandable, normal pace, void of fluffs, mispronunciation, with inflection and emphasis in your reporting (no commentary) with unmistakable interest in what you are saying. Don't just READ. Convey to the listener the idea that you KNOW what you are saying and talking about. Don't fumble, get mixed up, stammer, mispronounce, or in any other way convey amateur stupidity.

Watch your microphone technique. Talk across the mike at a 45 degree angle. Hold your copy out in front of you instead of reading it flat on the table.

Pause ever so shortly between stories to give listeners a chance to absorb what you have just said, but don't drag out those pauses into deathly silence.

Work with your engineer. He's on the team, too. Give him every opportunity to anticipate you. Listen to air checks of yourself. Then CORRECT!

CRITIQUE AND REVISED NEWS FORMAT

TO: ALL W-NUS NEWSMEN  
BILL PECK  
CONNIE MANGRIM

*ryb*  
*Mr. McChenow*  
*News*

2. I MONITORED THIS STATION FOR A PERIOD OF OF ALMOST 14 HOURS ON WEDNESDAY OCTOBER 23TH. I CAN SUM UP OUR SOUND IN ONE WORD .....I O U S Y. WE HAVE PLAYED RAZZLE-DAZZLE WITH OUR NEWS MAKE-UP LONG ENOUGH. WE HAVE BUTCHERED THE FORMAT LONG ENOUGH. I AM ATTACHING A REVISED FORMAT TO THIS CRITIQUE. THIS FORMAT HAS BEEN POSTED AT STRATEGIC POINTS. LEARN IT.....USE IT.....PERFORM IT PERFECTLY. THE HOLIDAY IS OVER.....WE'VE GOT TO DEVELOP A PROFESSIONAL SOUND 24-HOURS A DAY.

TRAFFIC REPORTS.....MOST OF THEM WERE SLOPPY. SOME CONTAINED IMPROPER ENGLISH. TO THE LISTENER.....THE LEVELS WERE OFF. EFFECTIVE NOW....THE NEWSMAN DOING THE NEWSCAST WILL PRESENT THE TRAFFIC REPORT.

HEADLINES.....IN MONITORING, I NOTICED REPEATS ON HEADLINES. TO ME, IT SOUNDED AS THOUGH MAYBE THE MAN ON DUTY WAS TOO LAZY TO UPDATE HIS LEADS. TO THE LISTENER.....IT SOUNDS AS THOUGH HE ALREADY HEARD IT....WHY SHOULD HE CONTINUE TO LISTEN?

POLITICAL STORIES.....THERE WAS OVERPLAY ON POLITICS. ONLY ONE POLITICAL NEWSCAST PER STANDARD 15 MINUTE NEWSCAST (AS I OUTLINED IN A PREVIOUS POLICY MEMO...YOU COVER ONE RACE, TWO CANDIDATES, ONLY.)

WHEN WE HAVE THREE MEN ON DUTY.....I SEE NO NEED TO TAPE RECORD NEWSCASTS FOR PLAYBACK. ALL W-NEWSCASTS WILL BE LIVE.

SHOWS  
NEWSCAST MAKE-UP GENERALLY WAS POOR. THIS HINTS LACK OF INCENTIVE BY THE SENIOR EDITORS. I AM NOW WORKING WITH EACH OF THE SENIOR EDITORS TO INSURE CORRECT MAKE-UP.

I AM ATTACHING SOME OF MY CRITIQUE NOTES. NORMALLY.....I WOULD ADDRESS SPECIFIC CRITIQUES TO THE PERSONNEL INVOLVED.....BUT THIS TIME I THINK WE CAN PROFIT BY READING MISTAKES MADE BY FELLOW STAFF MEMBERS.

I CALL ON EACH OF YOU.....TO WORK HARD TO DEVELOP A GOOD PROFESSIONAL SOUND AROUND THE CLOCK. EVERY TIME YOU FLUB....POUL UP A PRONUNCIATION, BUTCHER THE FORMAT, LEAVE DEAD AIR OR BLOW A LEAD....IT'S NOT ONLY A HARPOON AT YOU FROM THE PUBLIC.....IT'S A HARPOON AT THE ENTIRE W-NEWS STAFF.....AND IT H U R T S.

PREPARE.....EDIT.....UPDATE.....PRACTICE....AND PERFORM AS A

P R O F E S S I O N A L

WEBB



4:30 O'CONNOR SAID SANTO MONICA FOR SANTA MONICA, CALIFORNIA.  
4:45 IN FIRST SEGMENT WOLVERTON CARRIED TOO MANY POLITICAL STORIES. ALTHOUGH ALL POLITICAL NEWS WAS WELL BALANCED, SHOULD HAVE USED ONLY ONE POLITICAL RACE, AS PER PREVIOUS POLICE INFO. ON THIS NEWSCAST YOU USED PRESIDENTIAL RACE, VICE PRESIDENTIAL RACE AND MAYOR/ALBANY RACE IN NEW YORK CITY. WOLVERTON ALSO WROTE STATEMENT BEFORE THE CLUSTER. THE CORRECT STATEMENT IS: 7-NEWS TIME CHICAGO AVERAGE TEMPERATURE. ON THIS NEWSCAST WOLVERTON INSERTED THE WORD "EXACTLY." SECOND SEGMENT O. THIS NEWSCAST WAS VERY WEAK ON NATIONAL AND INTERNATIONAL NEWS CONTENT.  
5:00 BAKER.....DEAD AIR BETWEEN THE RECORDED NEWS INTRO AND YOUR LIVE OPEN. TIGHTEN UP YOUR PROMOTION. ALSO DEAD AIR AFTER E. D. ON CLUSTER AND BEGINNING OF YOUR SECOND SEGMENT. STATEMENT ON SECOND SEGMENT WAS GOOD, BUT IT LACKED ENOUGH INTERNATIONAL NEWS.

5:15 EXCELLENT HEADLINES, BUT COULD HAVE PAUSED JUST A LITTLE MORE BETWEEN EACH HEADLINE. AGAIN TOO MANY POLITICAL STORIES. USED BOTH PRESIDENTIAL AND VICE PRESIDENTIAL RACES IN SECOND STORY. WOLVERTON SHOULD PAUSE MORE BETWEEN HIS STORIES. SEVERAL STORIES IN THE FIRST SEGMENT SOUNDED AS THOUGH THEY WERE RUN TOGETHER. INTERPRETATION OF NEWS WAS VERY GOOD ON THIS NEWSCAST. STILL USED WRONG STATEMENT BEFORE CLUSTER. IN SCHOOL STORY BELIEVE PROPOSITION OF SCHOOL OFFICIAL'S NAME WAS LAWRENCE LAW-DREE NOT LAURE-DREE. IN SECOND SEGMENT USED THE TRANSITIONAL PHRASE...."BACK ON THE NATIONAL SCENE." THIS IS POOR TRANSITION....AS I HAVE SAID IN PREVIOUS MEMO'S WE ARE WORKING THE WORD "SCENE" INTO THE GROUND. I THINK...."LOOKING AT MORE NATIONAL NEWS"....."IN OTHER DEVELOPMENTS".....WOULD HAVE SOUNDED BETTER. ON SPORTS SEGMENT USED AN TERM....(PESKEY SIGNED AS COACH.....WHICH WAS YESTERDAY'S NEWS AND WAS ON A SPORTS SHEET PREPARED YESTERDAY! )  
5:30 O'CONNOR.....DEAD AIR BETWEEN RECORDED NEWS INTRO AND LIVE OPEN. ON STATEMENT BEFORE CLUSTER SAID "CHICAGO'S AVERAGE TEMPERATURE." STATEMENT IS "CHICAGO AVERAGE TEMPERATURE." USED THE PHRASE "ON THE LOCAL SCENE" FOLLOWING CLUSTER. ELIMINATE THE WORD SCENE. YOU ALSO USED THE WORD SCENE AGAIN IN SECOND SEGMENT. ELIMINATE - SCENE.

SPECIAL NOTE TO BILL PECK: ALL PUBLIC SERVICE ANNOUNCEMENTS WITH "FROM THE W-NEWS PUBLIC SERVICE BUREAU" SHOULD BE TAKEN OFF THE AIR AS SOON AS POSSIBLE. THE WORD BUREAU IS OBSOLETE. THE PRODUCTION OF THESE OLD P. S. ANNOUNCEMENTS IS POOR. CARDS IN SOME INSTANCES SOUND LIKE "MICKY MOUSE." LET'S GET THESE OFF THE AIR...THEY'RE HURTING OUR SOUND.

5:45 BAKER.....HEADLINES PRESENTED VERY WELL. LEAD STORY WAS EXCELLENT. USED THE TRANSITIONAL PHRASE "ON THE INTERNATIONAL SCENE." PLEASE ELIMINATE THE WORD SCENE. THIS NEWSCAST REFLECTED MORE PREPARATION. THE SECOND SEGMENT CONTAINED GOOD INTERNATIONAL AND NATIONAL COVERAGE. NOW LIVE NEWSCAST CLOSE.

CAN WOLVERTON.....IN FIRST SEGMENT SAID 25TH THOUSANDTH. 25-THOUSANDTH WOULD HAVE BEEN SUFFICIENT. GOOD OVERALL COVERAGE IN SECOND SEGMENT.

TRAFFIC REPORT - O'CONNOR - VERY GOOD. SECOND VOICE STORY...WOLVERTON SHOULD HAVE INTRODUCED FULLER ----"HERE IS W-NEWS SENIOR EDITOR GARY R. FULLER"...NOT JUST GARY FULLER

SPECIAL NOTE TO ENGINEERING DEPARTMENT --- ON CAN NEWSCAST HEARD FADE-OUT ON TRIBUTE STORY BY JACK BAKER.

6:15 AM FULLER --- PRIOR TO 6:15 RECORDED NEWS INTRO.....WOLVERTON GAVE WRONG TIME CHECK.....SHOULD HAVE SAID....."CENTRAL STANDARD TIME AT 7-NEWS, EXACTLY 6:15." SECOND VOICE STORY ON FIRST SEGMENT WAS WELL PLACED. THIS SOUNDED VERY GOOD. FULLER KEPT THIS NEWSCAST MOVING ALONG PRETTY WELL.

TRAFFIC REPORT - WOLVERTON - USED "DRIVE SAFELY" AFTER TRAFFIC REPORT. "DRIVE SAFELY" HAS BEEN ELIMINATED AS CLOSE FOR ALL TRAFFIC REPORTS.

AFTER VANCE HARTER COMMERCIAL IN FIRST SEGMENT.....FULLER SHOULD HAVE RETURNED IN TIGHT "Q" WITH THE PHRASE...."NOW THE NEWS..." IN SECOND SEGMENT SEVERAL FLIES ON DE STAFFORD STORY. SECOND SEGMENT HAD TOO MUCH LOCAL NEWS.....NO INTERNATIONAL NEWS AND NO NATIONAL NEWS. I WOULD CONSIDER THIS POOR NEWSCAST MAKE-UP FOR A SENIOR NEWS EDITOR.

PAGE 2

6:50 O'CONNOR.....FOLLOWING OPENING ANDERSON FORD COMMERCIAL.....O'CONNOR OPENED WITH PHRASE "AND NOW THE NEWS." PHRASE IS SIMPLY....."NOW THE NEWS." O'CONNOR HAS DEVELOPED HABIT OF OPENING SOME OF HIS NEWS STORIES WITH "WELL....." THIS CAN MAKE W-NEWS SOUND TOO INFORMAL. PLEASE ELIMINATE THIS.

TRAFFIC REPORT.....WOLVERTON.....STILL USED THE PHRASE "DRIVE SAFELY" TO CLOSE NEW TRAFFIC REPORT. THIS PHRASE AS STATED PREVIOUSLY HAS BEEN ELIMINATED. O'CONNOR HAD NO NATIONAL AND INTERNATIONAL NEWS ON HIS SECOND SEGMENT. AGAIN THIS IS TABOO....AND REFLECTS ON SENIOR EDITOR.

SPECIAL NOTE TO FULLER: LET'S CONCENTRATE ON MAJOR LOCAL NEWS IN THE MORNING. ELIMINATE INEFFECTIVE AND OUTDATED LOCAL. WE DO NOT BROADCAST LOCAL NEWS JUST FOR THE SAKE OF FILL OR HAVING IT. SOME OF THE LOCAL ITEMS I HEARD UP TO 6:45.....DID NOT RATE AS ONE OF THE TOP 14-STORIES OF THE QUARTER HOURS MONITORED.

6:45 BAKER.....PROCEEDING 6:45 NEWSCAST O'CONNOR GAVE WRONG TIME CHECK.....HE OMITTED THE WORD "EXACTLY." CORRECT TIME CHECK....."CENTRAL STANDARD TIME AT W-NEWS EXACTLY 6:45." BAKER USED GOOD TRANSITIONAL PHRASES IN THIS NEWSCAST.

SECOND VOICE STORY.....WOLVERTON.....WELL DONE. HOWEVER.....WOLVERTON GAVE WRONG CLOSE. CLOSE ON ALL SECOND VOICE STORIES OR TAPE INSERTS SHOULD BE: FIRST NAME, MIDDLE INITIAL OR MIDDLE NAME, LAST NAME, W-NEWS. " ON THIS PARTICULAR CLOSE.....WOLVERTON SAID W-NEWS CHICAGO.....CHICAGO IS UNNECESSARY.

TRAFFIC REPORT.....FULLER.....FORGOT TO MENTION KENNEDY EXPRESSWAY. ON ALL TRAFFIC REPORTS LET'S GIVE A COMPLETE SUMMARY. LET'S ALWAYS INCLUDE THE DAN RYAN, THE KENNEDY, THE RIBBENHART AND THE SOUTHWEST EXPRESSWAY. IN SECOND SEGMENT.....BAKER'S TRANSITIONAL PHRASE INCLUDED THE WORD SCENE...AGAIN ELIMINATE THE WORD "SCENE". BAKER ALSO USING THE WORD "WELL" IN LEADING OFF WITH A NEW STORY. I REPEAT.....LET'S NOT SOUND INFORMAL.....W-NEWS IS AN AUTHORITY NEWS VOICE.

