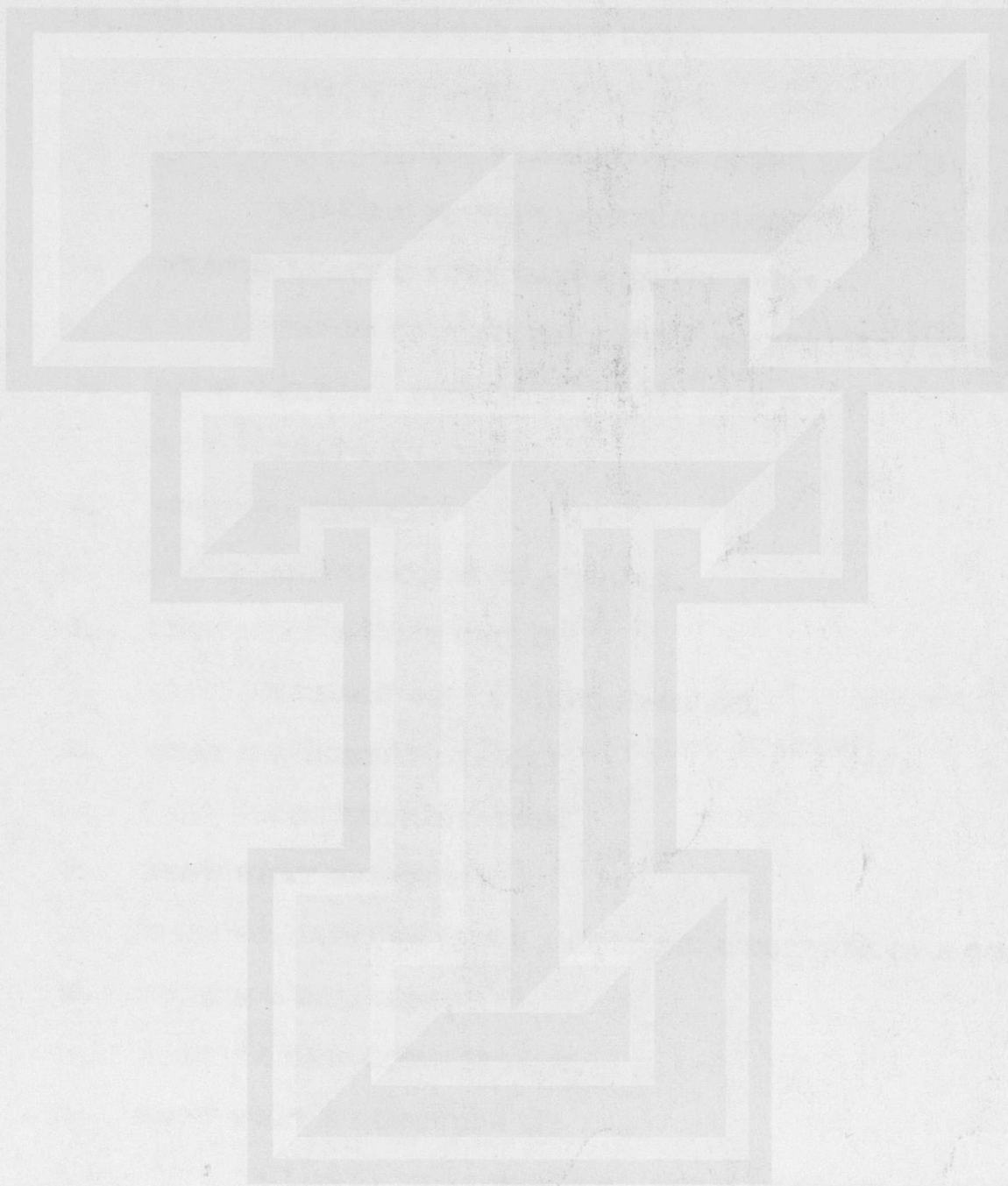


039

CONTESTS & PROMOS
General



File under promotion

1. KNOW WHAT LEAVING THE KITCHEN KNIVES IN A LOW DRAWER IS?
A PLACE TO LIVE, WHILE YOU TRY TO FIND A PLACE TO
THAT'S CUTTING UP, WITH THE KIDS.
2. WHAT IS FIRING AN OLD RUSTY GUN?
THAT'S TURNING A DEAF EAR!
CLOSES THE REGULAR ROADS AND OPENS UP THE DETOURS.
3. KNOW WHAT KEEPING A LOADED GUN IN THE HOUSE IS?
KNOW WHAT A HOT DATE IS?
THAT'S A DE-POPULATION EXPLOSION.
THE ONLY ANIMAL THAT FEELS THE ROAD THAT BITES
4. WHAT IS LEAVING YOUR RAZOR ON THE SINK?
15. WHAT IS THAT'S CUTTING THE LITTLE SHAVER DOWN TO SIZE.
5. KNOW WHAT NOT FIXING THE FRONT STEP IS?
KNOW WHAT DOES ON A TRIP!
KNOW WHAT DOES ON A TRIP!
17. KNOW WHAT THAT'S A LAWSUIT.
KNOW WHAT DOES ON A TRIP!
KNOW WHAT DOES ON A TRIP!
6. WHAT IS A SNEEZE?
13. WHAT IS AN EXPLOSION OF A TICKLE.
7. KNOW WHAT A CORN CRIB IS?
KNOW WHAT DOES ON A TRIP!
KNOW WHAT DOES ON A TRIP!
19. KNOW WHAT A PLACE WHERE TIRED JOKES GO.
8. WHAT IS A DENTIST OFFICE?
KNOW WHAT DOES ON A TRIP!
KNOW WHAT DOES ON A TRIP!
20. WHAT IS A DRILLING STATION.
9. KNOW WHAT BRIDGE IS?
KNOW WHAT DOES ON A TRIP!
KNOW WHAT DOES ON A TRIP!
21. KNOW WHAT A GAME, IN WHICH A GOOD DEAL DEPENDS ON A GOOD DEAL.
10. WHAT IS A DRIZZLE?
KNOW WHAT DOES ON A TRIP!
KNOW WHAT DOES ON A TRIP!
22. WHAT IS A DRIP GOING STEADY.
11. KNOW WHAT A PUNCTURE IS?
KNOW WHAT DOES ON A TRIP!
KNOW WHAT DOES ON A TRIP!
23. KNOW WHAT A LITTLE HOLE IN A TIRE, USUALLY FOUND AT A GREAT DISTANCE FROM A GARAGE.
KNOW WHAT DOES ON A TRIP!
KNOW WHAT DOES ON A TRIP!
12. WHAT IS A HOME RUN?
KNOW WHAT DOES ON A TRIP!
KNOW WHAT DOES ON A TRIP!
24. WHAT IS A THING YOU DO IN A BASEBALL GAME, WHEN THE BALL GOES THRU A WINDOW.

13. KNOW WHAT A HOUSE TRAILER IS?

25. KNOW WHAT A POWER LAWNMOWER IS?

A PLACE TO LIVE, WHILE YOU TRY TO FIND A PLACE TO
PARK.

14. WHAT IS SUMMER?

THE TIME OF THE YEAR, WHEN THE HIGHWAY DEPARTMENT
CLOSES THE REGULAR ROADS AND OPENS UP THE DETOURS.

27. KNOW WHAT A PRETTY LAWN IS?

15. KNOW WHAT A HOT DOG IS?

GRASS AN LA MOWED!

THE ONLY ANIMAL THAT FEEDS THE HAND THAT BITES

28. WHAT IS IT? DOG FIGHT IN RANGE?

16. WHAT IS SUBMISSION? ARE THE PARTICIPANTS SHAKE TAILS AND
COME OUT BITING!

WHEN A SUBMARINE GOES ON A TRIP!

29. KNOW WHAT A PERMANENT WAVE IS?

17. KNOW WHAT INFANTRY IS?

A GIRL WHO MAKES A CAREER OF THE NAVY!

A YOUNG TREE!

30. WHAT IS A BATHING BEAUTY?

18. WHAT IS A ONE YEAR OLD?

A GIRL WORTH WADING FOR.

MOTHER'S LITTLE YELPER!

31. KNOW WHAT A SPECTATOR IS?

19. KNOW WHAT A BEECH NUT IS?

A VERY SMALL POTATO!

A PERSON WHO IS CRAZY ABOUT BEACHES!

32. WHAT IS A WELL SEASONED TRAVELER?

20. WHAT IS A BANANA SPLIT? DO WITH AN OLD CAR.

A SALT AND PEPPER SALESMAN!

ACROBATIC FRUIT.

33. KNOW WHAT A PSYCHIATRIST IS?

21. KNOW WHAT WIND IS? DO TO A MULE TO GET IT TO GO.

A THINKER TINKER!

AIR IN A BIG RUSH.

34. WHAT IS MISTLETOE?

22. WHAT IS A PILLOW?

THE BOTTOM OF A MISSILE!

HEAD QUARTERS!

35. KNOW WHAT JAYWALKING IS?

23. KNOW WHAT A BOX LUNCH IS?

A KIND OF EXERCISE THAT BRINGS ON THAT RUN DOWN

A SQUARE MEAL!

24. WHAT IS A BABY SITTER? GOTTA TALK BIG FOR ITS BRUCE!

A HIGH CHAIR! WHO MADE A SCREW-BALL IDEA WORK!

THAT'S BROKEN BONES!

25. KNOW WHAT A POWER LAWNMOWER IS?

A MOTORSICKLE! WITH YOUR MOUTH CLOSED!

26. WHAT IS A COLT 45? AND CANYON? T OF YOUR PANTS.

A MIDDLE-AGED HORSE! THING YOU EVER HAD IN THE

27. KNOW WHAT A PRETTY LAWN IS?

GRASS AH LA MOWED!

28. WHAT IS A DOG FIGHT? IN RANGE?

A SPORT WHERE THE PARTICIPANTS SHAKE TAILS AND
COME OUT BITING!

29. KNOW WHAT DENIAL IS?

KNOW WHAT A PERMANENT WAVE IS?

A RIVER IN EGYPT!

A GIRL WHO MAKES A CAREER OF THE NAVY!

30. WHAT IS A POLICEMAN'S BALL?

WHAT IS A BATHING BEAUTY?

A COP HOP!

A GIRL WORTH WADING FOR.