SPECIAL NOTE TO NEWSMEN: REMEMBER, IT IS NOT ESSENTIAL TO USE A TRANSITIONAL PHRASE ON EVERY NEWSCAST, ON EVERY STORY ETC. AN EFFECTIVE PAUSE CAN DO THE JOB.

BAKER USED INCORRECT LEAD-IN FOR WEATHER REPORT.....SAID...." IN A MOMENT WE'LL HAVE CHICAGO'S WEATHER." CORRECT WORDAGE IS....." IN A MOMENT THE WEATHER FOR METROPOLITAN CHICAGO." BAKER ALSO GAVE WRONG TIME CHECK STATEMENT FOLLOWING HIS NEWSCAST. SHOULD HAVE STATED....."CENTRAL STANDARD TIME AT W-NEWS EXACTLY 7 A.M." BAKER SHOULD CONCENTRATE ON PICKING UP RECORDED "Q'S" SO AS TO TIGHTEN UP PRODUCTION ON HIS NEWSCASTS.

TAM WOLVERTON.....COULD HAVE PAUSED BETWEEN HIS HEADLINES. WOLVERTON'S HEADLINES AND LIVE OPEN COULD BE DELIVERED IN A MORE AUTHORITY MANNER. AGAIN DID NOT GIVE PROPER CREDITS WHEN INTRODUCING SENIOR EDITOR GARY R. FULLER.

SECOND VOICE STORY.....FULLER.....FORGOT HIS MIDDLE INITIAL WHEN CLOSING HIS STORY. ALSO FLUTTERED "W" ON W-NEWS.

SPECIAL NOTE TO ENGINEERS.....THE PAST COUPLE OF DAYS WE'VE HAD SOME VERY SLOPPY PRODUCTION ON POLITICAL SPOTS. WE'RE CHOPPING OFF RECORDED POLITICAL TAGS WITH PREMATURE SEGWAYS. THIS WAS PARTICULARLY EVIDENT ON THE CLUSTER OF THIS NEWSCAST. I'VE ASKED BILL PECK TO MAKE MORE OF RECORDED CREDITS AT END OF POLITICAL SPOTS...APPARENTLY THIS WAS NOT ACCOMPLISHED. I REMIND BOTH PECK AND THE ENGINEERS.....THAT THESE SPOTS ARE IMPORTANT TO OUR ECONOMIC LIFE....AS WELL AS OUR AIR SOUND. BY RIGHT.....PERSONS OR AGENCIES PAYING FOR THESE SPOTS COULD DEMAND RE-RUN OR REFUND. I CALL YOUR ATTENTION TO THIS IMMEDIATELY.

TRAFFIC REPORT.....O'CONNOR.....THIS REPORT CONFUSED ME.....THERE WAS NO PLURAL ON THE WORD EXPRESSWAY.....AFTER YOU HAD MENTIONED SEVERAL LOCATIONS. NOW DOING YOUR PACING ON THESE REPORTS SO THE MOTORIST CAN COMPREHEND THE REPORT.

WOLVERTON <sup>GAVE</sup> GAVE WRONG LEAD/CLOSE BEFORE FINAL COMMERCIAL THAT PRECEDES FURTHER. CORRECT STATEMENT IS....." IN A MOMENT.....THE WEATHER FOR METROPOLITAN CHICAGO." WOLVERTON'S SECOND SEGMENT STILL DID NOT CONTAIN ENOUGH NATIONAL OR INTERNATIONAL  
(OVER)



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7:15 FULLER.....NEW NEWSCAST LIVE OPEN. GOOD PRONUNCIATIONS ON TURKISH TRAIN WRECK. FULLER COULD SOUND MORE AUTHORETATIVE. PAGE IS GOOD.....BUT DELIVERY LACKS AUTHORITY IN A MORE PRONOUNCED MANNER. THIS NEWSCAST SHOWED MORE PREPARATION. PRODUCTION MOVED VERY WELL. TRAFFIC REPORT.....BAKER.....GOOD REPORT....BUT AGAIN REFUSED TO CONTINUE ME OF THE TRUE TRAFFIC PICTURE. ALSO FORGOT TO MENTION THE FOUR MAJOR EXPRESSWAYS BY NAME.

SECOND VOICE STORY....O'CONNOR.....NOTE TO ENGINEERING DEPARTMENT.....O'CONNOR'S LEVEL WAS DOWN.

FULLER'S SECOND SEGMENT.....4 LOCAL STORIES.....THEN JUMPED TO INTERNATIONAL NEWS. WHERE WAS STATE ITEM? WHERE WAS NATIONAL ITEM? GENERALLY TOO MAKE-UP IN SECOND SEGMENT.

NOTE TO SENIOR EDITORS: ARE YOU LISTENING TO THE MEN ON YOUR SHIFT? ARE YOU SURE WHAT IS GOING OUT ON THE AIR? ARE YOU POSITIVE THAT EVERY MAN IS BROADCASTING 24-STORIES? ARE YOU CHECKING YOUR MEN ON PRONUNCIATIONS? ARE YOU INSTRUCTING YOUR MEN ON WHAT THEIR LEAD STORIES ARE? ARE YOU BROADCASTING THE REAL NEWS? ARE YOUR MEN PERFORMING IN ACCORDANCE WITH THE W-NEWS FORMAT?

7:30 O'CONNOR.....NEWSCAST OPENED WELL.....YOU NEED A LITTLE MORE DRIVE ON YOUR HEADLINES THESE ARE THE ATTENTION GETTERS.....THESE ARE THE BIG STORIES.....THESE ARE THE HEADLINES BEFORE THE PRESENTATION.....MAKE THEM SOUND LIKE IT!

SECOND VOICE STORY.....BAKER.....USED IMPROPER ENGLISH.....SAID "ARE IN A CRITICAL CONDITION." ARE IN CRITICAL CONDITION.

TRAFFIC DESK.....WOLVERTON.....NOTE TO ENGINEERING DEPARTMENT: WOLVERTON'S LEVEL WAS DOWN FROM SPOT THAT PRECEDED HIS REPORT. WAS A GOOD TRAFFIC REPORT.

HOWEVER....WOLVERTON SHOULD SPECIFY IF TRAFFIC BE IS DETAILING IS INBOUND OR OUTBOUND.

SECOND SEGMENT.....AGAIN LACKED NATIONAL AND INTERNATIONAL COVERAGE. ANOTHER DEFECTION ON THE SENIOR EDITOR. ALSO.....24 STORIES WERE NOT PRESENTED ON THIS NEWSCAST.

SPECIAL NOTE TO B.J. PECK: I HAVE PREVIOUSLY ASKED YOU TO WRITE IN PHONETIC ENGLISH PRONUNCIATIONS ON ALL COPY TO BE RECORDED OR PRESENTED LIVE. THIS MORNING I HEARD A LIVE TAG THAT CARRIED THE WORD DEARBORN. IT WAS PRONOUNCED....DEER-BORN ON THE AIR, AS WRITTEN. IN CHICAGO.....THIS STREET IS PRONOUNCED DEER-BURN, ALMOST AS IF THERE WAS NO "O" AFTER THE "B".....THUS AN EXAMPLE OF NOT DELIVERING THE COMMERCIAL WITH LOCAL ORIENTATION. PLEASE COMPLY WITH MY REQUEST, SO WE CAN GIVE THE SPONSOR HIS FULL TIME BUY VALUE.

7:45 BAKER.....GOOD NEWSCAST TO CLUSTER.

SECOND VOICE STORY.....WOLVERTON GAVE A GOOD REPORT....BUT AGAIN CLOSED WITH "FORREST M. WOLVERTON, W-NEWS, CHICAGO." ELIMINATE CHICAGO.

TRAFFIC REPORT --- FULLER.....EXCELLENT REPORT.

SECOND SEGMENT OF NEWSCAST CONTAINED NO WHITE NATIONAL OR INTERNATIONAL NEWS. COMMENT WAS STRAIGHT LOCAL....WITHOUT PRODUCER'S STORY. 18 STORIES WERE PRESENTED ON THIS NEWSCAST.

BAK.....WOLVERTON.....SHOULD HAVE FOLLOWED LEAD COMMERCIAL WITH "DO. THE NEWS..." DIDN'T.

ON SECOND VOICE STORY AGAIN USED WRONG FORMAT IN INTRODUCING FULLER.

TRAFFIC.....O'CONNOR.....NO MENTION OF EISENHOWER OR KENNEDY EXPRESSWAYS.

ALSO.....JUMPED "Q" AT BEGINNING OF REPORT.....THEN DEAD AIR BEFORE REPORT BEGAN.

NO NATIONAL STORY ON SECOND SEGMENT.

AGAIN GAVE WRONG WEATHER "Q" BEFORE FINAL COMMERCIAL.....SAID "WEATHER IN A MOMENT." SHOULD HAVE SAID....." IN A MOMENT THE WEATHER FOR METROPOLITAN CHICAGO. "

8:15.....FULLER.....USED TURKISH RAIL MISHAP AS ONE OF THREE LEAD STORIES. FULLER USED THIS ON HIS PREVIOUS NEWSCAST. HOWEVER.....IT WAS NOT MENTIONED IN LEADS ON PREVIOUS NEWSCASTS...OR FOR THAT MATTER MENTIONED NOT ONCE....ON CASTS BY WOLVERTON...BAKER....OR O'CONNOR PRIOR TO 8:15. MY QUESTION.....IF STORY WAS IMPORTANT ENOUGH FOR LEAD ON FULLER'S NEWSCAST.....WHAT HAPPENED TO STORY ON EARLIER NEWSCASTS?

TRAFFIC REPORT...BAKER...NO MENTION OF MAJOR EXPRESSWAYS.

SECOND VOICE STORY.....O'CONNOR....GOOD.

ON SECOND INDEX SEGMENT THERE WAS NO NATIONAL STORY, UNTIL AFTER AN INTERNATIONAL STORY ABOUT THE VATICAN. CORRECT FORMAT.....IS LOCAL.....STATE.....NATIONAL.....INTERNATIONAL.

8:30.....JERRY O'CONNOR.....COULD HAVE MADE PRODUCTION TIGHTER ON OPENING. BEST LIVE OPENING. OTHERWISE HIS BEST NEWSCAST OF THE MORNING.

TRAFFIC REPORT.....WOLVERTON....GOOD.

ON SECOND SEGMENT.....O'CONNOR AGAIN USED WELL TO LEAD OFF TWO CONSECUTIVE STORIES. FORMAT AGAIN VIOLATED ON SECOND SEGMENT.....WHEN NATIONAL STORY WAS HEARD BETWEEN INTERNATIONAL NEWS. THIS ILLUSTRATES POOR NEWSCAST MAKE-UP.

8:45.....BAKER...TOO MUCH POLITICAL NEWS.....USED PRESIDENTIAL RACE.....THEN KENNEDY-HEATING RACE. OTHERWISE A GOOD FIRST SEGMENT. WOLVERTON DID FINE JOB ON SECOND VOICE STORY.

TRAFFIC REPORT.....FULLER.....NO MENTION OF SOUTHWEST EXPRESSWAY.

IN SECOND SEGMENT.....BAKER AGAIN USING THE WORD "WELL" AS TRANSITIONAL WORD.

NO NATIONAL OR INTERNATIONAL NEWS ON SECOND SEGMENT.

USED WRONG WEATHER LEAD.....SAID...THE WEATHER FORECAST FOLLOWS THIS MESSAGE," SHOULD HAVE USED....." IN A MOMENT THE WEATHER FOR METROPOLITAN CHICAGO."

9 AM.....JOHNSON.....EXCELLENT FIRST SEGMENT.....GOOD INTERPRETATION...HOWEVER AT LEAST TWO AD-LIBS WERE DETECTED. SECOND SEGMENT WAS WEAK ON NATIONAL AND INTERNATIONAL NEWS. FULLER'S TRAFFIC REPORT WAS FINE. JOHNSON AD-LIBBED WEATHER LEAD PRIOR TO FINAL COMMERCIAL AND AD-LIBBED SPORTS OPEN. FORMAT....." IN A MOMENT THE WEATHER FOR METROPOLITAN CHICAGO." " FROM THE W-NEWS 12-30 SPORTS DESK."

8:15.....EVANS.....STRONG AUTHORITATIVE DELIVERY ON HEADLINES. SOUNDED A BIT UNCERTAIN WHEN DELIVERING BUSINESS DESK. STILL RIDING THE MIKE. POPPED SEVERAL "P'S" AND SEVERAL "T'S" WERE ALSO TAPPING THE MIKE. USED "ON THE LOCAL SCENE" TO OPEN SECOND SEGMENT. ELIMINATE USE OF THE WORD SCENE. SHOULD HAVE EDITED STORY CONCERNING FIGURES. USE ALMOST 25 THOUSAND.....INSTEAD OF 24, 266, 173. POOR MAKE-UP IN SECOND SEGMENT.

8:30 FULLER.....AGAIN INCONSISTENCY IN HEADLINE STORIES. USE OF LEADS ALL MORNING HAS CONFUSED ME AS TO WHAT ARE THE TOP STORIES.

8:45 BAKER.....BETTER SECOND SEGMENT.....LOUSY TRAFFIC REPORT BY EVANS. SHOWED NO PREPARATION...DID NOT EVEN MENTION MAJOR EXPRESSWAYS. THIS IS THE STUFF THAT KILLS ANY SEMBLANCE OF PROFESSIONALISM WE TRY TO CONSTRUCT.

10AM JOHNSON.....AFTER LEAD COMMERCIAL.....WENT RIGHT TO NEWS, INSTEAD OF LEADING WITH "NOW THE NEWS." PAUSED TOO LONG BETWEEN 2nd AND 3rd STORIES. POPPED SEVERAL "P'S" ....MIGHT MOVE BACK FROM MIKE. DID NOT HEAR SEVEN STORIES ON FIRST SEGMENT. PRONOUNCED GARGANO NOT GAN-GADO. GOOD INTERPRETATION ON THIS NEWSCAST. NOT COMPETING WITH NEWSCAST MAKE-UP IN SECOND SEGMENT.....AS THERE WASN'T AN INTERNATIONAL STORY. BLUE SPORTS LEAD. BLUE WEATHER LEAD.....PRIOR TO FINAL COMMERCIAL. AGAIN.....AS I INSTRUCTED OVER TELEPHONE A HALF HOUR EARLIER....."IN A MOMENT...THE WEATHER FOR METROPOLITAN CHICAGO."



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10:15.....EVANS.....PERFORMED LIVE OPEN AND HEADLINES IN EXCELLENT FASHION. STILL POPPING "P'S." OVER ~~REMEMBER~~ PLAYED VATICAN STORY WITH "VOICE OF DOOM." BETTER NEWSCAST MAKE-UP. GAVES STOCKS AT TOO FAST A PACE ON THE BUSINESS DESK. OVERALL GOOD NEWSCAST MAKE-UP ON FIRST SEGMENT. CONTENT AND VOLUME WAS EXCELLENT. NO NATIONAL OR INTERNATIONAL NEWS ON SECOND SEGMENT. IN FACT ALL THAT WAS COVERED ON THE SECOND SEGMENT WAS LOCAL NEWS.

10:20.....FULLER.....NEWSCAST WAS O. K.  
HOWEVER.....I HAVE NOT HEARD ANY STOCKS PRIOR TO THE CLUSTER. THE NEW YORK STOCK EXCHANGE HAS BEEN OPEN ALMOST AN HOUR.

10:45.....BAKER.....CARRIED STOCKS.....BUT WERE BROADCAST HER AFTER THE CLUSTER INSTEAD OF BEFORE IT. IN SECOND SEGMENT USED PHRASE "ON THE NATIONAL SCENE." PLEASE ELIMINATE THIS PHRASE.  
ENGINEER MISCUE.....PLAYED BEGINNING OF A COMMERCIAL WHILE BAKER WAS READING WEATHER.

11AM.....JOHNSON.....COULD HAVE PADDED A LITTLE MORE BETWEEN HEADLINES. PRONUNCIATION-APPARATUS.....AP.....NOT APE.

STATEMENT PRIOR TO CLUSTER.....JOHNSON SAID....."CHICAGO'S AVERAGE TEMPERATURE READING." CORRECT STATEMENT IS....."CHICAGO AVERAGE TEMPERATURE."

ENGINEERING NOTE: THERE WAS A NOTICEABLE FLUCTUATION IN OUR TRANSMISSION DURING THIS NEWSCAST. JOHNSON CAME ON AT A LOW LEVEL.....THEN ABOUT MIDWAY IN THE CAST...THE LEVEL CAME UP TO NORMAL.

11:15.....EVANS.....IN GENERAL A GOOD OVERALL NEWSCAST. (27 STORIES)

11:30.....FULLER.....TOO MUCH POLITICAL.....COVERED PRESIDENTIAL RACE...THEN VICE PRESIDENTIAL RACE. AS I STATED IN PREVIOUS MEMO, ONLY ONE POLITICAL STORY PER NEWSCAST. USED STATEMENT....."FROM THE E-NEWS 15-90 STATE BUREAU." THERE IS NO SUCH BUREAU.... WHAT'S MORE THE USE OF THE WORD BUREAU HAS BEEN ELIMINATED. (24 STORIES)  
MAKE-UP ON THIS NEWSCAST WAS MUCH BETTER.

11:45.....BAKER.....USED THE WORD "WELL" TO MOVE INTO GENERAL MOTORS STORY. PLEASE ELIMINATE USE OF "WELL." ~~TRANSITIONAL WORD~~ AS A TRANSITIONAL WORD.  
GOOD NEWSCAST MAKE-UP AND CONTENT.....(28 STORIES)

4:15.....JOHNSON.....4 SECONDS DEAD AIR BETWEEN OPENING COMMERCIAL AND TAG.....  
UNBAILIRED PENRITH SLATING AS THIRD.....JAN PENRITH STORY SECOND. U. A. W. STRIKE  
THREAT WAS HANDLED VICE VERSA. THIS WAS JOHNSON'S LAST NEWSCAST OF THE DAY....TET  
HE KEPT IT MOVING WELL.

TRAFFIC REPORT.....EVANS SHOULD HAVE MENTIONED THE FOUR MAJOR EXPRESSWAYS  
BY NAME. TRAFFIC REPORT WAS TOO LONG.....IF YOU RUN TRAFFIC SAFETY HINT  
KEEP IT SHORT, NOT MORE THAN TWO SENTENCES. TRAFFIC TIME IS VALUABLE....WE  
NEED EVERY PRECIOUS SECOND FOR NEWS CONTENT.

JOHNSON'S NEWSCAST MAKE-UP WAS GOOD. JOHNSON HEW SPORTS LEAD.....SAKING BUREAU  
INSTEAD OF DESK. CLIFF YOU'RE GOING TO HAVE TO CONCENTRATE ON THE FORMAT.  
DESPITE THE FACT THIS WAS A SPORTS DESK.....WHICH IS LOGGED AS ONE MINUTE.....JOHNSON  
HAD ONLY ONE 10-SECOND STORY. IF JOHNSON EVER LEARNS THE FORMAT....I THINK HE'LL  
BE IN GOOD SHAPE. DID NOT HEAR CLOSING STOCK REPORT ON JOHNSON'S CASE BEFORE CLUSTER.

4:15.....HARRY BROWN.....INTRODUCED ALAN W. PHILLIPS AS AN ASSOCIATE EDITOR.  
ASSOCIATE EDITOR TITLES ARE NOW OBSOLETE. SECOND STORY VOICED BY PHILLIPS WAS GOOD, AND  
WAS CONCLUDED ACCORDING TO FORMAT....."ALAN W. PHILLIPS, W-NEWS."

TRAFFIC REPORT.....EVANS.....BUTTERICK WAS GOOD, MENTIONED ALL FOUR OF THE  
MAJOR EXPRESSWAYS.

HARRY BROWN.....MISPRONOUNCED MOSCHIANO.....SAID MURDER...RE...AEN O.  
USED TWO TAPE CARDS BY PHILLIPS. I WOULD PREFER THAT IF YOU USE A SECOND TAPE INSERT  
BY A W-N-U-S STAFFER.....YOU USE TWO DIFFERENT VOICES.

NO NATIONAL OR INTERNATIONAL NEWS ON THE SECOND SEGMENT.....DUE MAINLY TO  
LACK OF TIME AFTER SCHOOL DESK.

4:50.....ALAN PHILLIPS.....A PRETTY GOOD NEWSCAST...I HAVE NO COMPLAINTS.

4:45.....EVANS.....INTRODUCED ALAN W. PHILLIPS AS AN ASSOCIATE EDITOR. THIS TITLE  
IS OBSOLETE AT W-NEWS PER NEWS BEING ISSUED MORE THAN A WEEK AGO.

PHILLIPS GAVE GOOD TRAFFIC REPORT.....BUT FORGOT TO MENTION ALL FOUR  
MAJOR EXPRESSWAYS BY NAME.

EVANS USED TWO TAPE INSERTS BY FLOYD BROWN.....USE ONLY ONE TAPE INSERT  
PER VOICE ON EACH NEWSCAST. EVANS.....YOU'RE USING TAPE CARDS AS A CHECK....YOU ALSO  
USED TWO CARDS BY PHILLIPS ON THIS SAME NEWSCAST. IT SOUNDED AS THOUGH THE NEWSCAST  
WAS A RADIO GAME OF MUSICAL CHAIRS. PLEASE DON'T DO THIS AGAIN.  
READ WEATHER FORECAST LIKE A TOP FORTY NEWSMAN.....WHEN YOU FINISHED I DIDN'T KNOW  
IF W-NEWS GAVE THE WEATHER.

5PM HARRY BROWN.....GOOD FIRST SEGMENT.....PHILLIPS GAVE EXCELLENT TRAFFIC REPORTS.....  
BROWN...HAD A GOOD SECOND SEGMENT. MORE NEWSCASTS LIKE THESE WOULD MAKE W-N-U-S  
A TOP NOTCH STATION.

5:15.....FLOYD BROWN.....STATEMENT FOLLOWING OPENING COMMERCIAL.....SHOULD BE  
"NOW THE NEWS" NOT "AND NOW THE NEWS." FLOYD YOUR PRESENTATION HAS IMPROVED  
ONE HUNDRED PERCENT. USED WORDS "ASSOCIATE EDITOR" TO INTRODUCE ALAN W. PHILLIPS.  
ASSOCIATE EDITOR IS NOW OBSOLETE AT W-NEWS.

TRAFFIC.....SHAW.....BEST REPORT I HEARD ALL DAY. WAS COMPLETE...COMPREHENSIVE  
AND CARRIED ALL FOUR MAJOR EXPRESSWAYS BY NAME.

FLOYD BROWN PERFORMED THE FORMAT TO THE "T".....NEWSCAST TOWARD THE END SOUNDED  
A LITTLE WEAK WITH SEVERAL NOTICEABLE PAUSES JUST BEFORE AND DURING SPORTS.

5:30.....WILLIAMS.....A GOOD NEWSCAST.....IN LEADING OFF SECOND SEGMENT.....USED  
ON THE LOCAL SCENE. PLEASE ELIMINATE USE OF THE WORD SCENE.....THIS WORD IS  
BEING OVERWORKED BY OUR STAFF. OTHERWISE GOOD NEWS MAKE-UP AND PRESENTATION.

TRAFFIC REPORT BY SHAW ..... AGAIN O. K.

5:45.....PHILLIPS.....NO COMPLAINTS ON THIS NEWSCAST. I LIKED THE TRANSITION  
TO DEATH OF FORMER SUPREME COURT JUSTICE....MOVING TO LEAD STORY.



W-NEWS FORMAT  
PAGE NUMBER 1

1. FOLLOWING LEAD COMMERCIAL (IF THERE IS ONE) :  
" NOW THE NEWS"
2. TIME TEMPERATURE CHECK BEFORE THE CLUSTER:  
" W-NEWS TIME \_\_\_\_\_ CHICAGO AVERAGE TEMPERATURE \_\_\_\_\_  
DEGREES. "  
(NOTE: WHEN GIVING TIME CHECK YOU DO NOT MENTION A.M. OR P.M.)
3. BEFORE SPORTS IF THERE IS A COMMERCIAL OR PUBLIC SERVICE ANNOUNCEMENT:  
" SPORTS IN A MOMENT."
4. BEFORE WEATHER IF THERE IS A COMMERCIAL:  
" IN A MOMENT, THE WEATHER FOR METROPOLITAN CHICAGO."
5. TIME CHECKS ON THE HOUR, QUARTER HOUR, HALF PAST THE HOUR, OR  
A QUARTER TILL THE HOUR.....  
" GENERAL STANDARD TIME AT W-NEWS EXACTLY \_\_\_\_\_ A.M. OR P.M."  
(IF DAYLIGHT TIME, YOU WOULD INSERT THE WORD DAYLIGHT FOR STANDARD.)

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WHEN GIVING LATE BREAKING DEVELOPMENTS ON NEWS.....MAKE USE OF THESE  
PHRASES.....

- " AS YOU FIRST HEARD BULLETINED ON W-NEWS....."
- " AS REPORTED JUST MOMENTS AGO BY W-NEWS....."
- " AS YOU HEARD FIRST ON W-NEWS....."
- " AS W-NEWS LEARNED JUST MOMENTS AGO....."

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W-NUS FORMAT  
PAGE NUMBER 2

(NOTE.....THE FOLLOWING INTRO'S FOR FEATURES ARE DELIVERED IN A CONVERSATIONAL MANNER. THIS ENABLES US TO HAVE AN INTRO WITHOUT EMPHASIZING THE FACT WE ARE GOING INTO A PROGRAM SEGMENT AS SUCH.)

FOR SPORTS SCORES: ( 2nd & 4th QUARTER HOURS)

"W-NEWS SPORTS - AT - GLANCE....."  
(GOES INTO SCORES OR STORIES, NO CLOSING)

FOR SPORTS DESK: (1st & 3rd QUARTER HOURS)

" FROM THE W-NEWS 13-90 SPORTS DESK....."  
(NO CLOSE)

FOR AGRICULTURE: (AT NOON)

" W-NEWS CHARTS THE MARKET....."  
(GOES INTO LIVESTOCK NOON REPORTS, NO CLOSING)

FOR STOCK MARKET: "FROM THE W-NEWS BUSINESS BRIEFCASE, HERE ARE THE LATEST STOCK MARKET AVERAGES. "

FOR EDUCATION: " W-NEWS SCHOOL FACTS PRESENTED IN COOPERATION WITH THE CHICAGO SCHOOL SYSTEM....."  
(NO CLOSING)

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LATE BREAKING DEVELOPMENTS.....WHEN BROADCASTING FOR THE FIRST TIME.....

" FROM W-NEWS, ALL NEWS....HERE IS A (BULLETIN OR LATE DEVELOPMENT)  
DATELINE \_\_\_\_\_ "

(READ STORY)

" THIS HAS BEEN A (BULLETIN OR LATE DEVELOPMENT) FROM W-NEWS, ALL NEWS.  
STAY TUNED FOR FURTHER DETAILS."

(NOTE: IN SPECIAL CASES WITH THE ABOVE FORMAT....SPORTS, WEATHER OR BUSINESS DEVELOPMENTS ETC. WILL BE BROADCAST)



OPEN/CLOSE FORMAT.....

FIRST QUARTER HOUR:

OPEN: CHICAGO TIME \_\_\_\_\_ (AM/PM), TIME FOR ANOTHER FRESH  
NEWSCAST FROM W-NEWS."

CLOSE: "THAT'S THE END OF ANOTHER W-NEWSCAST. NEXT NEWSCAST  
IMMEDIATELY. "

-0-

SECOND QUARTER HOUR:

OPEN: "CENTRAL STANDARD TIME \_\_\_\_\_ (AM/PM), AND HERE IS STILL  
ANOTHER UP TO THE SECOND NEWSCAST FROM W-NEWS."

CLOSE: "YOU HAVE JUST HEARD ANOTHER, FULL, COMPREHENSIVE NEWSCAST  
FROM W-NEWS. NEXT W-NEWSCAST STARTS IN SECONDS."

-0-

THIRD QUARTER HOUR:

OPEN: "THE TIME AT W-NEWS IS \_\_\_\_\_ (AM/PM). STARTING TIME  
FOR ANOTHER NEWSCAST FROM W-NEWS."