31. WHAT IS GO?

KNOW WHAT A SPECTATOR IS?

WHAT YOU DO WHEN YOU'RE TIRED OF STOPPING.

A VERY SMALL POTATO!

32. KNOW WHAT JUNKET IS?

WHAT IS A WELL SEASONED TRAVELER?

WHAT YOU SHOULD DO WITH AN OLD CAR.

A SALT AND PEPPER SALESMAN!

33. WHAT IS POKER?

KNOW WHAT A PSYCHIATRIST IS?

SOMETHING YOU DO TO A MULE TO GET IT TO GO.

A THINKER TINKER!

34. KNOW WHAT A FIRECRACKER IS?

WHAT IS MISTLETOE?

A HOT COOKIE, IN TOKEN!

THE BOTTOM OF A MISSILE!

35. WHAT IS A FOUL BALL?

KNOW WHAT JAYWALKING IS?

A DANCE FOR CHICKENS!
A KIND OF EXERCISE THAT BRINGS ON THAT RUN DOWN
FEELING!

36. WHAT IS GENIUS? THAT HAS GOTTEN TOO BIG FOR ITS BRIDGES!

37. WHAT IS A CRACKPOT, WHO MADE A SCREW-BALL IDEA WORK!

THAT'S BROKEN BONES!

36. KNOW WHAT PUTTING PENNIES IN A FUSE BOX IS?

37. KNOW WHAT ETIQUETTE IS?
THAT'S PLAYING WITH FIRE!

LEARNING TO YAWN WITH YOUR MOUTH CLOSED!

38. WHAT IS THE GRAND CANYON?

HOLE OF FAME!

39. KNOW WHAT A HOT ROD IS?

A BRANDING IRON!

40. WHAT IS A MOUNTAIN RANGE?

A STOVE USED AT HIGH ALTITUDES!

41. KNOW WHAT DENIAL IS?

A RIVER IN EGYPT!

42. WHAT IS A POLICEMAN'S BALL?

A COP HOP!

43. WHAT IS GO?

WHAT YOU DO WHEN YOU'RE TIRED OF STOPPING.

44. KNOW WHAT JUNKET IS?

WHAT YOU SHOULD DO WITH AN OLD CAR.

45. WHAT IS POKER?

SOMETHING YOU DO TO A MULE TO GET IT TO GO.

46. KNOW WHAT A FIRECRACKER IS?

A HOT COOKIE.

47. WHAT IS A FOUL BALL?

A DANCE FOR CHICKENS!

48. KNOW WHAT A FLOOD IS?

A RIVER THAT HAS GOTTEN TOO BIG FOR ITS BRIDGES!

49. WHAT IS LEAVING STUFF ON THE STAIRS?

THAT'S BROKEN BONES!

50. KNOW WHAT PUTTING PENNIES IN A FUSE BOX IS?

PROMOTION (Bill Weaver, Manager, KILT)

THAT'S PLAYING WITH FIRE!

51. KILT: WHAT IS WALKING ON ICE WITHOUT BOOTS ON? yell

which he plays for people. THAT'S FLYING BY THE SEAT OF YOUR PANTS, cations.

52. natural KNOW WHAT STUFFING EVERYTHING YOU EVER HAD IN THE ATTIC IS?

it is so silly.

THAT'S STORING UP TROUBLE!

#

53. WHAT IS FIXING A LIGHT CORD WITH WET HANDS?

PROMOTION IDEA (Rick Bennett, Program Director, WYSL)

THAT'S SHOCKING!

Several times a day on the 4th of July, the station played a prepared

54. KNOW WHAT TAKING A SHORT CUT THRU THE ALLEY IS?

series of fireworks sound effects for those who missed seeing a fireworks

THAT'S A STAB IN THE DARK.

display.

55. WHAT IS GREASY PAPER ON A HOT OVEN?

This is like acrobats on radio!

THAT'S A BONFIRE!

#

56. KNOW WHAT A CROWBAR IS?

COMPETITOR'S PROMOTION (Al Hart, Program Director, KABL)

THAT'S A ROOST FOR CROWS!

KGO in San Francisco has a two-man team on in the evening and

57. WHAT IS WASHABLE?

they are recruiting volunteers to invade Los Angeles.

THAT'S TO BATHE A BULL!

This has been in our policy books for many years ever since Don Sherwood

58. KNOW WHAT VITAMIN IS?

first did it in San Francisco. To the best of my memory, we have never done it

THAT'S WHAT YOU DO WHEN SOMEONE COMES TO YOUR

and it has got to be an HOUSE! talk-provoking promotion.

59. should y WHAT IS A WOODEN NICKEL? and I'll send them.

THAT'S AN OAKEN TOKEN!

PROMOTION IDEA KNOW WHAT A BULL DOZER IS? (ABL)

I am attaching THAT'S A SLEEPING MALE COW. different and unusual

promotion. 61. recent WHAT IS A TELEPHONE BOOTH? ly adaptable to any of our

other stations. They THAT'S A LITTLE PLACE TO CALL HOME! mo', and

"Mountain Promo".

#

Ind. d.j.

- 4 -

rpm

PROMOTION (Bill Weaver, Manager, KILT)

KILT's 12:00 N to 3:00 PM disc jockey has a recorded Rebel yell which he plays for people who write in requesting it. He also makes dedications.

Naturally, he does not let on that it is recorded. I like this because it is so silly.

#

PROMOTION IDEA (Rick Bennett, Program Director, WYSL)

Several times a day on the 4th of July, the station played a prepared series of fireworks sound effects for those who missed seeing a fireworks display.

This is like acrobats on radio!

#

COMPETITOR'S PROMOTION (Al Hart, Program Director, KABL)

KGO in San Francisco has a two-man team on in the evening and they are recruiting volunteers to invade Los Angeles.

This has been in our policy books for many years ever since Don Sherwood first did it in San Francisco. To the best of my memory, we have never done it and it has got to be an excellent talk-provoking promotion.

Should you wish details, let me know and I'll send them.

#

PROMOTION IDEA (Al Hart, Program Director, KABL)

I am attaching three pieces of script on three different and unusual promotions recently run by KABL. They are certainly adaptable to any of our other stations. They are "Anteaters Promo", "Fiji Firewalking Promo", and "Mountain Promo".

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#

PROGRAM IDEA (Bill Stewart)

Bill and I have discussed this and we both feel that though it is a very small point, it can contribute to the prestige of your station if you will abandon the use of the word "show" when referring to your disc jockey shows and call them "programs". This is an old radio expression which is still in effect today on television. I refer specifically to "The Jack Benny Program".

It suggests a certain amount of solidarity that some of us are inclined to associate with old-time network radio. Another good reason to use it is that everybody else is saying "show". Why don't you be different and call it "The Charlie & Harrigan Program".

#

PROMOTIONAL IDEA (Don Keyes)

WFUN in Miami is having a promotion called "Let My DJ Go" in which one of their jocks has been sealed in an automobile since Tuesday, May 28th and has been driving around gathering signatures from Miamians attesting to his popularity. He must get 50,000 signatures from fans before he is released.

I think this is a sensational idea. It's much like the flagpole sitter in that the man must undergo a certain amount of privation for a certain reason. The reason, of course, can be anything and this really should be a salable promotion when you consider the automobile dealers who would like to have this publicity.

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MEMORANDUM

October 4, 1962

TO : All Managers
Don Keyes
R. P. B.

FROM: Gordon McLendon

I believe I have memoed you on this before, but I take this occasion to do so again.

Art Holt recently constructed a most remarkable promotion made possible only through the cooperation of the Downtown Merchants Association in the City of Buffalo. I need not tell you that in each of your cities there is a most active Downtown Merchants Association, and in every case their major concern is the fact that business enterprises and traffic are moving to the suburbs. Their objective is to keep it downtown.

Any promotion that you care to undertake downtown will, no doubt, receive the vigorous endorsement and cooperation if it is handled in the way that Art handled his Flagpole Sitter in Buffalo. Unable to get a satisfactory location for his Flagpole Sitter, Art conceived the idea of going to the Downtown Merchants Association and presenting it to them as their promotion to attract traffic into downtown Buffalo. In a nonce, they were off and running. The first thing that Art knew, we had authority to locate our Flagpole Sitter in Lafayette Square, the sacred center of downtown Buffalo, with complete police and fire department cooperation. The Mayor and all City Councilmen were not only highly cooperative but climbed the Flagpole to appear for broadcasts and, in general, the promotion was probably the most outstanding visual promotion ever conducted by any of our radio stations.

In case this gives any of you any idea for visual promotions in the center of your city, I'll be delighted.

Gordon McLendon

GBM:us

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GBM:us

RFB

M E M O R A N D U M

TO: All Managers
cc: Gordon McLendon ✓
Don Keyes

DATE: January 10, 1963

FROM: Mitch Lewis

SUBJECT: Promotion

g'e

I have, under wraps, a promotion which, if successful, should merit national attention from all directions. Essentially, it is best suited for the opening of a shopping center or a housing development where the principals want to attract a large crowd.

It involves setting the world's record for the highest manned flight in a hydrogen balloon - in excess of 102,000 feet. As a "bonus extra", the balloonist then would jump out of the basket and set the world's record free form parachute jump. It would be certified and officially recorded by the FAA.

He estimates that the flight would take about four hours. Radio contact can be made for a great portion of the flight. To stimulate interest, it would seem advantageous to have the balloon moored to the ground at the site several days before the flight and take the balloonist on a press tour of the market.

Cost: \$10,000 including everything. We will have no liability, insurance or other costs.

Anyone interested?

MIL:lr

P. S. This could be a whale of a promotion for a downtown association, too.

Bill Morgan
cc: Gordon McLendon ✓

January 9, 1983

Christmas
C
R.P.B.
Armas J'e

Mitch Lewis

Bill, one idea that came to me while reading over the RAB and free lancer copy: "Are You Worth \$1,000,000" (for one week). Listeners write in saying why they, or someone else they recommend, should have their life insured for \$1,000,000.

Subject: Long's Garden Shop

Somehow, there is something provocative about having someone around you whose life is worth \$1 million. Only person I know is Clint (and John). We could floss it up, providing a driver-body guard, but it might generate a little interest.