CLOSE: "ANOTHER W-NEWSCAST HAS ENDED. A FRESH, NEW NEWSCAST WILL BE  
HEARD ON W-NEWS IN A MATTER OF SECONDS. "

-0-

FOURTH QUARTER HOUR:

OPEN: " AND THE TIME IS \_\_\_\_\_ (AM/PM) IN CHICAGO, AND STILL  
ANOTHER W-N-U-S NEWSCAST IS NOW BEGINNING.)

CLOSE: "AND SO ENDS THIS W-N-U-S NEWSCAST. THE NEXT W-NEWSCAST WILL  
BE IN A MATTER OF MOMENTS. "

-0-

(NOTE.....THE CLOSING SEGMENTS FOR EACH QUARTER HOUR ARE DETAILED  
ON BOTTOM OF WEATHER FORMAT SHEET)

W-NUS FORMAT  
PAGE NUMBER 4

W-NUS FORMAT (Larry Webb, Managing Editor, WNUS)

TRAFFIC INTRO: "HERE IS THE LATEST W-NEWS TRAFFIC ADVISORY....."

(GO DIRECTLY TO TRAFFIC REPORT, NO CLOSING.)

WEATHER FORECAST INTRO:

"DIRECT TO W-NEWS FROM THE UNITED STATES WEATHER

BUREAU, HERE IS THE FORECAST FOR CHICAGO AND VICINITY."

NEWSCAST MAKE-UP ROSTER:

1st SEGMENT\*\*\*\*\* FIRST STORY -- MOST IMPORTANT STORY OF THAT QUARTER HOUR  
(AS COVERED IN FIRST HEADLINE)

2nd STORY ---- 2nd MOST IMPORTANT STORY OF THAT QUARTER HOUR  
(AS COVERED IN SECOND HEADLINE)

3rd STORY-----3rd MOST IMPORTANT STORY OF THAT QUARTER HOUR  
(AS COVERED IN THIRD HEADLINE)

4TH THRU 7TH STORY.....(STORIES BY ORDER OF IMPORTANCE.)

IF MORE TIME.....OTHER STORIES IN ORDER OF IMPORTANCE.

2nd SEGMENT\*\*\*\*\*2 OR 3 LOCAL STORIES

1 REGIONAL OR STATE STORY

AT LEAST ONE NATIONAL STORY

AT LEAST TWO INTERNATIONAL STORIES

PRODUCER'S STORY

SPORTS

WEATHER

PROMOTION (Jack Fiedler, General Manager, WNUS)

Placement of preset radios as promotion pieces with Best Food buyers  
helped materially in securing Old Manse Syrup schedule. We've been contacted



*ryb*

ALL NEWS FORMAT ( Larry Webb, Managing Editor, WNUS )

Suggestions to improve the All-News format: During morning drive time, we've started inserting a special weather tag on the expanded or middle headlines. This is to add more word about the weather three extra times per hour. Example:

WNUS is reporting on these headline stories: ( 1 ) India and Pakistan continue to hurl verbal barpoons at each other, as Indo-Pakistani war enters fifth day. ( 2 ) Chicago Police shoot one man, capture three others in breaking up southwest side holdup gang. ( 3 ) Rising Mississippi flood threatens Quincy, Illinois.

Today's weather outlook calls for partly cloudy skies, with a high in the mid 60's. A complete weather forecast at the end of this newscast. Full details of headline stories on the next W-News at \_\_\_\_ this morning.

###

ALL NEWS FORMAT ( Larry Webb, Managing Editor, WNUS )

Suggestions to improve the format: Suggest a tie-up with a local brokerage firm with good reputation for stocks and securites. Arrange to have an hourly report while the market is open with specific reports on local issues. Reports would be run in a business slot once per hour, one minute in length, similar to our reports from the Chicago Mercantile Exchange.

###

PROMOTION ( Jack Fiedler, General Manager, WNUS )

Placement of preset radios as promotion pieces with Best Food buyers helped materially in securing Old Manse Syrup schedule. We've been contacted and are invetigating helicopter traffic reports that might leave another station.

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PROMOS

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PROMOTION ( Jack Fiedler, General Manager, WNUS )

Placement of preset radios as promotion pieces with Best Food buyers helped materially in securing Old Manse Syrup schedule. We've been contacted and are investigating helicopter traffic reports that might leave another station.

# # #



15 OCT 64

R.P.B.

DIRECT TO W-NEWS FROM THE UNITED STATES WEATHER BUREAU, HERE IS THE  
FORECAST FOR CHICAGO AND VICINITY:

CURRENT CONDITIONS:

WIND IS \_\_\_\_\_ AT \_\_\_\_\_  
MILES PER HOUR

HUMIDITY \_\_\_\_\_ PERCENT

BAROMETRIC PRESSURE \_\_\_\_\_ INCHES

AND \_\_\_\_\_ °

TEMPERATURE READINGS:

GRANT PARK \_\_\_\_\_ °

O'HARE \_\_\_\_\_ °

MIDWAY \_\_\_\_\_ °

AND SO ENDS THIS W-N-U-S NEWSCAST.....THE NEXT W-NEWSCAST WILL  
BE IN A MATTER OF MOMENTS.

\*\*\*\*\*

CHICAGO AVERAGE TEMPERATURE: \_\_\_\_\_ °

PROMOS

MEMO

8 OCT 64

TO: ALL W-NUS ASSOCIATE AND SENIOR EDITORS  
FR: WEBB

SUBJECT: NEW OPEN AND CLOSE FORMAT

1. EFFECTIVE IMMEDIATELY YOU WILL USE THE FOLLOWING INTRO IMMEDIATELY AFTER THE RECORDED NEWSCAST OPENING:

"AND THE TIME IS \_\_\_\_\_ (AM/PM, NOON/MIDNIGHT) IN CHICAGO,  
AND STILL ANOTHER W-N-U-S NEWSCAST IS NOW BEGINNING."

THIS WILL BE FOLLOWED BY YOUR HEADLINES, AND PERSONAL INTRODUCTION.

2. EFFECTIVE IMMEDIATELY YOU WILL USE THE FOLLOWING CLOSE FOR YOUR NEWSCAST.....(THIS WOULD BE INSTEAD OF NEXT W-NEWSCAST FOLLOWS IMMEDIATELY) :

"AND SO ENDS THIS W-N-U-S NEWSCAST.....THE NEXT W-N-U-S NEWSCAST WILL BEGIN IN A MATTER OF MOMENTS."

3. THE ABOVE LIVE INTRO AND CLOSE WILL BE USED ON EVERY NEWSCAST WITH NO DEVIATION.

4. I AM RUNNING OFF COPIES OF THE NEW LIVE OPEN AND LIVE CLOSE WHICH WILL BE GIVEN TO EACH SENIOR EDITOR. SENIOR EDITORS ARE INTRUCTED TO SEE THAT EACH OF THESE ARE IN EVERY NEWSCAST.

5. THE CLOSING PHRASE WILL BE TYPED ON THE BOTTOM OF THE WEATHER FORECAST. THE OPENING PHRASE WILL BE TYPED ON A SPECIAL HEADLINE SHEET.

PROMOS



MEMO

8 OCT 64

TO: ALL W-NEWS SENIOR AND ASSOCIATE EDITORS  
FROM: WEBB

SUBJECT: INTRODUCTION OF U P I VOICE CARTS

1. EFFECTIVE NOW, KILL ALL REFERENCE TO OR USE OF THE "WORD" EDITOR WHEN INTRODUCING U. P. I. VOICE/AUDIO REPORTS.

2. THE ONLY TIME YOU WILL USE THE WORD EDITOR IS WHEN REFERRING TO ONE OF OUR STAFF MEMBERS.

3. FOR INTRODUCING A VOICE REPORT FROM U. P. I. AUDIO HERE ARE SOME SUGGESTED LEAD-INS:

" FOR THAT STORY WE TAKE YOU NOW TO \_\_\_\_\_ AND W-N-U-S CONTRIBUTING CORRESPONDENT \_\_\_\_\_ "

" W-NEWS TAKES YOU NOW TO \_\_\_\_\_ AND CONTRIBUTING CORRESPONDENT \_\_\_\_\_ "

" WITH A DIRECT REPORT HERE IS \_\_\_\_\_ REPORTING TO W-NEWS FROM \_\_\_\_\_ "

" FOR A DIRECT REPORT, W-NEWS TAKES YOU TO \_\_\_\_\_ IN \_\_\_\_\_ "

4. WE WILL CONTINUE TO OMIT ALL REFERENCE TO U.P.I. ON AUDIO REPORTS.

PROMOS

MEMO: SCHOOL ANNOUNCEMENTS  
TO: ALL W-NEWS PERSONNEL  
FR: WEBB

19 OCT 64

1. I HAVE ARRANGED WITH THE COOK COUNTY SCHOOL SUPERINTENDENT A SYSTEM FOR INFORMING W-NUS WHEN SCHOOLS ARE CLOSED FOR EMERGENCY REASONS.

2. THIS IS MOST IMPORTANT INFORMATION FOR ANY RADIO STATION AND I HAVE REQUESTED THAT THE RESPECTIVE SCHOOL ADMINISTRATOR CALL US PREFERABLY BETWEEN 6:30 AND 7:30 AM ON THE HOTLINE: 436-5110.

3. IF IT SHOULD BECOME NECESSARY THAT A GIVEN SCHOOL OR SCHOOLS REMAIN CLOSED MORE THAN ONE DAY, THE PROCEDURE WILL BE REPEATED EACH DAY.

4. THE SCHOOL OFFICIAL WILL CALL US.....USING OUR FREQUENCY "13-90" AS A CODE TO INSURE THAT WE ARE BEING INFORMED BY AN AUTHORITY AND RELIABLE SOURCE.

5. OUR HOTLINE NUMBER HAS BEEN DISTRIBUTED TO EACH SCHOOL ADMINISTRATIVE OFFICIAL IN THE AREA. MAKE SURE YOU MENTION HIS NAME WHEN YOU PREPARE NEWS DATA.

6. SINCE SCHOOLS OPEN AT DIFFERENT TIMES THROUGHOUT OUR AREA, RUN ALL INFORMATION UNTIL 9 AM, UNTIL WE'RE SURE WE'VE PERFORMED OUR SERVICE.

7. SENIOR EDITORS: MAKE SURE THAT I RECEIVE A COPY OF EACH STORY BROADCAST ON THIS SUBJECT SO I MAY PLACE IT IN THE STATION'S PUBLIC SERVICE FILE.

PROMOS



CRITIQUE

TO: ALL W-NEWS AIR PERSONNEL

FR: WEBB

SUBJECT: UPDATING COPY

1. ALL NEWS PERSONNEL SHOULD INSURE THAT ALL NEWS COPY IS UPDATED AT ALL TIMES. IN SOME CASES THIS IS NOT BEING DONE.

2. IN MONITORING.....I FIND THAT OUR TWO MOST CRITICAL PERIODS ARE MIDNIGHT AND NOON.

3. I FIND THAT AFTER MIDNIGHT WE ARE SAYING "TODAY" WHEN IT WAS YESTERDAY. WE'RE SOMETIMES SAYING WEDNESDAY, WHEN THE DAY IS THURSDAY. THIS SOUNDS BAD...AND IT'S CONFUSING TO THE MEN WHO FOLLOW YOU AND MIGHT HAVE ACCESS TO THE SAME COPY AND NO OTHER REFERENCE TO WHEN THE NEWS EVENT ACTUALLY OCCURRED. AT NOON, WE ARE USING "THIS MORNING" WHEN WE SHOULD BE SAYING "ODAY OR HAPPENED THIS MORNING.

4. THIS IS RADIO NEWS. WE MUST UPDATE IF WE ARE TO SOUND IMMEDIATE.

5. IT'S SIMPLE TO UPDATE COPY. YOU CAN SPELL IT OUT OR USE ABBREVIATIONS:

|     |   |                |
|-----|---|----------------|
| L/N | - | LAST NIGHT     |
| T/M | - | THIS MORNING   |
| T/A | - | THIS AFTERNOON |
| Y   | - | YESTERDAY      |

6. LET'S BE RADIO JOURNALISTS AND SOUND CURRENT 24 HOURS A DAY.

7. FLOYD BRON WILL TAKE CHARGE OF THE VOICE POINT PROGRAM. FLOYD CAN WORK HAND IN HAND WITH BILL BACK TO COME UP WITH INTERESTING QUESTIONS AND DISCUSSION TOPICS.

8. AMPLE TIME WILL BE GIVEN TO BROWN, EVANS AND PHILLIPS TO PREPARE THEIR RESPECTIVE PROGRAMS. TIME PERIODS FOR RECORDING THESE PROGRAMS WILL BE DETERMINED BY A MASTER WORK SHEET.