Wonder, now, how much a premium would cost for a week? I'm confident it'll be dependent on age, sex and physical condition - so we will probably have to screen and make it a conditional winner. Say, some vibrant 22-year-old secretary, 38-21-35, long blonde hair, violet eyes, lives alone. Come to think of it, I'll stand guard!

MIL:lr

ALL MANAGERS

If cost not too great, this looks like an attention-getter to me.

GBM

2 PB

NETWORK SALUTE

Christmas

January 2, 1963

MEMO TO: JACK SCHATZ

FROM: DEL MARKOFF

Subject: Long's Garden Shop

We put subject account on the air with four one-minute spot announcements on December 21st and 22nd to dispose of their Christmas trees. Regular \$2.99 fresh trees your choice, to WYN-R listeners for \$1.98. Response pleased the sponsor. They are located at 112th Street and Halsted, far from reach of most of our audience.

We checked with them on December 24th and learned that they still had over 1000 trees on hand. Whereupon we suggested that they cooperate with WYN-R and offer these trees free to WYN-R listeners if they would hasten to Long's by 4:30 P.M.

We aired 3 or 4 messages for them, the first one about 2:00 P.M. — remember this was practically Christmas Eve. Over 150 trees were so disposed of; countless other people showed, including many to verify the authenticity of this offer.

This would tend to substantiate our ratings empirically. Too bad Mr. Long doesn't own a department store

DM

MEMORANDUM

NETWORK SALUTE

g'l Promos. "Music + News"

KMAC
630 KC
WOAI
1200
KENS
680

KPRC - 950

KTRH - 740

WOAI 1200

KMAC 630

KENS 680

KWKH 1130

KENT 1550

KRMH 1340

Hello everybody everywhere, this is the Old Scotchman, Gordon McLendon.....

WAKY recognizes that occasionally listeners enjoy a change of pace in their radio entertainment....have you listened to a network radio program lately? If

not, WAKY can recommend the fine network radio programs of Radio Stations WHAS

at 840 kilocycles and WAVE at 970 kilocycles. WAKY salutes its

network competitors WHAS and WAVE and wishes you to know, of course, that

WAKY

you are always welcome at WAKY for the latest music and up-to-the second/news

Don Keyes

Hello everybody everywhere, this is the Old Scotchman, Gordon McLendon...

variety is the spice of life....that's true in radio listening too.....perhaps now

and then you enjoy network radio....in that case, WAKY recommends the fine

network radio programs which you can find on radio stations WHAS and WAVE

at 840 and 970 kilocycles respectively.....to WHAS and WAVE, WAKY's

congratulations on many years of community service....and WAKY hopes that when

listeners think of popular music and news, they will always think of WAKY.

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTOR S
FROM: DON KEYES
DATE: JANUARY 3, 1962

You will soon receive a tape from me with a completed "Insegrievious Promo"
This is a follow-through to the "Galactic Promo". The script reads as follows:

"Have you detected the relatively acute differentiation
in KLIF in 1962? It's immutably insegrievious!"

Don Keyes

ys

WYNR -- F. Y. I.

The Galactic Script reads :

"Have you noticed the difference in KLIF...
It's absolutely galactic...."

M E M O R A N D U M

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

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

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

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

Fiedler can possibly tell you where to get the monkeys.

Don Keyes

ys

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 9, 1961

Since anyone can use this promotion due to its lack of cost, I suggest you get it on as soon as possible before someone uses it against you.

The gist of it is simply this: It's the biggest radio cash give-away in history in reverse. "You send KLIF \$150,000.00 in cash and we'll send you 25 words or less." (This was done recently by some small station and the prize of 25 words went to a girl who sent in the prescribed amount in play money).

Use produced promos as well as station break coverage on this and it should get much comment from your listeners. WYSL in Buffalo is ahead of me on this one and they report good results.

Don Keyes

ys

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JUNE 6, 1959

Here are some contest ideas submitted by Jack Sharp, Program Director of KILT - Houston. They certainly bear looking into. Talk them over and see what you want to do with them.

Here's an small contest stolen from Shreveport. It was used unsuccessfully on K-JOE in 1957. It's called SSR -- Subliminal Subconscious Reception. Announcer whispers a last name, et., Jones, Smith, Green, into the microphone during music, a commercial or a recorded promo. The first Jones who hears it, and calls the station, wins a small prize. Good only from the standpoint that people will listen with extra alert ears to commercials, instead of mentally tuning them out, as many people do.

toying

An idea that I've been ~~toying~~ with for several months involves giving station breaks in a real weird foreign language. Listener who calls and tells us what it means wins a small prize. There's a similar gimmick in the policy book -- that's what prompted this. May or may not be worth something.

Here's another idea that I'm still working on. As a feature of a Jock's show, have a daily tip for the do-it-yourselfer. Make them wild, e. g., "How to get out of a Sunken Car..", "How to load a 12-pound cannon...", "How to slip out of handcuffs...", etc., etc.

Don Keyes

ys

Mr. Carrol Righter

- 2 -

March 15, 1962

Radio
Policy
Book

September 25 - 29 W A E Y conducted a "Favorite" Perhaps there is not sufficient time to measure results. Perhaps, too, it would be "dead" months wherein no major decisions of crucial matters would arise to demonstrate the forces of astrology on the individual. Being unfamiliar with the science, I am afraid it is impossible for me to interpose with the barriers and/or ancillary problems that might occur.

March 15, 1962

But, if we could expect a fair test over a length of time, our premature idea would be to correlate "Mrs. X's" experience with the benefit of, with astrology afterwards with a person of prominent local interest. Thus, here, we might follow Mayor Cabell, you are faced today with a the decision on the approval of a major bond issue. Under your sign, you Mr. Carrol Righter, Box 1921, Hollywood 28, California

Dear Mr. Righter:

Recently I had the good fortune to spend a week with Mary and Bob Cummings on an island in the Bahamas. They frequently discussed your services to them and, of course, spoke very highly of your work. We frequently mulled over the idea of some sort of broadcast promotion, wherein it would be an audience attraction and, also, of course, benefit you. Nothing was actually crystallized and I'm not confident that one could be devised to fit all the requirements, but we earnestly would like to search every possible avenue.

We own and operate six radio stations in major U. S. markets. We expect to have a seventh (Chicago), pending an expected forthcoming approval by the FCC. The other six are located in Dallas, Houston, San Antonio, Buffalo, San Francisco and Shreveport. Also, we are exclusive American sales agents for X-TRA NEWS, with which you may be familiar in the Los Angeles area.

In an effort to judge adequately the potentialities, it seems to us we should first "dry-run" the idea with a person in one of our markets.

We have such a person in mind here in Dallas. I have discussed the matter with her and she seems agreeable to following - to the letter - your advice and counsel for a period of not less than 30 days.

Gordon B. McLendon
Bill Morgan

bcc: Mrs. Chris Heyser, 4425 Highland Drive, Dallas, Texas

PROGRAM REPORT
Mr. Carrol Righter - 2 -

1961
promiss
March 15, 1962

The week of September 25 - 29 W A K Y conducted a "Favorite Perhaps this is not sufficient time to measure results. Perhaps, too, it would be a "dead" month, one wherein no major decisions or crucial matters would arise to demonstrate the forces of astrology on the individual. Being unfamiliar with the science, I am afraid it is impossible for me to interpose with the barriers and/or ancillary problems that might occur.

COPIES
jockey... and dinner for two at Hunters Lodge Resturant. The mail But, if we could expect a fair test in such a length of time, our premature idea would be to co-relate "Mrs. X's" experience with the benefit of, with astrology afterwards with a person of prominent local interest. Thus, here, we might follow - Mayor Cabell, you are faced today with a decision on the approval of a major bond issue. Under your sign, you are urged to disapprove the recommendation and wait until a more favorable proposal is submitted by the City Council. You are reminded that we offered the same advice to Mrs. X on a purchase of stock on April 14 of this year. She declined her broker's tender. Two days later, the broker submitted a new proposal. Her sign was in accord. Currently, she has more than doubled her investment. "... or words to that effect. sounded. The listeners were asked to send the exact time they

heard the time to WAKY. Each of three winners would receive a wristwatch. The prize offered was for the winner to be determined by the number of votes received. The prize offered was for the winner to be determined by the number of votes received.

If it is possible to embark upon a test run with this individual, we will have to know all the information you might need and the time it will take thereafter until you have a chart drawn and are ready to proceed.

"79" song hits were determined by phone call votes. For five days I hope it might be possible to meet soon with you, personally. To me, it could be a very intriguing, thought-provoking promotion. to call a special phone number and tell the operator the title

Sincerely,
of their favorite old song. We recieved over 4200 votes and there would have been more but we were using only one phone line.

Mitchell I. Lewis
National Director of our
Advertising & Publicity

Also there is a rumor going around to Mitchell I. Lewis... I wonder who started it!

ccs: Robert Cummings
Gordon B. McLendon ✓
Bill Morgan

bcc: Mrs. Chris Heyser, 4425 Nighland Drive, Dallas, Texas
Hal Smith
Program Director

PROGRAM REPORT

1961
promos

The week of September 25 - 29 W A K Y conducted a "Favorite Secretary" promotion. Our listeners were asked to vote for their favorite secretary. The prize offered was for the winner to be driven to and from work in a Thunderbird driven by a W A K Y disc jockey....and dinner for two at Hunters Lodge Resturant. The mail pull on this promotion was over one thousand cards and letters, with 75 per cent being from adults over 25 years of age. Oh yes, the winner recieved 141 votes.

Our one-day "Panic Button" contest was equally as successful. Three times during the day on Wednesday, October 4, a chime was sounded. The listeners were asked to send the exact time they heard the chime to WAKY. Each of three winners would recieve a wrist watch. The next day we recieved 247 entries.

Thursday, October 5, was "Magic Memory Day" on W A K Y. On this day we played nothing but the top 79 all time hits. These "79" song hits were determined by phone call votes. For five days the previous week, September 25 - 29, we asked our listeners to call a special phone number and tell the operator the title of their favorite old song. We recieved over 4200 votes and there would have been more but we were using only one phone line.

Also there is a rumor going around town about one of our disc jockies...I wonder who started it!

Hal Smith
Program Director

1961 promotion

JUNE 1ST, 1961

ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: JACK SHARP, KLIF

IN THE ABSENCE OF DON KEYES, WHO USUALLY SENDS OUT NOTES ON STATION PROMOTIONS, I AM SENDING YOU THE FOLLOWING INFORMATION ON A BALE OF STUFF WE ARE DOING EFFECTIVE TODAY. MR. McLENDON THOUGHT ALL STATIONS SHOULD BE ALERTED IN CASE YOU WISH TO COVER ANY OF THE PROMOTIONS IN YOUR MARKETS BEFORE OTHER STATIONS PICK THEM UP.

1. FROZEN FORTUNE CONTEST A RE-HASH OF THE ICE MELTING CONTEST. WE

TOLD DALLAS ON THE AIR FOR THREE WEEKS THAT WE WERE GOING TO PUT 10,000 POUNDS OF ICE AT A LOCATION JUST OFF THE CENTRAL EXPRESSWAY, WHICH IS THE MAIN TRAFFIC ARTERY TO TOWN. LISTENERS WERE URGED TO SUBMIT A POSTCARD GUESS AS TO THE EXACT NUMBER OF DAYS, HOURS AND MINUTES IT WOULD TAKE FOR THE ICE TO MELT. THE DEADLINE FOR ENTRIES WAS MIDNIGHT THE NIGHT BEFORE THE ICE WAS PLANTED. AT THE BOTTOM OF THE STACK OF ICE IS A DIAMOND RING COSTING \$1200, WHICH WILL GO TO THE PERSON GUESSING CLOSEST TO THE ACTUAL MELTING TIME. RESPONSE HAS BEEN TREMENDOUS, AND THE SIGNS CALLING ATTENTION TO THE ICE HASN'T HURT. A PINKERTON DETECTIVE IS GUARDING THE ICE AROUND THE CLOCK.

2. RUSSIAN WALKER

WE ARE ATTEMPTING TO BREAK THE "LONG STANDING" RUSSIAN LONG DISTANCE WALKING RECORD WITH A WALKER OF OUR OWN. HE STARTED WALKING THIS MORNING, AND WILL CONTINUE ALL SUMMER LONG. HE WALKS BACK AND FORTH UP AND DOWN THE CENTRAL EXPRESSWAY, AND ON SUNDAY'S WILL WALK AROUND LOOP 12. HE IS SHOOTING FOR THE AMERICAN RECORD FIRST, THEN WILL GO AGAINST THE RUSSIAN RECORD. THE WHOLE IDEA OF THE PROMOTION IS SOMETHING TO TALK ABOUT ALL SUMMER...AND TO BRING THE RECORD BACK TO TEXAS AND THE UNITED STATES. WE HIRED AN ATHLETE FROM THE UNIVERSITY OF DALLAS AS THE WALKER. HE WALKS DURING MORNING TRAFFIC, THREE HOURS IN THE MIDDLE OF THE DAY, THEN AGAIN IN AFTERNOON TRAFFIC. HE CARRIES A WALKIE TALKIE FOR REPORTING HIS PROGRESS TO THE STATION, AND IS EQUIPPED WITH A PEDOMETER TO RECORD THE NUMBER OF MILES WALKED. FOR INFORMATION ON THE RUSSIAN RECORD, YOU WILL HAVE TO CHECK WITH GBM, BUT THE AMERICAN RECORD IS HELD BY A.L. MONTEVERDE, WHO WALKED FROM SAN FRANCISCO TO NEW YORK IN 1926. HIS RECORD IS 79 DAYS, 10 HOURS AND 10 MINUTES.

3. LAZY GAL

WE RENTED A BILLBOARD JUST OFF THE CENTRAL EXPRESSWAY (THAT MAIN ARTERY AGAIN) WHICH IS VISIBLE TO ALL INCOMING TRAFFIC, AND HAD THE BOARD EQUIPPED WITH A SMALL ROOM BIG ENOUGH TO HOLD A GIRL. WE BELIEVE THIS IS THE FIRST LIVE BILLBOARD IN HISTORY. THREE GIRLS ROTATE FROM 6AM THRU 12 MIDNIGHT...AND THE DEEJAYS ARE CONSTANTLY URGING DRIVERS TO GO BY AND LOOK. THE GIRL IS WEARING SLACKS (TOREADOR) AND BLOUSE, AND IS SITTING IN A CHAIR LISTENING TO HER RADIO. THE SIGN READS...."I HAVE NOTHING ON BUT KLIF". SHE HAS A PHONE IN THE BOOTH, AND TALKS ON THE AIR WITH THE DEEJAYS ABOUT THE PEOPLE SHE SEES AND SO FORTH. HAS CAUSED MUCH COMMENT. SHE TOO IS GUARDED BY A PINKERTON MAN.

3. (CONTINUED) THE GIRL IS REFERRED TO AS KLIF'S LAZY GAL IN ALL MENTIONS.

4. MOVIE MEMORY CONTEST THIS CONTEST IS RUN ONCE PER HOUR, 7AM THROUGH 6PM. THE DEEJAY COMPLETES A CALL FROM THE DALLAS TELEPHONE DIRECTORY, CHOSEN FROM RANDOM CALLS. FOR ABOUT 45 MINUTES BEFORE HE MAKES THE CALL, THE DEEJAY HAS BEEN PLUGGING THE "MEMORY WORD" FOR THE HOUR... TERMS WHICH APPLY TO OUR NEW SOUND...e.g. "SWEET SIXTY", "LAZY GAL", "FROZEN FORTUNE", ETC. IF THE CONTESTANT CAN CORRECTLY REPEAT THE MEMORY WORD FOR THE HOUR, THEY WIN A ONE YEAR PASS TO THE CASA LINDA OR THE PRESTON ROYAL THEATRE.

5. DEEJAY DERBY CONTEST THIS IS THE HORSEFACE CONTEST THAT HAS BEEN GOING AROUND THE COUNTRY, AND YOU ARE ALL PROBABLY AWARE OF HOW IT WORKS, BUT I'LL GO OVER IT AGAIN.

THE CONTEST RUNS ONCE PER HOUR, 7AM THROUGH 6PM. THE DEEJAY CALLS OUT A NUMBER BETWEEN ZERO AND NINE. THE FIRST LISTENER WHOSE TELEPHONE ENDS WITH THE CALLED DIGIT, AND WHO CONTACTS KLIF ON THE PHONE, WINS THE CHANCE TO PLAY THE GAME. DEEJAY TALKS WITH CONTESTANT OVER THE AIR, AND ASKS HIM TO NAME THE KLIF DEEJAY HE PICKS TO WIN THE RACE. WINNER MAKES A GUESS, AND ONE OF 7 DIFFERENT PRE-RECORDED "RACES" IS PLAYED. IF THE CONTESTANT HAS PICKED THE WINNING DEEJAY, HE WINS \$100 CASH. IF THE DEEJAY PICKED BY CONTESTANT COMES IN SECOND, OR "PLACES" HE IS AWARDED \$10 CASH. THIRD, OR "SHOW", HE WINS \$1 CASH. IN THE EVENT THE DEEJAY PICKED BY CONTESTANT DOES NOT WIN, PLACE OR SHOW IN THE RACE, CONTESTANT IS AWARDED TWO TICKETS TO THE PRESTON ROYALE AND TWO TO THE CASA LINDA.

FOR THE SAKE OF TIME, WE RECORDED THE SEVEN "RACES" ON CARTRIDGE, WITH A DIFFERENT DEEJAY WINNING EACH ONE. PLACE AND SHOW ON EACH TAPE WAS MIXED AMONG THE OTHER SIX DEEJAYS. THE RACES PICKED UP ON THE BACKSTRETCH, AND ONLY RUN ABOUT 20 SECONDS. THEY ARE COMICAL IN NATURE, WITH DEEJAYS DROPPING OUT OF THE RACE TO CHASE GOOD HUMOR TRUCKS, ETC.

6. KAY COBELLE, SOCIETY EDITOR KLIF HAS BECOME THE FIRST STATION IN THE NATION TO EMPLOY A FULL TIME SOCIETY EDITOR. OUR'S IS MISS KAY COBELLE, WRITER AND PUBLIC RELATIONS EXPERT OF SOME NOTE, WHO DIGS UP GREAT COLOR STORIES ON BIG DALLAS NAMES. THESE ARE RECORDED IN ADVANCE, AND INSERTED IN ALL TRAFFIC NEWSCASTS. THEY ARE SHORT, TO- THE-POINT STORIES, WRITTEN IN OUR NEWS STYLE.

7. SWEET SIXTY THE TOP 40 HAS GONE OUT THE WINDOW AT KLIF. IN IT'S PLACE, WE HAVE INSTITUTED THE KLIF "SWEET SIXTY" OUR PLAYLIST IS COMPOSED OF ONLY 60 TUNES, NO HARD ROCK OR NEGROID SOUNDS. THIS IS COMPOSED OF THE BEST OF ALL THE NEW RECORDS, BASED ON SOUND, NOT COMMERCIAL APPEAL. THE PLAYLIST OF 60 IS SUPPLEMENTED BY 15 MIXED ALBUMS, AND THE KLIF KLASSIC LIBRARY. THE FORMAT IS AS FOLLOWS FOR AN HOUR BREAKDOWN. 4 FROM THE TOP 30, FOUR FROM THE BOTTOM 30, TWO KLASSICS, AND ONE ALBUM CUT. DEEJAYS DO NOT MENTION NUMBERS AT ALL. THERE IS NO PICK HIT, AND THERE IS NO NUMBER ONE TUNE. ALL TUNES ARE MERELY REFERRED TO AS "FROM THE KLIF SWEET SIXTY."

8. IF ANYONE HAS ANY FURTHER QUESTION, FEEL FREE TO CALL.

JACK SHARP

MEMORANDUM

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

Vern Stierman, Program Director of KEEL, has come up with a little feature which might be effective with the kids. He calls it "KEEL Star Stories" and

File **KTSA** *Prog.* **SAN ANTONIO** *note*

TO GBM AT McLC DATE Feb. 28, 1961
FROM Fiedler
SUBJECT KTSA March Hooper Promotion

KTSA's March Hooper promotion is Tick Tock Sweepstakes. Once an hour, DJ calls phone exchange. First to call KTSA from that exchange is put on air and told our KTSA Tick Tock Sweepstakes clock is set to ring its alarm at (2,4,6,8,10 12 o'clock) or (1,3,5,7,9,11 o'clock). Listener takes a guess at correct alarm setting. If correct wins \$100 wrist watch. If incorrect, carton of Pepsi Cola or box of Washington State apples.