PROMOS

MEMO

TO: ALL W-NEWS PERSONNEL  
FR: WEBB

SUBJECT: PRODUCTION SCHEDULE (WEEKDAYS)

1. FIVE HOURS ON EACH WEEKDAY HAS BEEN ALLOTTED FOR PRODUCTION PURPOSES.
2. THE SCHEDULE WILL BE AS FOLLOWS:

| <u>TIME</u>  | <u>ITEMS TO BE RECORDED</u> |
|--------------|-----------------------------|
| 10:30AM-11AM | EDITORIALS (WEBB)           |
| 11AM-1PM     | AG REPORT AT 11AM (EVANS)   |
| 2PM-3PM      | SCHOOL DESK (PHILLIPS)      |
| 4PM-5PM      | VOCAL POINT (FLOYD BROWN)   |
| 7PM-8PM      | NIGHT NEWS INSERTS          |

3. ALL OF THE ITEMS LISTED ABOVE ARE IN ADDITION TO RECORDING COMMERCIALS, PUBLIC SERVICE SPOTS AND PROMOTION MATERIAL.
4. JOHN EVANS WILL BE IN CHARGE OF PREPARING THE AGRICULTURAL DESK ON THE NEWCAST 12N-12:15PM. EFFECTIVE NOW....ALL AGRICULTURAL MATERIAL WILL BE GIVEN TO EVANS.
5. ALAN PHILLIPS WILL PREPARE OUR SCHOOL DESK PROGRAMS. ALL MATERIAL CONCERNING SCHOOLS WILL BE DIRECTED TO PHILLIPS.
6. FLOYD BROWN WILL TAKE CHARGE OF THE VOCAL POINT PROGRAM. FLOYD CAN WORK HAND IN HAND WITH BILL PECK TO COME UP WITH INTERESTING QUESTIONS AND DISCUSSION TOPICS.
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PROMOS



MEMO: ELIMINATION OF THE WORD "BUREAU"

TO: ALL W-NEWS PERSONNEL  
FR: WEBB  
19 OCT 64

1. EFFECTIVE NOW.....THE WORD "BUREAU" WILL BE DELETED FROM THE CURRENT W-NEWS FORMAT.
2. IN ALL CASES.....WITH THE EXCEPTION OF OUR WEATHER INTRODUCTION, THE WORD "DESK" WILL BE SUBSTITUTED FOR THE NOW OBSOLETE WORD "BUREAU."
3. WE WILL CONTINUE TO USE OUR FREQUENCY NUMERALS IN CONJUNCTION WITH THE WORD "DESK."
4. WEATHER INTO:  
" DIRECT TO W-NEWS FROM THE UNITED STATES WEATHER BUREAU, HERE IS THE FORECAST FOR CHICAGO AND VICINITY."  
(NOTE: MR. FIEDLER HAS REQUESTED THAT WE PRONOUNCE THE WORD "DIRECT".....DUH-REKT)
5. OTHER EXAMPLES:

FROM THE W-NEWS 13-90 SPORTS DESK  
FROM THE W-NEWS 13-90 SCHOOL DESK  
FROM THE W-NEWS 13-90 AGRICULTURE DESK  
FROM THE W-NEWS 13-90 TRAFFIC DESK

AND SO FORTH.

PROMOS

**CRITIQUE**

**TO: ALL-W-NUS AIR PERSONNEL**  
**FR: WEBB**

**SUBJECT: PRONUNCIATION**

1. OUR PRONUNCIATION IS IMPROVING. HOWEVER.....I'M CONCERNED WITH VARIATIONS IN PRONUNCIATION OF NAMES, LOCATIONS ETC. WITH-IN A SINGLE NEWS SHIFT.

2. USE THE DICTIONARY AND THE NETWORK PRONUNCIATION GUIDE AND SET A COMMON PRONUNCIATION FOR ALL NEWSCASTS THROUGHOUT THE DAY.

3. TAKE A LITTLE TIME.....AND MAKE SURE YOU ARE SAYING IT THE RIGHT WAY. A RADIO LISTENER BECOMES UNCERTAIN ABOUT US WHEN WE SOUND UNCERTAIN.....OR CHEW UP A NAME THAT THE LISTENER CAN PRONOUNCE BETTER THAN US.

4. SENIOR EDITORS ARE INSTRUCTED TO WRITE IN PHONETICS.

EXAMPLE: PHOENIX - FEE-NIKS  
PALESTINE, TEXAS PAL-ES-TEEN

5. I STILL HEAR US CHEWING UP THE WORD CHICAGO.

CHICAGO - SHUH KAH GOH

6. LET'S SAY IT THE RIGHT WAY AND THE SAME WAY. LISTEN TO EACH OTHER. CORRECT EACH OTHER. YOUR BEST CRITICS ARE THE MEN WHO WORK WITH YOU.

7. DON'T BE AFRAID TO ASK WHEN IT DOUBT OR TO QUESTION WHEN UNCERTAIN. WE MUST BE CERTAIN. LET'S BECOME AN AUTHORITY.

PROMOS



15 OCT 64

DIRECT TO W-NEWS FROM THE UNITED STATES WEATHER BUREAU, HERE IS THE  
FORECAST FOR CHICAGO AND VICINITY:

SUBJECT: NEW OPEN AND CLOSE SCRIPT

1. IMMEDIATELY YOU WILL USE THE FOLLOWING INFO IMMEDIATELY  
AFTER THE RECORDED NEWSCAST OPENING:

"AND THE TIME IS \_\_\_\_\_ (AM/PM, HOUR/MIDNIGHT) IN CHICAGO,

AND STILL ANOTHER W-N-U-S NEWSCAST IS NOW BEGINNING."

CURRENT CONDITIONS:

WIND IS \_\_\_\_\_ AT \_\_\_\_\_  
\_\_\_\_\_ MILES PER HOUR

HUMIDITY \_\_\_\_\_ PERCENT

BAROMETRIC PRESSURE \_\_\_\_\_ INCHES

AND \_\_\_\_\_ °

TEMPERATURE READINGS:

GRANT PARK \_\_\_\_\_ °

O'HARE \_\_\_\_\_ °

MIDWAY \_\_\_\_\_ °

AND SO ENDS THIS W-N-U-S NEWSCAST.....THE NEXT W-NEWSCAST WILL  
BE IN A MATTER OF MOMENTS.

\*\*\*\*\*

CHICAGO AVERAGE TEMPERATURE: \_\_\_\_\_ °

PROMOS

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8 OCT 64

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PROMOS



MEMO  
8 OCT 64

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SUBJECT: INTRODUCTION OF U P I VOICE CARTS

1. EFFECTIVE NOW, KILL ALL REFERENCE TO OR USE OF THE "WORD" EDITOR WHEN INTRODUCING U. P. I. VOICE/AUDIO REPORTS.

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" W-NEWS TAKES YOU NOW TO \_\_\_\_\_ AND CONTRIBUTING CORRESPONDENT \_\_\_\_\_ "

" WITH A DIRECT REPORT HERE IS \_\_\_\_\_ REPORTING TO W-NEWS FROM \_\_\_\_\_ "

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PROMOS

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TO: ALL W-NEWS PERSONNEL  
FR: WEBB

19 OCT 64

PROMOS

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2. THIS IS MOST IMPORTANT INFORMATION FOR ANY RADIO STATION AND I HAVE REQUESTED THAT THE RESPECTIVE SCHOOL ADMINISTRATOR CALL US PREFERABLY BETWEEN 6:30 AND 7:30 AM ON THE HOTLINE: 436-5110.
3. IF IT SHOULD BECOME NECESSARY THAT A GIVEN SCHOOL OR SCHOOLS REMAIN CLOSED MORE THAN ONE DAY, THE PROCEDURE WILL BE REPEATED EACH DAY.
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7. SENIOR EDITORS: MAKE SURE THAT I RECEIVE A COPY OF EACH STORY BROADCAST ON THIS SUBJECT SO I MAY PLACE IT IN THE STATION'S PUBLIC SERVICE FILE.



CRITIQUE

TO: ALL W-NEWS AIR PERSONNEL

FR: WEBB

SUBJECT: UPDATING COPY

1. ALL NEWS PERSONNEL SHOULD INSURE THAT ALL NEWS COPY IS UPDATED AT ALL TIMES. IN SOME CASES THIS IS NOT BEING DONE.

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3. I FIND THAT AFTER MIDNIGHT WE ARE SAYING "TODAY" WHEN IT WAS YESTERDAY. WE'RE SOMETIMES SAYING WEDNESDAY, WHEN THE DAY IS THURSDAY. THIS SOUNDS BAD...AND IT'S CONFUSING TO THE MEN WHO FOLLOW YOU AND MIGHT HAVE ACCESS TO THE SAME COPY AND NO OTHER REFERENCE TO WHEN THE NEWS EVENT ACTUALLY OCCURRED. AT NOON, WE ARE USING "THIS MORNING" WHEN WE SHOULD BE SAYING "TODAY OR HAPPENED THIS MORNING."

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|     |   |                |
|-----|---|----------------|
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| T/A | - | THIS AFTERNOON |
| Y   | - | YESTERDAY      |

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PROMOS

MEMO

TO: ALL W-NEWS PERSONNEL  
FR: WEBB

SUBJECT: PRODUCTION SCHEDULE (WEEKDAYS)

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| 4PM-5PM      | VOCAL POINT (FLOYD BROWN)   |
| 7PM-8PM      | NIGHT NEWS INSERTS          |

3. ALL OF THE ITEMS LISTED ABOVE ARE IN ADDITION TO RECORDING COMMERCIALS, PUBLIC SERVICE SPOTS AND PROMOTION MATERIAL.

4. JOHN EVANS WILL BE IN CHARGE OF PREPARING THE AGRICULTURAL DESK ON THE NEWCAST 12N-12:15PM. EFFECTIVE NOW....ALL AGRICULTURAL MATERIAL WILL BE GIVEN TO EVANS.

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7. AMPLE TIME WILL BE GIVEN TO BROWN, EVANS AND PHILLIPS TO PREPARE THEIR RESPECTIVE PROGRAMS. TIME PERIODS FOR RECORDING THESE PROGRAMS WILL BE DETAILED ON A MASTER WORK SHEET.

PROMOS



MEMO: ELIMINATION OF THE WORD "BUREAU"

TO: ALL W-NEWS PERSONNEL  
FR: WEBB  
19 OCT 64

1. EFFECTIVE NOW.....THE WORD "BUREAU" WILL BE DELETED FROM THE CURRENT W-NEWS FORMAT.
2. IN ALL CASES.....WITH THE EXCEPTION OF OUR WEATHER INTRODUCTION, THE WORD "DESK" WILL BE SUBSTITUTED FOR THE NOW OBSOLETE WORD "BUREAU."
3. WE WILL CONTINUE TO USE OUR FREQUENCY NUMERALS IN CONJUNCTION WITH THE WORD "DESK."
4. WEATHER INTO:  
" DIRECT TO W-NEWS FROM THE UNITED STATES WEATHER BUREAU, HERE IS THE FORECAST FOR CHICAGO AND VICINITY."  
(NOTE: MR. FIEDLER HAS REQUESTED THAT WE PRONOUNCE THE WORD "DIRECT".....DUH-REKT)
5. OTHER EXAMPLES:

FROM THE W-NEWS 13-90 SPORTS DESK  
FROM THE W-NEWS 13-90 SCHOOL DESK  
FROM THE W-NEWS 13-90 AGRICULTURE DESK  
FROM THE W-NEWS 13-90 TRAFFIC DESK

AND SO FORTH.

PROMOS

CRITIQUE

TO: ALL-W-NUS AIR PERSONNEL  
FR: WEBB

SUBJECT: PRONUNCIATION

1. OUR PRONUNCIATION IS IMPROVING. HOWEVER.....I'M CONCERNED WITH VARIATIONS IN PRONUNCIATION OF NAMES, LOCATIONS ETC. WITH-IN A SINGLE NEWS SHIFT.
2. USE THE DICTIONARY AND THE NETWORK PRONUNCIATION GUIDE AND SET A COMMON PRONUNCIATION FOR ALL NEWSCASTS THROUGHOUT THE DAY.
3. TAKE A LITTLE TIME.....AND MAKE SURE YOU ARE SAYING IT THE RIGHT WAY. A RADIO LISTENER BECOMES UNCERTAIN ABOUT US WHEN WE SOUND UNCERTAIN.....OR CHEW UP A NAME THAT THE LISTENER CAN PRONOUNCE BETTER THAN US.
4. SENIOR EDITORS ARE INSTRUCTED TO WRITE IN PHONETICS.  
EXAMPLE: PHOENIX - FEE-NIKS  
PALESTINE, TEXAS PAL-ES-TEEN
5. I STILL HEAR US CHEWING UP THE WORD CHICAGO.  
  
CHICAGO - SHUH KAH GOH
6. LET'S SAY IT THE RIGHT WAY AND THE SAME WAY. LISTEN TO EACH OTHER. CORRECT EACH OTHER. YOUR BEST CRITICS ARE THE MEN WHO WORK WITH YOU.
7. DON'T BE AFRAID TO ASK WHEN IT DOUBT OR TO QUESTION WHEN UNCERTAIN. WE MUST BE CERTAIN. LET'S BECOME AN AUTHORITY.

PROMOS



*Wmms*

THE *McLendon* STATIONS MEMORANDUM

To Jack Fiedler

Date May 26, 1965

From Don Keyes

Subject

Pursuant to our telephone conversation of this morning, it is my understanding that the commercial placement within the 15-minute newscast format will be changed as soon as possible to the following:

|                   |          |
|-------------------|----------|
| Commercial # 1 -- | 00:00:30 |
| Commercial # 2 -- | 00:04:00 |
| Commercial # 3 -- | 00:09:00 |
| Commercial # 4 -- | 00:13:00 |

Further, I understand that Larry Webb will work out the details of the format to accommodate this change of scheduling and will advise us his findings.

Don Keyes

ys

cc: Gordon McLendon  
Homer Odom  
Larry Webb

PROMOS

MEMO: -CHANGE IN FORMAT

TUES 1 JUN 65

(PER MR. FIEDLER'S INSTRUCTIONS)

TO: ALL W-NUS STAFF EMPLOYEES

FR: WEBB

1. EFFECTIVE IMMEDIATELY THE SECOND COMMERCIAL IN ALL NEWSCASTS WILL BE PROGRAMMED FOLLOWING THE THIRD STORY IN EACH NEWSCAST.
2. Special Note to Traffic and Continuity: This will not effect current program logs. We will continue current log procedures.
3. With subject change, only the first segment of the newscast will be revamped. Here is a breakdown on how the first segment will be programmed with change included.

TIME CHECK AT THE REGULAR HOUR, QUARTER PAST, HALF PAST THE HOUR AND A QUARTER TILL THE HOUR.

RECORDED NEWSCAST INTRO

LIVE NEWS INTRO AND THREE HEADLINES FOLLOWED BY PERSONALITY CREDITS

(COMMERCIAL NUMBER ONE)

FOLLOWING COMMERCIAL "NOW THE NEWS" TOP THREE STORIES IN ORDER COVERED BY HEADLINES.

FOLLOWING TOP THREE STORIES (APPROXIMATELY 4 MINUTES INTO NEWSCAST) TIME CHECK STATEMENT "W-NUS TIME \_\_\_\_\_."

(COMMERCIAL NUMBER TWO)

FOLLOWING COMMERCIAL NEWSMAN RETURNS AND GIVES STORIES #4, #5, #6, #7 THEN TIME AND TEMP CHECK: "W-NUS TIME \_\_\_\_\_ CHICAGO AVERAGE TEMPERATURE \_\_\_\_\_ DEGREES."