Prizes--trade out. Out of pock cash cost \$0.00.

cc: Keyes ✓

M E M O R A N D U M

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

Vern Stierman, Program Director of KEEL, has come up with a little feature which might be effective with the kids. He calls it "KEEL Star Stories" and ~~following stars which are printed~~

KTSA SAN ANTONIO

TO GBM AT McLC DATE April 7, 1961
FROM Fiedler
SUBJECT April Hooper Promotion

KTSA Mystery Shower Singer. Tied in with production promo and April Showers. Singer is pop singer of last 25 years singing with override of shower sound effects. Listener first from hourly announced exchange is put on air for guess. If correct, wins weekend at Laredo and Bullfights, if incorrect certificate for carton of Pepsi Cola.

Cash promotional cost:\$0.00

cc: Keyes ✓

M E M O R A N D U M

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

Vern Stierman, Program Director of KEEL, has come up with a little feature which might be effective with the kids. He calls it "KEEL Star Stories" and these are brief biographical sketches of recording stars which are printed in BILLBOARD and CASHBOX each week.

At my request, Vern is sending you a dub of his idea. You may wish to do it yourself and run it during teen times only. If not that, it would serve as a good little feature for your early evening jock provided it is produced and not simply ad libbed.

Don Keyes

ys

File
FROM:

RADIO STATION W O W I

Don - good for several of our stations?
1961
BBM

712 West Broadway - Louisville, Kentucky - JUniper 5-5128

P. O. Box 526 (1570 Clifton Ave.) - New Albany, Indiana - Whitehall 4-2235

FOR IMMEDIATE RELEASE

FALL OUT SHELTER

Approximately - September 1st, WOWI will open to the public a complete Fall Out Shelter display in downtown Louisville.

The purpose of this display will be to acquaint the public with the dangers of Fall Out, and what preventatives should be taken.

Colonel Bing, of the Office of Civil and Defense Mobilization, is actively supervising the construction of the Fall Out shelter.

Again, the shelter will be open approximately - September 1st, and will enable the thousands of visitors to the State Fair to inspect the structure. Many civic minded companies are contributing their time, materials, efforts, and money to make this project possible.

" IT WASN'T RAINING - WHEN NOAH BUILT HIS ARK "

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: OCTOBER 10, 1961

It is almost inevitable that a disc jockey from some station in your market is going to spend two weeks in a fallout shelter. It is being done in every large city.

If you want to do this, you'd better get on it.

WRR beat us to it here in Dallas.

Don Keyes

ys

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TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
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Don Keyes

ys

Commercial

MEMORANDUM

TO: ALL MANAGERS, ALL SALES MANAGERS
FROM: DON KEYES
DATE: JUNE 16, 1961

MEMORANDUM

KIEIL

*you
"foreign language
lessons"*

TO: Don Keyes (continued)

DATE: May 14, 1959

FROM:

SUBJECT:

Have a new gimmick you might use. "Capitol has a series of records out on foreign languages....simple, everyday phrases in French, German, Spanish, etc. followed by the English translation (or is it the other way around....?) Anyway....I have made the pitch that the Heartbeat is now giving French lessons every morning. Then you pick out an oddball phrase like...."Which way to the bathroom?" etc. "Where is the subway?". When tossed into the middle of the show and delivered by the voice on the record (a voice that always overpronounces everything) it sounds ~~funny~~ as ~~hell~~. *Very funny.*

Later,

al

c.c. G.B. McLendon
B.R. McLendon

Commercial

M E M O R A N D U M

TO: ALL MANAGERS, ALL SALES MANAGERS
FROM: DON KEYES
DATE: JUNE 16, 1961

Here is a clever commercial I heard the other day that might help you crack a dry cleaning client. It was transcribed and went like this:

Anncr: "The following radio spot announcement is presented by Fishburn's Dry Cleaners who have been faithfully serving Dallas for 50 years. Here is Fishburn's spot announcement...."

Control: (five seconds dead air)

Anncr: "That spot was removed by Fishburn's unparalleled spot removing process. Fishburn's reminds you... etc., etc. "

Don Keyes

ys

Policy

MEMORANDUM

TO: JACK SHARP, JACK MURRAY,
cc: Bill Morgan, all KLIF Disc Jockeys
FROM: DON KEYES
DATE: AUGUST 31, 1961

Whenever a piece of promotional copy is written for KLIF, the pronunciation of the call letters is to be alternated. You are hereby instructed to observe this closely in future writing. If you say KLIF in one line, the next reference is to be spelled Cliff. The way it is written will dictate how it is to be spoken.

Jocks are to be observant about this in ad lib mentions as well. Don't fall into any ruts.

Don Keyes

MEMORANDUM

2nd
promotion
gl

TO: ALL McLENDON STATION MANAGERS
FROM: DON KEYES
DATE: DECEMBER 15, 1961

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

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

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

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

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

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

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

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

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

Don Keyes
Don Keyes

ys

MEMORANDUM

KLIF--DALLAS

TO:

Don Keyes & Bill Weaver

DATE:

2/4/58

FROM:

Gordon McLendon

SUBJECT:

I want to do this in Houston as soon as the weather is good.

GBM:bp
Encl.

BRASS AND BRASSHATS WIN A WAR

Quiet again reigns in Stockton. A peace treaty has been signed between Field Marshal Sherwood and the beleaguered California municipality. (Field Marshal Sherwood is, of course, commander of the famous Sherwood-Harper Liberation Expeditionary Force of the Greater Bay Area Inc.)

The "peace treaty" culminated events that started from a casual, on-the-air conversation. Don Sherwood, disc jockey at KSFO San Francisco, and Hap Harper, an aviator who flies a daily weather-observing mission for the morning Sherwood show, were discussing the possibilities of bombing Stockton. Several thousand listeners, according to the station, volunteered their services. KSFO's manager, William D. Shaw, decided the idea had possibilities as a promotion.

Thus was born the Sherwood-Harper Liberation, etc., etc. All volunteers were issued admirals' and generals' commissions. Lapel buttons bearing the battle cry, "Scharge—on to Stockton," were distributed to 15,000 listeners. Distribution was taken over by neighborhood Shell Oil dealers and distributors for Burgermeister beer.

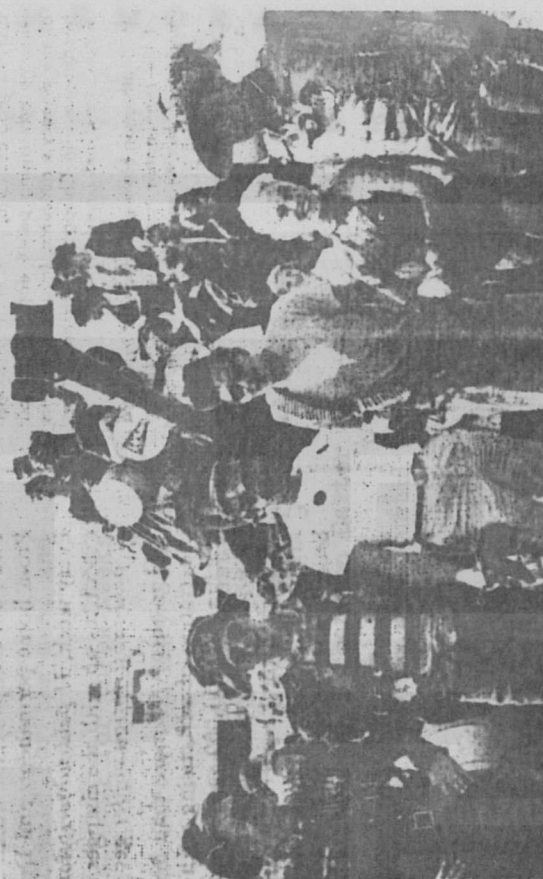
Highlight of the campaign was a "daring" daylight bombing raid on the city. Sherwood & Harper dropped 30,000 "surrender or else" leaflets on Stockton's streets. A second raid was canceled when street cleaners protested.

Fifth column groups sprang up in both cities. Listeners sent gifts to the "troops." A San Francisco firm printed one hundred thousand \$1,000 bills for invasion money. All was ready for D-Day.

Lon Simmons, head of KSFO's sports department, was on hand at Stockton's Courthouse Square to keep KSFO listeners informed of the invasion's progress. Marshal Sherwood, in an M-47 tank, led

the parade of jeeps and sportscars to the treaty signing. Attendants were his three aides-de-camp (see below)

To the roar of gunfire (blanks shot off by the U. S. Army's 767th Tank Battalion), the peace treaty was signed. Observers included pilots of 162 light planes, 240 sportscar drivers, several hundred teen-age fans and a score of pigeons that occupy the upper levels of the courthouse



THE conquering heroes (l to r): pilots Joe Galeoto and Fred Wienholz; Ken Tilles, bugler; Field Marshal Sherwood; "slave-girl hostage" Nancy Griffin, and Hap Harper, honorary general in command of Sherwood's Air Force.

Page No 3
Misc. Cont.
Promos

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 2, 1961

Jack Sharp, Program Director of KLIF, has come up with a different twist of

KILT HOUSTON

RPB - Promos - g'e

TO: Gordon McLendon

DATE: March 29, 61

FROM: Bill Weaver

SUBJECT: Promotion

I am working on an idea for a bowling promotion that will be the biggest thing we have ever done. It is so big, it scares me! I am figuring on 200,000 entries or more! Simple contest: "I beat Don Carter!" for the men, and "I beat Mary Schwatz!" for the women. Bowlers will bowl for three weeks establishing a handicapped score trying to beat Don Carter and Mary Schwatz. Don Carter and Mary Schwatz will bowl prior to the start of the contest so all entries will know what kind of a score they must beat. All winners will receive a patch for the pocket of their bowling shirt which reads: "I Beat Don Darter - 1961 - KILT!" Work on it locally if you want, but keep it pretty quiet until I get it set here!

Bill

276 No. 3
Misc. Cont. +
Promos

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 2, 1961

Jack Sharp, Program Director of KLIF, has come up with a different twist of using the actual voices of contest winners in transcribed promos.

The attached scripts, with variations, are running now on KLIF to tease the January Hooper promotion. Although these sound particularly appropriate just before New Years, the idea can be adapted for use anytime.