NEXT COMES REGULAR STATION PROMO/I.D. FOLLOWED IMMEDIATELY BY COMMERCIAL NUMBER 3.

FOLLOWING COMMERCIAL NUMBER 3, NEWSMAN RETURNS WITH EXPANDED HEADLINES (W-NEWS IS REPORTING ON THESE HEADLINE STORIES, ETC.).

SECOND SEGMENT REMAINS THE SAME.

4. YOUR COMMERCIALS SHOULD RUN AT APPROXIMATELY THE FOLLOWING TIMES:

- COMMERCIAL #1-----30SECONDS to 1 MINUTE INTO NEWSCAST.
- COMMERCIAL #2-----4 MINUTES to 4 MINUTES 30 SECONDS INTO NEWSCAST.
- COMMERCIAL #3-----7 MINUTES TO 8 MINUTES INTO NEWSCAST.
- COMMERCIAL #4-----12 TO 13 MINUTES INTO NEWSCAST.

5. IN LAST WEEK'S CRITIQUE I TOUCHED ON NEWSCAST TIMING, IT'S IMPORTANCE AND TIMING AS RELATED TO THE PLAY OF STORIES. ON THE NEXT PAGE YOU WILL FIND A TIMING CHART THAT WILL APPROXIMATE A SINGLE NEWSCAST.

PROMOS



(ALL TIMES LISTED AS MAXIMUM)

| <u>PROGRAMMING</u>                                      | <u>LENGTH</u> | <u>BROADCAST TIME</u> |
|---|---------------|-----------------------|
| Time Check  | 05 Secs       | 0:05                  |
| Recorded News Intro                                     | 20 Secs       | 0:25                  |
| Live News Intro   | 05 Secs       | 0:30                  |
| Opening Headlines                                       | 10 Secs       | 0:40                  |
| Personality Credits                                     | 05 Secs       | 0:45                  |
| <u>COMMERCIAL NUMBER ONE</u>                            | 60 Secs       | 1:45                  |
| "Now the News"  | 02 Secs       | 1:47                  |
| Story Number 1  | 60 Secs       | 2:47                  |
| Story Number 2  | 45 Secs       | 3:32                  |
| Story Number 3  | 45 Secs       | 4:17                  |
| Time Check  | 03 Secs       | 4:20                  |
| <u>COMMERCIAL NUMBER TWO</u>                            | 60 Secs       | 5:20                  |
| Story Number 4  | 20 Secs       | 5:40                  |
| Story Number 5  | 20 Secs       | 6:00                  |
| Story Number 6  | 20 Secs       | 6:20                  |
| Story Number 7  | 20 Secs       | 6:40                  |
| Time Check/Chicago Avg Temp                             | 05 Secs       | 6:45                  |
| Station Promo/I.D.                                      | 20 Secs       | 7:05                  |
| <u>COMMERCIAL NUMBER THREE</u>                          | 60 Secs       | 8:05                  |
| Expanded Headlines & Trf Rpt Intro                      | 20 Secs       | 8:25                  |
| Traffic Report  | 30 Secs       | 8:55                  |
| Story Number 8 (local)                                  | 30 Secs       | 9:25                  |
| Story Number 9 (local)                                  | 20 Secs       | 9:45                  |
| Story Number 10 (local, state or regional)              | 20 Secs       | 10:05                 |
| Story Number 11 (national)                              | 15 Secs       | 10:20                 |
| Story Number 12 (national)                              | 15 Secs       | 10:45                 |
| Story Number 13 (international)                         | 15 Secs       | 11:00                 |
| Story Number 14 (international)                         | 10 Secs       | 11:10                 |
| Public Service NCSA preceded by<br>"sports in a moment" | 22 Secs       | 11:32                 |
| Sports Desk   | 60 Secs       | 12:32                 |
| "In a moment the weather<br>for metropolitan Chicago)   | 03 Secs       | 12:35                 |
| <u>COMMERCIAL NUMBER FOUR</u>                           | 60 Secs       | 13:35                 |
| Weather, Hbr. Fest., Cur. Cond.                         | 60 Secs       | 14:35                 |
| Live Close & Promo                                      | 25 Secs       | 15:00                 |

PROMOS

MEMO: 20 Minute Newscast Experiment

TO: Afternoon News Shift, Engineers, and Traffic

FR: Webb

8 Jul 65

1. This afternoon (Thursday) we are going to conduct a three hour experiment on W-NUS. From 3pm until 6pm we will expand our newscasts to a time period of 20 Minutes each. Prior to and after 6pm we will use the current 15 minute format.

2. Purpose of this experiment is several fold, primary of which is more time to present news and to add more time to our business and sports desks. During the three hour period an aircheck will be taken and forwarded to Dallas. Mr. Fiedler and I will also be monitoring during this period.

3. Actually the format will be basically the time, with expanded time periods between commercials and promo's, etc.

4. Senior Editor Wolverton will want to increase news copy. Newsmen will want to include more U. P. I. carts. All air personnel and engineers will want to study the newscast prep sheets which I have attached to this memo.

5. COPY AND ENGINEERS: We will eliminate the half hour news intro now used, and run with the other three news intro's because of the time reference.

PROMOS



THE *McLendon* STATIONS MEMORANDUM

To DON KEYES, DALLAS ✓  
MR. FIEDLER, W-NUS

Date FRIDAY 9 Jul 65

From Webb

Subject Expanded (middle) Headlines

The change we mentioned regarding the expanded (middle) headlines followed by "next newscast promo" has been put into effect.

A copy of the new format sheet is attached, with change circled.

PROMOS

# NEWSCAST AT

## STATION MEMORANDUM

1ST QUARTER: CHICAGO TIME (AM/PM) AND TIME FOR ANOTHER FRESH NEWSCAST FROM W-NEWS

2ND QUARTER: CENTRAL DAYLIGHT TIME (AM/PM) AND HERE IS STILL ANOTHER UP-TO-THE-SECOND NEWSCAST FROM W-NEWS.

3RD QUARTER: THE TIME AT W-NEWS IS (AM/PM) STARTING TIME FOR ANOTHER NEWSCAST FROM W-NEWS

4TH QUARTER: AND THE TIME IS (AM/PM) IN CHICAGO AND STILL ANOTHER W N U'S NEWSCAST IS NOW BEGINNING.

During which the format was discussed and refined. These present were: Fiedler, Larry Webb and I.

#1

#2 Each newscast will be 25 minutes long and will have five commercial spots.

This will result in 15 minutes of air time per hour, but since WNDU

#3 commercially only at this time, this policy will be adhered to until such time as we wish to increase the number of hours which are available. (PEPS CREDS)

There will be no cut (CUT SHEET HERE)

The additional time gained through this expanded format will be used W-NEWS IS REPORTING ON THESE HEADLINE STORIES:

- #1 a. The most important story of the day.
- b. Sports news.
- c. Business news.
- d. Local news.

#2

a. MIDDLE NEWS - The middle news will be moved to a position just before the commercial break.

#3

W-NEWS will be required FCC station ID's.

FULL DETAILS OF THESE AND OTHER STORIES ON THE NEXT W-NEWSCAST AT

AT

(OPTIONAL)

HERE IS THE LATEST W-NEWS TRAFFIC ADVISORY

-0- BUSINESS BRIEF CASE - This expression will be dropped in favor of

HERE IS W-NEWS (REPORTER, SENIOR EDITOR, DAY EDITOR, MANAGING EDITOR)

PROMOS



# THE *McLendon* STATIONS/MEMORANDUM

To Gordon McLendon

Date July 14, 1965

From Don Keyes

Subject

On July 8, 1965, WNUS experimented with the new 20-minute newscast format and found it a considerable improvement over the previous 15-minute format. A meeting was held in my room at the Palmer House during which the format was discussed and refined. Those present were Jack Fiedler, Larry Webb and I.

This memo is an itemized report of that meeting.

- 1.) Each newscast will be 20 minutes long and will have five commercial avails.
- 2.) This will result in 15 rather than 16 avails per hour, but since WNUS is not commercially heavy at this time, this policy will be adhered to until such time as we wish to increase the rates or provide a 16th availability. Commercials will be played within the newscast at 0:30, 4:30, 9:30, 14:30, 17:30. There will be no clustering at the moment.
- 3.) The additional time gained through this expanded format will be used for:
  - a.) The most important story of the newscast.
  - b.) Sports news.
  - c.) Business news.
  - d.) News of interest to women.
- 4.) MIDDLE HEADS -- The middle heads will be moved to a position just before the third commercial rather than just after it as has been the procedure.
- 5.) SPECIAL I. D. 's -- In order to incorporate the required FCC station I. D. 's on the hour and half-hour, the proper station identification will be tagged on the end of any promos run in that time period. In other words, a promo concerning the news button, for example, would have as its last line, "WNUS, Chicago."
- 6.) NCSA's -- In this new format, NCSA's will be broadcast at 20 and 40 minutes past the hour, immediately following the weather.
- 7.) BUSINESS BRIEFCASE -- This expression will be dropped in favor of "Business and Financial News."

PROMOS

8.) WOMEN'S NEWS -- We're all agreed that we wish to expand in this area and the only point of our discussion was just how to do this. At present, Fiedler is pursuing the idea of hiring an experienced, female announcer-reporter, whose duty would be to glean, re-write, and record between 20-30 news stories each day, that are of particular interest to women. Subjects are, but not restricted to, gossip, children, education, health, money, society, fashions, home products, etc.

It is proposed that each afternoon this woman record these stories and that they be played back within the newscast the following day. We feel that a woman's voice for this particular feature will help point out the fact that this news is of special interest to women. This will eliminate the need for a newsman saying, in effect, "And now, here's something for the ladies." I think the use of a woman's voice should serve as an excellent promotional vehicle to call attention to the fact that we have something special for the female audience. Lest we drive away the male listener, this woman will not be referred to as the "women's editor". She will have some other title ( perhaps "special features" ), which will not necessarily indicate that what she has to offer is of interest only to women. We will get this on the air as soon as possible.

9.) DOKORDERS -- Fiedler wanted three Dokorders. I have ordered them through Charlie Payne.

10.) NEWS INTROS -- We need new news intros and we will have them built around the musical theme of Beethoven's Fifth Symphony. I am having a custom recording made of this since the classical arrangements are far too ponderous.

11.) A Deagan Chime will be used to punctuate the beginning and ending of the various newscasts during the thrice hourly time checks. The structure will be as follows:

NCSA -- "WNUS time ( chime ) 10:40" ( slight pause )  
News Intro for next newscast

It is felt that this chime will help acquaint the listener with the new 20-minute format, at least at the outset.

12.) Fiedler and Webb are hereby reminded that promos and promo station breaks should be instituted as soon as this format is put into effect on a permanent basis which point out:

a.) That WNUS is expanding its newscast to provide an even greater service to its listeners.

b.) For the first time in broadcasting, a radio station is really able to present news in depth. Since WNUS is not restricted by other program features, it is able to do this most effectively



MEMORANDUM  
THE *McLendon* STATIONS/MEMORANDUM

To Larry Webb  
cc; Don Keyes

Date Aug. 20, 1965

From Jack Fiedler

Subject

From now on make sure that no newscast contains more than 2½ minutes of international news. This obviously will allow us to put more emphasis on local news.

This memo is extremely important since I take the time to write it directly.

The morning newscast is the most important segment on any radio station and, particularly, WGN. I say particularly because the format of the all-news format is most likely to fail during that time of day when the listener wishes to re-establish contact with the world around him after having been absent from it for many hours. It is true that we have listeners in Chicago who probably listen to WGN locally in the morning and perhaps never tune in again during the day. Obviously, our entire presentation during this essential time period must be at an absolute peak of perfection.

The purpose of this memo is to review just what is required by way of news performance during this time period. Generally speaking, you may follow this one-line format: "Your newscasts should reflect the front pages of the Chicago Sun Times and the Chicago Tribune with additional details on the matter noted when available."

We have a tendency to get away from the news that the newspapers are carrying simply because we broadcast that story several hours before hand. However, we are all concerned with the timeliness of radio news is something that we have all lived with for years. We forget that the listeners have not considered this when they compare the morning newspaper with the newscast they hear on the radio. In most instances, the radio is the listener's first contact with the news of the day. It is sometimes in the form of a clock radio or perhaps a portable that is turned on while the listener is shaving, getting dressed, etc. During all this time, the morning newspaper lies undepended on the breakfast table, or perhaps is not read until the commuter is on the train. We have the opportunity, therefore, to be first with the news in the morning and immediately give the

PROMOS

# MEMORANDUM

TO: Larry Webb                      Cliff Johnson  
     Jack Baker                      Gary Fuller

cc: Gordon McLendon              Jack Fiedler

FROM: Don Keyes

DATE: August 25, 1965

You will note from the manner in which this memo is addressed that I am going directly to the four men most responsible for news coverage during the key morning hours on WNUS. Obviously, you may regard this memo as extremely important since I take the time to address you directly.

The morning segment, perhaps more so than any other time of day, is the most important segment on any radio station of any significance, particularly WNUS. I say particularly because the immediacy of the all-news format is most keenly felt during that time of day when the listener wishes to re-establish contact with the world around him after having been absent from it for many hours. I am sure that we have listeners in Chicago who possibly listen to WNUS only in the morning and perhaps never tune it in again during the day. Obviously, our entire presentation during this essential time period must be at an absolute peak of perfection.

The purpose of this note is to review just what is required by way of news performance during this time period. Generally speaking, you may follow this one-line policy: "Your newscasts should reflect the front pages of the Chicago Sun Times and the Chicago Tribune with additional details on the stories noted when such details are available."

We have a tendency to get away from the news that the newspapers are carrying simply because we broadcast that story several hours before-hand. However, we are all broadcasters and the immediacy of radio news is something that we have all lived with for years. We forget that the listeners have not considered this when they compare the morning newspaper with the newscast they hear on the radio. In most instances, the radio is the listener's first contact with the news of the day. It is sometimes in the form of a clock radio or perhaps a portable that is turned on while the listener is shaving, getting dressed, etc. During all this time, the morning newspaper lies unopened on the breakfast table, or perhaps is not read until the commuter is on the train. We have the opportunity, therefore, to be first with the news in the morning and immediately give the



listener the impression that WNUS is more important than his morning newspaper because it informs him of the top stories of the day first.