Don Keyes

ys

Enclosure - 1

HOOPER TEASERS # 5

SOUND: STAB AND UNDER

ANNCR: DURING 1960, KLIF GAVE AWAY \$540 CASH IN THE COLORFUL EASTER BASKET CONTEST...AGAIN, THERE WAS A GUARANTEED CASH PRIZE EVERY HOUR! A \$100 EASTER BASKET WINNER SAYS OF KLIF....

(TAPE INSERT)

SOUND: STAB AND UNDER

ANNCR: ~~KLIF~~ (ECHO) KLIF'S NEW YEARS RESOLUTION!

CLIFF RESOLVES TO FILL MANY MORE BASKETS WITH CASH AND PRIZES DURING 1961, AND THE FIRST CONTEST OF THE YEAR IS ALMOST READY. YOU CAN WIN A GEORGIOUS \$500 MINK STOLE...OR A \$90 WRIST WATCH! COMING SOON...DON'T MISS IT!

CURTAIN

#6

SOUND: STAB AND UNDER

ANNCR: DURING 1960, KLIF GAVE AWAY OVER \$2,000 CASH IN THE MOST TALKED ABOUT CONTEST OF THE YEAR...MONEY MATCHBOOKS! A WINNER TELLS ABOUT KLIF'S CONTEST FUN....

TAPE INSERT

SOUND: STAB AND UNDER

ANNCR: (ECHO) KLIF'S NEW YEARS RESOLUTION!

DURING 1961, KLIF RESOLVES TO CREATE EVEN MORE CONTEST FUN...TO AWARD MORE CASH TO MORE WINNERS! CONTEST FUN FOR SIXTY ONE GETS UNDER WAY IN A FEW DAYS...\$500 MINK STOLE CAN BE YOURS...OR \$90 WRIST WATCHES...WATCH FOR IT, SOON.

CURTAIN

ref No. 3
Misc. C + P.

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JANUARY 2, 1961

You will soon receive some new promos recorded here in Dallas covering two or three different promotions. This note is just to alert you for their handling.

"WOOLY MASTADON" (Except WYSL) Ron Baxley, Program Director of WYSL, reports terrific response on this off-beat contest. He mentions heavy mail pull and says it may get as much comment as the "Aeolipiles" exotic. Give it a good run along with station breaks coverage.

"FRACTURED FIBULA CLUB" Although most of our stations are not in winter sports areas, some of your listeners probably go to various ski resorts during the winter. Therefore, this should get comment. You offer a free wheel chair for one month, knitting needles, etc., for the first listener who breaks his leg while skiing this winter.

"MYSTERY SNOWFLAKE" Most of our markets receive at least one slight snow flurry each winter. Hold ~~this~~ promo until it snows and then rush it on the air. It's a nutty contest to the effect that your station has a "Mystery Snowflake" designated out of those now in the air. The implication is that the listener is to catch this snowflake and mail it to the station.

A reminder that I still need reports on the Neiman-Marcus Airplane exotic from WAKY, KLIF, KEEL, and KABL.

Don Keyes

ys

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JANUARY 2, 1961

Here's an added embellishment to the "Woody Mastadon" promotion I wrote you about.

Every entrant should be declared a winner. Since the prize is only 10¢, you'll only spend a few dollars at best. The promos on this follow-through ought to get much talk.

Naturally, don't say anything about this until you pull the existing promos off the air.

Don Keyes

ys

MEMORANDUM

ryb
Exch. of ideas

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: DECEMBER 20, 1960

Again, I have to remind you to please inform me of any and all promotions, large or small, that you may be running. I have even heard some on KLIF that are worthwhile that I am not familiar with and therefore am unable to pass on to all stations. I don't know why this should be such a problem but as long as we have all the brain power in this organization, it is ridiculous to have the flow of ideas bog down through the shortcomings of a mechanical problem of simply writing out ideas and sending them to me for distribution. As I pointed out before, the only way we put our policy books together is through the exchange of ideas among our various stations. I am particularly interested in hearing from your Program Director immediately as to just what they have done by way of Christmas promotions. I would like everything from the smallest station break to the biggest thing you have running.

Please keep a close watch on this. It is undoubtedly the most important function of our Program Departments as a group.

Don Keyes

ys

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Don Keyes

ys

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: DECEMBER 20, 1960

You will soon be receiving a series of promos called "Fictitious Facts" from Ron Baxley at WYSL. Please log these as station promos whenever you wish.

Don Keyes

ys

It is most important that the teenage disc jockey (who can be a boy or a girl, by the way) be assigned specific things to do during the hour. He can, for example, join your evening jockey by repeating requests of listeners when the show begins; he can read the WYSL's; he can write station books; and why he even try his hand at reading the books. He can also give the time occasionally and have a couple of the records, possibly one of which he could have as his own personal favorite. Even when he is on the air, the jockey himself should refer to his program quite often. We would have no objection, either, if on any of the records he chose to mention a few names - of his friends by way of identification.

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

Don Keyes

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

rpb

M E M O R A N D U M

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

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

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

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

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

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

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

Don Keyes

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: DECEMBER 3, 1960

For some time now we have been urging you to think "off-beat" in your promotional and contest ideas with the thought that these days we can achieve better results without giving away huge sums of money. This has been particularly important at KABL and WYSL where cash contests are incompatible with the format.

From this month's BMI Newsletter, comes a couple of ideas along these lines. Apparently, other stations are beginning to follow our lead. Your morning men can probably have some fun with these. To quote.....

"GOOFY CONTESTS & GOOFIER PRIZES "

For the life of us we can't fathom what these prizes are so we'll quote a letter from George Prescott, Program Director of WROV in Roanoke, Virginia and let you guess.

"Listeners are urged to draw a picture of the D.J. (who is Prescott) and mail to WROV. The best likeness will win a 'do-it-yourself Dave Gardner Banquet' consisting of a case of R.C.'s and 100 'Moon Pies.' This is such a comical prize that the response has been tremendous. What would a person do with 100 moon pies? We also offered 10¢ in cold cash to the best essay on how to wash a wooly mastadon. (Also very successful.) Maybe this is the answer--Goofy Contests and Goofier Prizes."

Don Keyes

ya

rph #34
ideas

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Don Keyes

ys

Prms - g'l
spare copy

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: OCTOBER 3, 1960

A couple of weeks ago I sent you a few promotional ideas and mentioned that there would be a few more forthcoming. These are they.

Don Keyes

ys

Enclosures

PENNIES FOR POLITICAL POSTERS

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

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

#

CS

TRICK OR TREAT PUMPKINS

As the name implies, this is a Halloween promotion which is just a little bit different from other promotions involving pumpkins. It's a bit cumbersome to set up but should receive a lot of comment. The idea is that you purchase approximately a thousand small pumpkins. On the bottom of each pumpkin, you place some sort of tag with a number on it. The number corresponds to a prize which you have at your studio. For example, # 538 might check out on your prize list to be an iron or a toaster; on the other hand, # 212 might turn out to be a free record or a movie pass. Obviously, of all these pumpkins, very few will have any worthwhile value, most of them will be redeemable for the small inexpensive prizes.

Your problem is that you must obtain the pumpkins, put stickers on them, and distribute them around town the previous night to Halloween. Obviously, you cannot do this during the day. You should say nothing about this promotion until the day of Halloween, at which time you disclose what you have done and start broadcasting your promos.

The rule is that the pumpkins are redeemable only until midnight that night. Perhaps you can think of some ways to create interest in this promotion ahead of time without tipping your hand. If so, feel free to make the necessary revisions with advanced promotions.

This should be a gimmick that will result in much comment. A thousand pumpkins placed in one city is certainly an unusual promotion, whether you actually have a thousand or not. Perhaps you'll wish to do it with 500.

MEMORANDUM

RPB
Misc Ideas
Promo Gimmicks

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: SEPTEMBER 19, 1960

A week or so ago, I sent you a great many new ideas regarding promotional gimmicks etc. This note serves as a report on what some stations have done with these ideas thus far:

1. Jack Sharp has been able to make arrangements for trading out a circus which will perform at the home of some child. The Ringling Brothers Circus opens in Dallas in about two weeks or so and their advance publicity man thinks it's a great idea.
2. KLIF also reports that the "Talented Toes" promotion has great sales potential and that they hope to sell it to a shoe store for something in the vicinity of \$1500 or \$2000.
3. As suggested in the above mentioned memo, Art Nelson started talking about "National Barefoot Freedom for Women Week" and made his announcement this morning that the first five ladies who came to KLIF barefoot would receive a pair of new shoes from Brown's Self Service Shoe Store.

Believe it or not, they were there and many others stopped since they saw the line-up of five standing at the door. To me, this is a fantastic reaction for such a ludicrous contest. We've never gotten results like that from our old Suntan Contest which is not really as embarrassing.
4. KTSA reports that the idea of putting a disc jockey in a cage at the zoo appealed to the head of the San Antonio zoo. It seems that they need two African-type antelope at a cost of \$1600. Ricci Ware will live in a cage at the zoo until the goal is reached. Fiedler also reports that it is already the talk of the town.

Don Keyes

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Don Keyes

MEMORANDUM

RPB
Misc. Promos.

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

August 26

cc: Gordon McLendon, Bill Weaver, Barbara Van Horn

Don Keyes

By September 5th you will receive a tape from Red Jones of KILT with two cuts of a provocative promo idea. You will understand the summer time promotion idea.

I have come up with a new twist on the "My Mommy listens to KILT" promo idea that I think will cause a great deal of comment among your young adult audience. I am asking you and KILT to produce this for all stations simply because you are the only station at present which has a girl who can do a sexy voice, namely Barbara. You will need three ingredients... a little girl's voice, possibly Sharon, a sexy adult girl's voice, Barbara and a short stinger-type curtain. You'll have to get the

EXECUTIVE OFFICES

Raise Policy Book

Promo-9'e

THE McLENDON STATIONS - DALLAS

TO: Gordon McLendon

DATE: June 24

FROM: Don Keyes

SUBJECT:

I got this idea second-hand from someone who had heard it, I believe, on KOMA. It is called "Robinson Crusoe Vacation" and can be an excellent summertime promotion along the lines of the Dilley, Texas promotion last year. The idea is that you win an all-expense paid vacation on:

1. An island in Lake Dallas
2. An Island in the Trinity River
3. An Island in Lake Grapevine

....or some other body of water that has little or no exotic attraction. The island has to be a small piece of land, non-inhabited and KLIF gives you the supplies to live like Robinson Crusoe on the Island.