Naturally these stories should be updated as much as possible. We do not wish the station to sound as if it is merely a verbatim reflection of the morning papers. If, for example, a bomb was thrown at Mayor Daley's house last night, the morning paper will report little more than that simple fact. The pressures of deadlines will not allow them to develop the story fully; however, our advantage at WNUS is that at 7:00 AM, or earlier, we can update that story beautifully, what with actualities or further details that have been gleaned throughout the course of the after midnight hours.

Remember, too, that the most interesting stories are those affecting the people of your area. That is, hard, local news. Recently, for example, Viet Nam is being done to death by most radio stations when there have been no significant changes in the Viet Nam situation. The same might be said of the plethora of news coming from Washington. At times it sounds like our stations have a direct line to the White House.

Do not be misled by some of these liberal newspapers whose idea of good journalism is to spread a story about two Congressmen all over their front page. Let's keep our eye on the ball and report news that is of extreme interest to listeners. You are fortunate in that you have both the Sun Times and the Tribune to compare. I think you'll get the real hard news in the Sun Times and something little less sensational in the Tribune. This combination on our morning newscasts should make those newscasts absolutely vital.

I wish a reply in writing from each of you acknowledging receipt of this note and will welcome any comments you might wish to make on the subject.

Don Keyes

ys

PROMOS

MEMORANDUM

TO: B. R. McLendon  
Don Keyes  
Jack Fiedler  
Art Holt  
Charlie Payne  
Larry Webb

FROM: Gordon McLendon

DATE: August 26, 1965

SUBJECT: All-News programming

Many of you are aware that for the past several years, I have been critical of the type of news being broadcast by our various news departments, and more recently have voiced the same criticisms concerning the news coverage at WNUS. Several of the officers of Radiodifusora del Pacifico agree with my criticism and will receive copies of this memo in order that they might understand how we, at least, intend to handle it at our all-news station.

I refer to a complete lack of understanding or perhaps a lack of communications between myself and those individuals with whom I have discussed the subject of how to make a newscast interesting and vital. Frankly, I had almost given up hope that this concept would ever be utilized again on our stations as it once was back in the early '50's. However, I think I have come up with a solution.

The solution lies in the rigid formatting, to a greater extent than ever before, of the news copy itself.

At the present time, only the first seven stories in each newscast are stipulated by the Senior Editor on duty. The remaining stories are pretty much left to the discretion of the individual newscaster with the hope that he will present a well-rounded newscast. Unfortunately, there are two glaring faults with this procedure that I intend to rectify by this memo. One is that the first seven stories chosen by the Senior Editor are not those stories that I feel contribute to an interesting newscast and, two, the remaining stories often times go so far afield as to provide a complete newscast that is dull and uninteresting. The weak spots, therefore, seem to lie in these two areas. In order to strengthen these weak spots, I intend to limit severely the power of choice of the Senior Editor and the individual newscasters. Such limitation will be continued until such time as I feel that all personnel understand how an interesting newscast should be composed and are able to do it in an almost automatic manner.



The time has come for an end to anachronisms in our own format--such as it is. Here, I refer to the habit of clustering "International News", "National News", "State News", "Local News", "Sports News", etc. What if the newspaper restricted each of its first four pages to nothing but international news, another page to nothing but state news, etc. How much readership would the front page have if it were restricted only to international news? As Homer once said, you'd have something about as exciting as the front page of the Christian Science Monitor. But the newspapers don't so restrict. In circulation-wise newspapers, such as the San Francisco Chronicle, you are apt to find on so many occasions that the banner headline and main story is on sports and the front page is always a potpourri of local, state, national, international, sports, entertainment, gossip stories, etc. These stories aren't grouped--with international news on the left, national news at the right, sports news in the middle, etc. The arranger sets it up in the way he thinks will encourage maximum readability.

Since we cannot report the amount of print copy available in the newspaper in our 20-minute newscasts, we are best to be compared to the first and second, or at best the first, second and third pages of the newspaper, plus a dab of sports, stocks, and entertainment. Even here, we cannot report the news in as much depth as it is reported in individual stories on the first two or three pages of the paper. We can only give the most vital details and a smattering of depth reporting.

For the moment, then, let's consider ourselves like the first few pages of the newspaper.

I don't want to hear a Viet Nam story followed by a Dominican story followed by what Chou-En-Lai said in Egypt followed by Moscow's latest blast followed by a report of new Arab-Israeli border conflicts. Nor do I want to hear what President Johnson had to say about the progress of the poverty program followed by Martin Luther King's statement on voter registration in Georgia followed by a White House announcement of plans for further curbs on excise taxes followed by Senator Case's attack upon Senator Brown for causing delays in the development of the Medicare statute, etc. And haven't you heard roughly that same newscast a thousand times?

But I might like to hear this:

- 1.) Notre Dame grumbles that Illinois scouts "cheated" in last Saturday's televised thriller.
- 2.) Mayor Daley criticizes Gov. Kerner for failing to provide plans for National Guard protection in event of Chicago riots.
- 3.) Newest Mars photos released; indicate there is still possibility of life there.

- 4.) San Antonio wife who had quintuplets sues husband for failure to provide birth control safeguards. ( kicker )
- 5.) Kerner admits state will show a deficit of 38 million in 1965.
- 6.) Famous 42-year old motion picture star Rene Morris admits she may wed Troy Gook, 21-year old television star of "The Vampires".
- 7.) Six Marines killed in Viet Cong ambush.
- 8.) Salvatore Cosimoso, little-publicized Chicago gangland character, regarded by authoritative insiders as heir apparent to Cosa Nostra throne.
- 9.) Mrs. Franklin Todd, top Chicago social leader, hostess tonight at major fund-raising ball at Winnetka Country Club for Chinese Relief. Film star William Holden as guest.
- 10.) Illinois Senator Dirksen, admitting that he does not feel "at all well" enters Walter Reed Hospital for third time this month.
- 11.) ( 45 seconds ) Review of various column items, credited to columnists.
- 12.) Russian leaders acknowledge Red Chinese military progress but say Chinese still 30 years behind in atomic development.
- 13.) Former Oklahoma football coach Bud Wilkinson offered position as czar of newly-created World Tennis Federation.
- 14.) Trial of State Welfare Administrator Lewis Franklin begins tomorrow as Franklin levels new charges at Attorney General Buchman.
- 15.) Congress due to vote on annual vacation bill tomorrow; Republican Minority leader attacks it as another "Johnson attempt to escape national responsibility."
- 16.) Chicago weather looks okay tomorrow but there's trouble in store Thursday. Here's why:

Okay, that'll give you the idea. Let me be the first to admit that this fictional newscast would naturally be more interesting because it is



fictional, and thus fresh, but surely you can see that it does have sudden changes of pace, constant variation and follows the trial format given later in this memorandum.

Before we consider the format itself of each 20-minute newscast, let's consider certain rules which I wish set up for WNUS:

- 1.) There will be a minimum of 16 stories per 20-minute newscast.
- 2.) No Vietnamese story is to be longer than 45 seconds ( approximately 80 words ) unless a major new development has occurred there and, even then, no Vietnamese story may be extended beyond 1 1/2 minutes without special permission of the Station Manager, Managing Editor, or National Program Director.
- 3.) Bulletins will be used as they arrive; this is not being regularly done at present.
- 4.) There will be no further division of news into international, national, state, local, etc, blocs.
- 5.) All formats will be abandoned in case of major continuing stories: trouble on a Gemini space ship, Los Angeles riots, etc.
- 6.) Where a story has been continued for 5 or 6 days, and must still be reported on developments even though the Managing Editor feels that the story has largely lost its punch, Managing Editor will arbitrarily clamp a 30-second time limit on reportage of the story. Here, I can think of continuing trials--Bobby Baker, Jack Ruby, and many other different types--hospital reports on the lingering illness of a world figure, etc.

We will follow with other general rules, and no doubt modify or change several or all of the above until we arrive at a set list of rules based upon practice and error, as well as a set newscast format, both of which are designed to limit the newscasters' possibility of error and return to management its full prerogatives for insuring both the most informative as well as the most interesting news broadcasts.

The following is the initial format to be followed within all 20-minute newscasts with the understanding that changes will be made as our continuing experience with the news format seems to dictate:

Now, not having been born yesterday, the writer realizes that the above rules and format will manifestly develop holes and perhaps immediate ones--there will be the need for change, deletion, addition, revision, alteration of numerical placement of types of stories, and other types of improvements which can and should be made as soon as their need can be detected and proved. I am expecting and hoping for your constant suggestions, active complaint, criticism and even demand for alteration until we have evolved a set of rules and a format that will enable us to bring our news programming at WNUS largely under management control.

But when you come to me with your suggestions, active complaints, etc., be sure that you come with a well thought-out idea and plan--considering the entire format--and not merely an expression to the effect that "I don't like the idea of putting in two sports stories." Why? How many? Where? What else?

Any categories we've omitted?

Lastly, we've developed lately a luxurious large-corporate habit that ill becomes us as a small corporation--the ability and tendency to sit and deliberate for too long a period. I've outlined here the starting line. As you receive this memo, consider the starting gun fired. Proceed immediately and consult with me on every pit-stop. You will find me, as the head of the repair crew, anxiously waiting to put repairs in to compensate for the human errors which are a part of the construction of any new vehicle.

Gordon McLendon

ys



Gordon McLendon's 20-minute format  
August 26, 1965

1.) LEAD STORY -- may be local, state, national, international, and may be in any field ( politics, sports, society, gossip, finance, government, entertainment ) providing that this first story is the story that you would use for a front page lead story that 20 minutes if you were a responsible but circulation-minded publisher. Limit: 1 1/2 minutes maximum unless permission obtained from Station Manager, Managing Editor, or National Program Director.

2.) LOCAL STORY -- if first item local story, then this would be also a local story.

3.) NATIONAL STORY.

4.) SPORTS STORY -- if first item was sports, this will still be a sports story.

5.) STATE STORY.

6.) INTERNATIONAL STORY.

7.) STORY OF HOLLYWOOD or BROADWAY PERSONALITY nature.

8.) LOCAL STORY.

9.) NATIONAL STORY.

10.) SOCIETY STORY or kicker ( alternated on each newscast. )

11.) ~~INTERNATIONAL STORY.~~ *Women Appeal Story*

12.) BUSINESS STORY and/or STOCK MARKET reports.

13.) 45-second REVIEW of credited column items involving famous personalities or entertainment business item or items.

14.) ~~NATIONAL STORY.~~ *City Desk insert (3 to 8 stories)*

15.) SPORTS STORY and/or SCORES.

16.) WEATHER STORY.

If additional items are to be added, they will be:

17.) INTERNATIONAL ITEM.

PROMOS

Gordon McLendon's 20-minute format  
August 26, 1965  
Page 2

13.) LOCAL STORY.

19.) UPCOMING RADIO OR TV PROGRAM SUGGESTIONS.

Editorials, guest editorials, and other non-regular features are to be scheduled as you designate within the format.

Please put the following effect as soon as possible.

During Time Checks - Effective immediately, newscasts are scheduled to give the time (W. News time, 7:21) after every news item that is longer than one minute in length. The amount of time left and the time left Monday through Saturday. If individual news items are longer than one minute (for example two minutes or three minutes, etc.) the time should be given at the end of approximately one minute of copy.

You should produce promo spots to call attention to this unique service.

Don Payne

PROMOS



W-News

W-News Format - News Wheel

PROMOS

Jack Fiedler / Bob Luther      October 14, 1965

cc: Larry Webb and Bill Jenkins

Don Keyes

Please put the following into effect as soon as possible.

Morning Time Checks -- Effective immediately, newscasters are instructed to give the time ( "W-News time, 7:21" ) after every news item that is approximately one minute in length between the hours of 6:00 AM and 9:00 AM Monday through Saturday. If individual news stories are shorter than one minute ( for example two 30" stories or three 20" stories, etc ) the time should be given at the end of approximately one minute of copy.

You should produce promo copy to call attention to this unique service.

Don Keyes

ys

- 17.1 Column Line - Famous Personality
- 18.1 Crime
- 19.1 Human Interest - Type
- 20.1 Regional
- 21.1 Local
- 22.1 Crime
- 23.1 Weather
- 24.1 News or TV Suggestions
- 25.1 Sports Story
- 26.1 State
- 27.1 Human Interest - Type
- 28.1 Local
- 29.1 Human Interest - Type
- 30.1 Headline

# WNUS FORMAT - NEWSWHEEL

## Segment:

- |     |      |                                  |
|-----|------|----------------------------------|
| # 1 | 1.)  | Intro Story - Human Interest     |
|     | 2.)  | State                            |
|     | 3.)  | International                    |
|     | 4.)  | Crime                            |
|     | 5.)  | National                         |
|     | 6.)  | Weather                          |
| # 2 | 7.)  | Human Interest - Type 1.)        |
|     | 8.)  | Regional                         |
|     | 9.)  | Business                         |
|     | 10.) | Hollywood                        |
|     | 11.) | Sports story or review           |
|     | 12.) | International                    |
| # 3 | 13.) | Crime                            |
|     | 14.) | Local                            |
|     | 15.) | Society Kicker                   |
|     | 16.) | National                         |
|     | 17.) | Column Item - Famous Personality |
|     | 18.) | Crime                            |
| # 4 | 19.) | Human Interest - Type 1.)        |
|     | 20.) | Regional                         |
|     | 21.) | Local                            |
|     | 22.) | Crime                            |
|     | 23.) | Weather                          |
|     | 24.) | Radio or TV Suggestions          |
| # 5 | 25.) | Sports Story                     |
|     | 26.) | State                            |
|     | 27.) | Human Interest - Type 1.)        |
|     | 28.) | Local                            |
|     | 29.) | Human Interest - Type 13.)       |
|     | 30.) | Headline Review                  |