When I first heard this idea I liked it but now in the cold light of dawn, it does seem to be lacking somewhere....any suggestions?

Don

MEMORANDUM

RPB

Disc. Promos.

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: Red Jones DON KEYES

August 26

cc: Gordon McLendon, Bill Weaver, Barbara Van Horn

Don Keyes

By September 5th you will receive a tape from Red Jones of KILT with two cuts of a provocative promo idea. You will understand the gimmick after you listen to it.

I have come up with a new twist on the "My Mommy listens to KILT" promo idea that I think will cause a great deal of comment among your young adult audience. I am asking you and KILT to produce this for all stations simply because you are the only station at present which has a girl who can do a sexy voice, namely Barbara. You will need three ingredients... a little girl's voice, possibly Sharon, a sexy adult girl's voice, Barbara and a short stinger-type curtain. You'll have to get the most "charm" and "personality" out of the little girl's voice and a sophisticated, sexy sound from the "big girl". First, record this line all by itself with a bright stinger at the end. Run this for about two weeks at once an hour.

Little Girl: "My Daddy listens to KILT in Houston!"

(stinger)

Don Keyes

After the two weeks, the little girl's voice will be pretty well established. Then, run this 'til you feel it has run its course

Little Girl: "My Daddy listens to KILT in Houston!"

Big Girl: "My Daddy listens to KILT in Houston too!"

The slow, sexy delivery with good inflection (particularly on "Daddy") will make the whole promo. Be very particular with it and don't put it on 'til you feel you have the right sound.

Please do for all stations and mail directly to them by September 5th. I will send directions to all stations and will tell them to be expecting your tapes.

Don Keyes

ys

MEMORANDUM

RPB

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 26, 1960

By September 5th you will receive a tape from Red Jones of KILT with two cuts of a provocative promo idea. You will understand the gimmick after you listen to it.

Cut one is the voice of a little girl saying one promo line. Run this for two weeks, once an hour.

Cut two is the little girl again followed by a "big girl". This replaces cut one at the end of the two weeks. It should also run once per hour 'til you feel it has run its course.

This is a great talk feature and I wish you would all go on it. It is even appropriate for KABL and WYSL.

Don Keyes

ys

cc: Gordon McLendon, B. R. McLendon

MEMORANDUM

RPB
ct P's
misc

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 31, 1960

An item in the September BMI Newsletter mentions that September 14 through 21 is "National Barefoot Freedom Week for Women".

Now if that doesn't conjure all kinds of promotional angles you must be dead.

I would suggest that this small promotion be assigned your morning man. He can talk about it from any angle he wishes but he should conduct a contest wherein he invites his lady listeners to come to the station barefooted before he goes off the air. The first one receives a pair of shoes of her choice.

This is a great talk feature and I wish you would all go on it. It is even appropriate for KABL and WYSL.

Don Keyes

ys

cc: Gordon McLendon, B. R. McLendon

MEMORANDUM

RFB No. 3
Misc Promos

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: SEPTEMBER 1, 1960

I will have further words on this subject when I get time to look over an extensive list of promotions that I have but I wanted this note to serve as a reminder of teen-age promotions that were very big last year. You'll undoubtedly want to put some of them into effect next week.

1. "The Bob Presley Spy" This is the gimmick we started last year where your afternoon traffic jock has "plants" in each school. They phone in and give him information of a personal nature about some of their classmates...Grades on tests, new clothes, new class officers for the year, etc.
2. "High School Hall Of Fame" How about a fresh name for this gimmick?
3. Selection of the "KTSA All City Team". Invite kids to send in their line-up of names for the "KTSA All City Team"; at the end of the season, you pick your "All City Team" and then check the file of entries for the corresponding correct guess. Prize is up to you.

As I said, more later.

Don Keyes

NOTE TO DEX JAY: You may conclude your contest period by using the fact sheet posted in the control room.

ys

FORMAT

"KLIF ONE-HUNDRED-THOUSAND-SILVER-DOLLAR BONUS CLUB CONTEST

ON DISC: (20 Secs)

SOUND: FANFARE
ANNCR: NOW! STAND BY! Here is the winning number in this hour's
ORIGINAL KLIF ONE-HUNDRED -THOUSAND SILVER-DOLLAR BONUS CLUB
CONTEST!
ANNCR: KLIF BONUS CARDS HAVE BEEN DELIVERED TO YOUR DOOR! To be
eligible, tear off the stub, fill in your name and address
and mail it to KLIF....
ANNCR: NOW....This hour's winning number in the Original KLIF ONE-
Hundred -Thousand Dollar Bonus Club Contest worth:.....
SOUND: FANFARE:

On E.T.

LIVE: (GIVE AMOUNT) (REPEAT) .

The number for this hour is _____ (REPEAT)!

If you have Bonus-Club # _____ call RI 9311 within
two minutes and win _____ dollars!

NOTE TO DEE JAY: You may conclude your contest period by using the
fact sheet posted in the control room.

Misc. Cont. + Pro.

8

SEPTEMBER AUDIENCE PROMOTION

INVOICE

FRANK CROWLEY CAMPAIGN

Dallas County, Texas

Misc. Promos. -
No. 2

TO: A Civic Minded Citizen of District #1,
Dallas County, Texas.

Date 1960

Re: Honest, Efficient, and
Economical Government

RELAX! This is one "invoice" that you don't have to pay . . . but as you well know campaigns for good government cost money. The Frank Crowley Campaign needs your financial support.

Please consider the value of 4 years of honest, efficient, and economical administration of your affairs at your courthouse by Frank Crowley as your County Commissioner for District #1 and then send your contribution.

To help obtain the type of county government that you can be proud of make your check payable to the Frank Crowley Campaign and mail in the enclosed envelope.

Misc. Cont. + Pro.

SEPTEMBER AUDIENCE PROMOTION

R.P.B.
EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

TO: Mitch Lewis

DATE: September 19, 1960

FROM: Gordon B. McLendon

SUBJECT:

Good idea for promotion stunt. Please put in Radio Policy book when through with.

sl

Misc. Cont. + Pro.

SEPTEMBER AUDIENCE PROMOTION

R.P.B.

MEMORANDUM

Promos - g'l e

KILT

TO: Gordon McLendon

DATE: April 2, 1959

FROM: Bill Weaver

SUBJECT:

In lieu of Don Keyes absence, I pass this bit of promotion on to you for your information:

We are setting up the KILT World's Championship Telephone Booth Stuffer Contest. Gulfgate Shopping Center is setting up six empty telephone booths and we are starting to promo a Saturday afternoon wherein all teams interested in Telephone Booth stuffing may participate for the Championship. Gulfgate merchants are giving the winning team prizes, and we have the cooperation of U. of Houston and Rice Institute. Each will send in a couple teams, and we expect to have about 15 teams participating.

Lookslike a good idea.

Bill

4/6 - recommended to all Mgrs.

Misc. Cont. + Pro.

8

SEPTEMBER AUDIENCE PROMOTION

TOP TUNES --

\$10,000 offered weekly to the listener that can name in the exact order top tunes that will be used by station on its top 40 songs. Offered weekly until winner is obtained.

PROGRAMMING --

Pen offered to anyone giving opinion of programming.

CALLING SANTA AT NORTH POLE --

Department Store number given and recorded voice responds. One station reported that stunt tied up phone lines.

TURKEY HUNT --

OVERDUE PARKERS --

Overdue parkers get help from DJ in certain area by his dropping dime in meter and leaving his own ticket on windshield publicizing his show.

EARLY MAILING OF CHRISTMAS CARDS --

To list of advertisers and prospects wishing them a Merry Christmas and a Happy New Year on the front of the card, while back is printed "we are mailing ours early to avoid the rush and to get your attention. You too can avoid the rush and capture your customers from now to Christmas."

ROCK 'N ROLL CONTEST --

50 words on why I like or why I dislike. Winner to get Hi Fi phonograph, runner-up in each category to receive records of choice.

EDITORIAL --

Book of Knowledge for best 50-word editorial on how their city can better service the public need.

MOST UNUSUAL CONTEST --

Prizes for the oddest, oldest, most unusual article collectable.

WHY DID THE CHICKEN CROSS THE ROAD --

For the most original answer to that old wheeze, the winner gets a year's supply of eggs.

GIRLS IN BARRELS --

Two pretty girls walked around town in a barrel with transistor radios tuned to W___, and a sign on the barrel, "I never have anything on but W___."

BOY AND A FISHING POLE --

Little boy walked over town with radio on fishing pole with a sign, saying "For reel good listening, catch W___."

HOTTEST STATION IN TOWN --

Station airs records with hot titles, "Having a heat wave, I've got my love to keep me warm," etc. Also a beauty contest for redheads only, personifying station's warmth.

USELESS OBJECT CONTEST --

Desired objects are between the keepsake and castoff variety, objects which have survived spring cleanings over the years. Contestants are requested to send in memorabilia and explain its longevity. Winners are judged on the basis of how unusual the object is and the reason for keeping it.

MAGIC WORDS CONTEST --

During day's broadcast "magic words" are periodically announced. Contestants write down the words they hear during any ten days of contest's duration. Person submitting most complete list of "Magic" words announced for each of the ten days they select will be proclaimed the winner.

SCAVENGER HUNT --

Afternoon movie MC or DJ requests such objects as ice cubes individually wrapped or sardines tied with a ribbon. Contestants must bring items to station studios with prizes given for the first arrival and the farthest distance traveled. On occasion, contestants must wear specified costumes such as bathing suit, pajamas, etc.

DJ SKETCH CONTEST --

Station asks listeners to submit sketch of what they think new DJ should look like.

KONO RADIO • SAN ANTONIO • 860 KC. • 5,000 WATTS

• MISSION BROADCASTING CO.

• 317 ARDEN GROVE • BOX 2338

• SAN ANTONIO 6, TEXAS

TO:

Hello There!

We would like to take a moment of your time to give you and your family a very profound welcome to the Alamo City.

As you become acquainted with us and our city, we feel certain that you will like both.