PROMOS



# NEWSWHEEL

=====

| <u>Time:</u>      | <u>Seg.:</u> | <u>Minutes:</u> | <u>Live / Recorded:</u> | <u>Replay:</u> |
|-------------------|--------------|-----------------|-------------------------|----------------|
| 11:00 PM          | 1.)          | 0 - 6           | Live                    |                |
|                   | 2.)          | 6 - 12          | Live                    |                |
|                   | 3.)          | 12 - 18         | Live                    |                |
|                   | 4.)          | 18 - 24         | Live                    |                |
|                   | 5.)          | 24 - 30         | Live                    |                |
|                   | 6.)          | 30 - 36         | Rec.                    | No. 1          |
|                   | 7.)          | 36 - 42         | Rec.                    | No. 2          |
|                   | 8.)          | 42 - 48         | Live                    |                |
|                   | 9.)          | 48 - 54         | Rec.                    | No. 4          |
|                   | 10.)         | 54 - 60         | Live                    |                |
| 12:00<br>Midnight | 11.)         | 0 - 6           | Live                    |                |
|                   | 12.)         | 6 - 12          | Live                    |                |
|                   | 13.)         | 12 - 18         | Rec.                    | No. 8          |
|                   | 14.)         | 18 - 24         | Live                    |                |
|                   | 15.)         | 24 - 30         | Rec.                    | No. 10         |
|                   | 16.)         | 30 - 36         | Rec.                    | No. 11         |
|                   | 17.)         | 36 - 42         | Rec.                    | No. 12         |
|                   | 18.)         | 42 - 48         | Live                    |                |
|                   | 19.)         | 48 - 54         | Rec.                    | No. 14         |
|                   | 20.)         | 54 - 60         | Rec.                    | No. 10         |
| 1:00 AM           | 21.)         | 0 - 6           | Live                    |                |
|                   | 22.)         | 6 - 12          | Rec.                    | No. 12         |
|                   | 23.)         | 12 - 18         | Rec.                    | No. 18         |
|                   | 24.)         | 18 - 24         | Rec.                    | No. 14         |
|                   | 25.)         | 24 - 30         | Live                    |                |
|                   | 26.)         | 30 - 36         | Rec.                    | No. 21         |
|                   | 27.)         | 36 - 42         | Live                    |                |
|                   | 28.)         | 42 - 48         | Rec.                    | No. 18         |
|                   | 29.)         | 48 - 54         | Live                    |                |
|                   | 30.)         | 54 - 60         | Rec.                    | No. 25         |
| 2:00 AM           | 31.)         | 0 - 6           | Live                    |                |
|                   | 32.)         | 6 - 12          | Rec.                    | No. 27         |
|                   | 33.)         | 12 - 18         | Live                    |                |
|                   | 34.)         | 18 - 24         | Rec.                    | No. 29         |
|                   | 35.)         | 24 - 30         | Rec.                    | No. 25         |
|                   | 36.)         | 30 - 36         | Rec.                    | No. 31         |
|                   | 37.)         | 36 - 42         | Rec.                    | No. 27         |
|                   | 38.)         | 42 - 48         | Rec.                    | No. 33         |
|                   | 39.)         | 48 - 54         | Rec.                    | No. 29         |
|                   | 40.)         | 54 - 60         | Live                    |                |

(cont'd)

PROMOS

| <u>Time:</u> | <u>Seg.:</u> | <u>Minutes:</u> | <u>Live / Recorded:</u> | <u>Replay:</u> |
|--------------|--------------|-----------------|-------------------------|----------------|
| 3:00 AM      | 41.)         | 0 - 6           | Live                    |                |
|              | 42.)         | 6 - 12          | Live                    |                |
|              | 43.)         | 12 - 18         | Rec.                    | No. 33         |
|              | 44.)         | 18 - 24         | Live                    |                |
|              | 45.)         | 24 - 30         | Rec.                    | No. 40         |
|              | 46.)         | 30 - 36         | Rec.                    | No. 41         |
|              | 47.)         | 36 - 42         | Rec.                    | No. 42         |
|              | 48.)         | 42 - 48         | Live                    |                |
|              | 49.)         | 48 - 54         | Rec.                    | No. 44         |
|              | 50.)         | 54 - 60         | Rec.                    | No. 40         |
| 4:00 AM      | 51.)         | 0 - 6           | Rec.                    | No. 41         |
|              | 52.)         | 6 - 12          | Live                    |                |
|              | 53.)         | 12 - 14         | Rec.                    | No. 48         |
|              | 54.)         | 18 - 24         | Rec.                    | No. 44         |
|              | 55.)         | 24 - 30         | Live                    |                |
|              | 56.)         | 30 - 36         | Live                    |                |
|              | 57.)         | 36 - 42         | Rec.                    | No. 52         |
|              | 58.)         | 42 - 48         | Live                    |                |
|              | 59.)         | 48 - 54         | Rec.                    | No. 54         |
|              | 60.)         | 54 - 60         | Rec.                    | No. 55         |
| 5:00 AM      | 61.)         | 0 - 6           | Rec.                    | No. 56         |
|              | 62.)         | 6 - 12          | Live                    |                |
|              | 63.)         | 12 - 18         | Rec.                    | No. 58         |
|              | 64.)         | 18 - 24         | Live                    |                |
|              | 65.)         | 24 - 30         | Rec.                    | No. 55         |
|              | 66.)         | 30 - 36         | Rec.                    | No. 56         |
|              | 67.)         | 36 - 42         | Rec.                    | No. 62         |
|              | 68.)         | 42 - 48         | Rec.                    | No. 59         |
|              | 69.)         | 48 - 54         | Live                    |                |
|              | 70.)         | 54 - 60         | Live                    |                |

PROMOS



PROMOTION ( Bill Peck, Copywriter, W-NUS )

Bill suggests asking people to nominate the ten biggest stories of 1964. If their nominations tally ( in order ) with those of the W-NUS editors, they win subscriptions to America's ten leading newspapers or news magazines.

Keyes note: Rather than the prize suggest PROMOS, refer something like

a subscription to The Wall Street Journal, Gallagher Report, Kiplinger Report, Research Institute Newsletter, etc. This would be more useful to the winner.

###

SPEC SPOT SOLD ( Art Holt, General Manager, WYSL )

The copy wasn't actually that inspired but nobody else in town had bothered to take time to produce a spec spot based on "Three Coins In The Fountain" for a new Italian restaurant. It was what they wanted to hear and they bought it.

###

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

"This is WYSL ... your home for the holidays..."

###

REJECTED RECORD ( Bob White, Program Director, K'LT )

Bob suggests that you listen closely to "Bucket-T" by Ronnie and the Daytonas on Mala.

###

CREATIVE SALES IDEA FOR DECEMBER-JANUARY ( Doug McCall, Sales Manager, KTSA )

Doug suggests: "During the week of the 25-30 of December, we will invite children to phone the station at specific times and tell us what their New Year's resolutions are. Will propose to advertisers a schedule January 1-7 leading in with children's resolutions and ending up with commercial spot stating advertiser's resolution for better service, etc."

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###

ryh

W N U S WEATHER FORMAT SHEET

W N U S FORM #1

IN A MOMENT.....THE WEATHER FOR METROPOLITAN CHICAGO.....

DIRECT (DUH-REKT) TO W-NEWS FROM THE UNITED STATES WEATHER BUREAU HERE IS THE  
FORECAST FOR CHICAGO AND VICINITY.....

CURRENT CONDITIONS:

WIND IS \_\_\_\_\_ AT \_\_\_\_\_  
MILES PER HOUR

OUTDOOR HUMIDITY \_\_\_\_\_ PERCENT

INDOOR HUMIDITY \_\_\_\_\_ PERCENT

BAROMETRIC PRESSURE \_\_\_\_\_ INCHES

AND \_\_\_\_\_ °

TEMPERATURE READINGS:

GRANT PARK \_\_\_\_\_ °

O'HARE \_\_\_\_\_ °

MIDWAY \_\_\_\_\_ °

AT JOLIET THE TEMPERATURE IS \_\_\_\_\_ DEGREES.

(1ST CLOSE) THAT'S THE END OF ANOTHER W-NEWSCAST....NEXT NEWSCAST IMMEDIATELY!

-0-

(2ND CLOSE) YOU HAVE JUST HEARD ANOTHER FULL...COMPREHENSIVE NEWSCAST FROM  
W-NEWS.....NEXT NEWSCAST STARTS IN SECONDS.

-0-

(3RD CLOSE) ANOTHER W-NEWSCAST HAS ENDED.....A FRESH---NEW---NEWSCAST WILL BE  
HEARD ON W-NEWS IN A MATTER OF SECONDS.

-0-

(4TH CLOSE) AND SO ENDS THIS W-N-U-S NEWSCAST....THE NEXT NEWSCAST WILL BE IN  
A MATTER OF MOMENTS.

(PRE-CLUSTER-PHRASE)

W-NEWS TIME \_\_\_\_\_

CHICAGO AVERAGE TEMPERATURE \_\_\_\_\_



IN A MOMENT.....THE WEATHER FOR METROPOLITAN CHICAGO.....

DIRECT (DUH-REKT) TO W-NEWS FROM THE UNITED STATES WEATHER BUREAU HERE IS THE  
FORECAST FOR CHICAGO AND VICINITY.....

A survey of radio listenership is now underway in the Chicago area. Should someone call you or visit you and ask what radio station you are listening to, the station should be identified as W-NUS or W-News. Thus, when an interviewer requests

CURRENT CONDITIONS:

WIND IS \_\_\_\_\_ AT \_\_\_\_\_  
MILES PER HOUR

OUTDOOR HUMIDITY \_\_\_\_\_ PERCENT

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GRANT PARK \_\_\_\_\_ °

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-0-

4TH CLOSE) AND SO ENDS THIS W-N-U-S NEWSCAST....THE NEXT NEWSCAST WILL BE IN  
A MATTER OF MOMENTS.

(PRE-CLUSTER-PHRASE)

W-NEWS TIME \_\_\_\_\_

CHICAGO AVERAGE TEMPERATURE \_\_\_\_\_

LISTENER IDENTIFICATION PROMO

Chicago

A survey of radio listenership is now underway in the Chicago area. Should someone call you or visit you and ask what radio station you are listening to, the station should be identified as W-NUS or W-News. Thus, when an interviewer requests information when you are listening to this station, simply identify us as W-NUS or W-News. Thank you.

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A survey of radio listenership is now underway in the Chicago area. Should someone call you or visit you and ask what radio station you are listening to, the station should be identified as W-NUS or W-News. Thus, when an interviewer requests information when you are listening to this station, simply identify us as W-NUS or W-News. Thank you.

###

###

4.) The year... 1896: Heinrich Hertz, discover of radio waves, demonstrates radio reflections from solid objects... the forerunner of radar (stab) The year... 1964! Another first in communications... W-NUS, W-News, sends its powerful beam over Chicagoland.. (short run) W-News... America's first all-news radio station (Curtain)

###

## FAMOUS FIRSTS

Chicago

1.) The year....1895! Guglielmo Marconi is granted the original patent for wireless transmission of radio signals. ( stab ) The year....1964!

W-NUS, W-News becomes the first American station to use radio signals for continuous transmission of news, 24 hours a day. ( short run ) at 1390, W-NUS, W-News...part of the exciting history of radio! ( curtain )

# # #

2.) The date....August 3rd, 1945! The world's first color photoradio news photograph is sent from the Potsdam, Germany Big Three Conference ( stab ) The date...September 3, 1964! W-NUS, W-News becomes America's first all-news radio station. ( short run ) Blazing a new trail in broadcasting, W-NUS, W-News! ( curtain )

# # #

3.) The date...May 30, 1783! The first daily newspaper published in the United States, the Pennsylvania Evening Post and Daily Advertiser, is started in Philadelphia ( stab ) The date...September 3, 1964! America's first continuous newspaper of the air, W-NUS, W-News, is launched in Chicago ( short run ) W-News...the nation's first all-news radio station! ( curtain )

# # #

4.) The year...1886! Heinrich Hertz, discover of radio waves, demonstrates radio reflections from solid objects...the forerunner of radar ( stab ) The year...1964! Another first in communications...W-NUS, W-News, sends its powerful beam over Chicagoland. ( short run ) W-News...America's first all-news radio station ( Curtain )

# # #



## FAMOUS FIRSTS

5.) The date...August 31, 1920! Regular broadcasting of news is born on Detroit Radio Station 8 MK ( stab ) The date....September 3, 1964! Continuous broadcasting of news in America is born on W-NUS, W-News ( short run ) W-News...America's first and only all-news radio station ( curtain )

# # #

6.) The year...1883! Thomas Edison patents the first vacuum tube ( short stab ) The year...1858! Cyrus Field spans the Atlantic with the first Trans-Atlantic cable ( stab ) The year ....1964! W-NUS, W-News spans the globe to broadcast continuous news over Chicagoland ( short run ) W-NUS, W-News...America's only all-news radio station ( curtain )

# # #

7.) The year...1837! Samuel Morse discovers a practical means of electro-magnetic telegraphy ( stab ) The year...1964...Chicago discovers W-News ( short run ) W-NUS, W-News...the news voice of All Chicago ( curtain )

# # #

8.) The year...1876! Alexander Graham Bell patents the telephone ( stab ) The year...1964! W-News innovates continuous news broadcasting. ( short run ) A first in American broadcasting. W-NUS, W-News...the fastest news medium in the United States ( curtain )

# # #

9.) The date...September 25, 1760! Benjamin Harris publishes the first and only edition of the first American newspaper...Publick Occurrences... ( stab ) The date...September 3, 1964...W-NUS, W-News begins publication of America's first all-news radio station ( short run ) W-NUS, W-News...a giant stride in broadcasting! (curtain )

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# # #

"Hello everybody everywhere...this is the Old Scotchman, Gordon McLendon.... In busy and pulsating Chicago, thousands of people every day are learning that they can save the time of reading and still stay a day ahead of the Joneses....by listening to WNUS, W-news...the only trouble is that, most likely, the Joneses are getting the W-news habit, too! W-News is truly a unique radio station because it is the first radio station in America to broadcast nothing but news. It's not designed to entertain you; it's yours as a service. Your thermometer on the back porch tells you the temperature; a glance out the window tells you the general weather; a telephone call gives you the time, and a flip of your dial to W-news informs you in seconds at any time of the day or night. So, don't worry about keeping up with the Joneses...join them in listening to WNUS, W-news, in the air everywhere in Chicago..."

###