KONO has the kind of lively and sparkling radio that you will enjoy around the clock. We are on the air 24 hours a day with Music and News. The kind of music you will enjoy because you select it. And, the kind of news you want to hear, because you make it! Our music selection is made from you, the listener, by very exact polls. In our news department, we have two mobile news units and one air mobile unit to keep constantly in touch with the local scene and on the national and international level, we supply you with the two finest news services, Associated Press and United Press. Our programming is designed with you in mind. We have weather 25 minutes after the hour and news at 5 minutes before the hour, 24 hours a day.

Give us a dial. We are at the 860 spot on your dial, at home or in your car. We would love to be your constant companion. Our slogan is "More Music, Less Yak", or "More Platter, Less Chatter" - Whichever way you put it, it makes real good listening.

If you like Hi-Fi Music, we offer that to you on your FM dial at 92.9 megacycles. And, for your television viewing, try our Channel 12. We are affiliated with the ABC network and offer you the finest in network and local programming.

A most hearty welcome and a last reminder - You're never more than 2 1/2 minutes away from music at the bright spot, KONO RADIO, 860 on your dial.

Sincerely,

Jack Roth
Jack Roth
Manager

JR/ms

COMPLETE SERVICE IN SAN ANTONIO

AM • FM • TV

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

Husc.

TO: Gordon McLendon

DATE: September 28, 1959

FROM: Don Keyes

SUBJECT:

Here are three contest ideas that I wish you would think about. All of them are designed primarily for conversation and not for the contest itself.

1. "General Manager for a day". Housewives write in saying why they would like to be general manager for a day. This is necessary rather than a postcard kind of thing because of the copy angles I have in mind. To wit: "If you were general manager of KLIF for a day, what would you do? Would you fire Ken Knox? Would you give Rex Miller a raise? Would you eliminate music completely and do nothing but have Dave Muhlstein read the news all day long? Well, here's your chance to be KLIF's Big Boss. Simply tell KLIF why you would like to be general manager for a day. This contest is open to housewives only, etc.etc." (etc is what I say when I run out of ideas).

2. Here's one that I think really should have the whole town talking and I see no reason why we can't do it at all of our pop music stations. A contest to find the "Farmer's daughter" and another contest running at the same time within the same hour to find "The traveling salesman".

Promos could be built around a love match. Winners get \$100 each and a date together, KLIF sponsored. The more I think about this the more excited I get.

3. Here is one that is so disgusting that it is almost a shocker but it will have to be saved for next summer. Let's call it the "insect contest". The pitch is that KLIF is making an all out attempt to combat pesky summer insects. "When you swat a fly, don't throw it away but put it in an envelope and mail it to KLIF. KLIF will pay 1¢ for a dead fly, 2¢ for a mosquito and 5¢ for a wasp."

Don Keyes

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

Misc. Contests

TO: Gordon McLendon

DATE: September 16, 1959

FROM: Don Keyes

SUBJECT:

Here are the promotions that I have gleaned from the Katz booklet that I think are of interest. This man George Skinner, Director of Radio Programming Services for Katz, has done a very thorough job of covering the subject and it's possible that he would make excellent program director material for somewhere in our company. Do you have any idea of what salary this man might be making?

Here are the contest:

HOME RUN CONTEST

People were invited to send in a card with the name of the player who would hit the first home run -- giving the game and the inning -- of the 1958 World Series. The closest guess won a wrist watch. (Revised for \$100.00 cash prize)

MR. HAPPY CONTEST

This is a variation of the old "Miss Hush" contest, in which the laugh of a celebrity is recorded on tape, and played -- along with verbal clues -- each hour. The prize increases daily if the laugh is not identified. Calls are made either from the telephone book or from cards sent in by listeners asking to be called. One station which did this alternated calls between the phone book and the cards, so that everyone would have a chance to win, whether or not they had registered their phone numbers.

TIME THE RECORD

One fearless disc jockey announced he would play a certain record -- never before played on the air -- within a certain hour. To the first person calling the station with the exact time of the record -- that is, the elapsed time from start to finish -- he would award \$50. There was a limit on the calling period. Nobody among the dozens of callers had the exact time. He repeated the idea later in the day, boosting the prize to \$100. Again, no winner. The third time, he offered his own car as a prize, but nobody won. Every time he played the record, he started it unexpectedly -- such as segueing from a commercial-- and although the station manager almost developed hypertension, the contest was a powerful promotion for the station at no cost.

RFB

UP THE CREEK WITHOUT A PADDLE

Interesting title? It worked wonders for one station that offered a unique prize for the best letter explaining why the writer was "Up A Creek Without A Paddle". The prize? A canoe.

BARREL OF MONKEYS

One progressive station came up with a slogan: "Listening To Us Is More Fun Than A Barrel Of Monkeys". This precipitated a contest in which listeners wrote letters telling why listening to the station was more fun than a barrel of monkeys. The prize: a barrel of real live monkeys.

HIDDEN HIDE-AWAY

A variation of the treasure chest, this contest offers a prize for the writer of the first card, received at a secret address, bearing the slogan, "Listen to WBZK 1250 For The Best In Entertainment" --or some similar promotional phrase. Clues to the location of the Hide-Away are broadcast over the station, and they are deliberately vague at first to disperse the mail all over the city. All contest announcements should emphasize that listeners may send as many cards as they like, since the value of this contest is in flooding the city with promotional cards for the station.

Naturally, the location of the Hide-Away must be a carefully guarded secret, and there should be constant emphasis that all cards must have a "legal and proper" address. This latter precaution keeps the postal authorities moderately happy. If the contest is sufficiently promoted and properly handled, thousands of people in the station's area should receive postals with the station's promotional message.

Add to these a couple that KEEL is running or is preparing to run. They got these two from a KJOE promotion list and I think they have used most of them on the air. I don't know if you got the story or not but we managed to get a copy of a promotion list that they were getting ready to use. Two days before they were going to break with the stuff, we stole all of it. These items are taken from that list.

WHAT'S THE GOOD WORD

Give a word each hour...any word, identify it by a sound effect such as a bell or horn each time before giving the word. At end of day, listeners send post cards giving as many of the words as they hear. Prize to winner daily, earliest postmark...prize to all exact duplicates. BIG prize (trade-out) to person sending all the words for entire week. A good gimmick for survey week. They must listen constantly to get all the words, and if the prize is big enough, they will. "Must have at least 6".

K-JOE EXPRESS

Got a big date coming? Need transportation and Dad won't let you have the car? Write and tell us about it...winning letter (or letters, you can run this several weeks if desired) K-JOE disc jockey will pick you up and chauffeur you for evening, or as needed.

MEMORANDUM

"WHAT'S COOKING"

Ask listeners to send favorite recipes. Read the recipes on air and the first one to phone, giving correct title gets small prize (theatre tickets, etc.)..... duplicate prize to person who sent recipe. ----Some easy recipes, like meat loaf..others difficult, -Also offer to send recipe to anyone requesting it. Then ditto it and do so.

"PLATTER SCRAMBLE:" (listeners must identify records)

Record portions of 3 popular records simultaneously..one on top of other, for 15 seconds. Use hourly, all week. Cards with earliest postmarks (and correct answers) win. Winners announced following Monday. Tie in with Stan...giving copies of the 3 records used to winners. Give Stan a plug each time platter scramble is played, saying these records are available at his shop.

"ICE MELTING"

Locate a sponsor, or prospect who would like to have traffic to the front of his store...a shopping center is best. Run promos like: "Have you ever seen a 1400 lb. of ice cube? You will, soon/" After a few days pre-promos have tremendous cake of ice made and put in desired location. Invite listeners to send postcards guessing the exact date, hour and minute the ice will melt to nothing. Closest guess wins.

"GET RID OF YOUR MOTHER-IN-LAW"

Write in 25 words or less: "I would like to get rid of my Mother-In-Law because" Make trade-out with travel agency and hotel for nice vacation trip to be given to mother-In-Law.

"CLUB DAY" (takes at least a month pre-preparation)

Contact Kiwanis, Elks, Lion's, or any other organization who sponsors a charity, and needs to raise funds for it each year. (Is it the Shrine who support the crippled children's Home?) Anyway - invite them to conduct the operation of the station for a day. They sell time, write own commercials, take turns announcing, and bring in any local talent they want to plan. All the money they raise by selling time is theirs...the station donates it to them for their charity. Naturally, with all the prominent citizens belonging to one of these organizations, it's a big day for the station. (If you go in for this one, let me know and I will give you more detailed suggestions about it.)

"WHAT'S THE GOOD WORD"

Give a word each hour...any word, identify it by a sound effect such as a bell or horn each time before giving the word. At end of day, listeners send post cards giving as many of the words as they hear. Prize to winner daily, earliest postmark..prize to all exact duplicates. BIG prize (tradeout) to person sending in ALL the words for entire week. A good gimmick for survey week. They must listen constantly to get all the words, and if the prize is big enough, they will. "Must have at least 6".

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Got a big date coming? Need transportation and Dad won't let you have the car? Write and tell us about it...winning letter (or letters, you can run this several weeks if desired) K-JOE disc jockey will pick you up and chaffer you for evening, or as needed.

"A K-JOE SMILE"

"A smile always pays off...sometimes even with money" (costs \$50.00) Appoint 5 official smilers in various walks of life..cashier in restaurant: teller in bank; clerk in dept. store. Invite listeners to ask everyone: "Are you wearing a K-JOE smile" If they ask any of the 5 officially appointed, that person calls station and winner gets \$50.00. ALL STATION PERSONNEL WEAR LAPEL TAGS ASKING "ARE YOU WEARING A K JOE SMILE"?

"NEW SHREVEPORT CITIZENS"

Call hospitals each day for names of new babies born, parents names, etc. Several times daily play "rock-a-bye-baby" and read names of new arrivals. Tie in with children's shop to send them small gift certificate or something. (prizes are not really necessary, but nice).

MEMORANDUM

Misc. Promos

RFB

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 6, 1959

The copy below is a good example of surprisingly thorough promotional thinking. We have run newspaper ads before but as far as I know, never in this unusual manner. For the amount of money spent on such classified advertising, I think this is well worth your investigation. Naturally, you will want to paraphrase the ads. The clipping was taken from the August 3rd issue of Broadcasting Magazine.

WANTED: listeners

Scattered through the classified advertising section of the Los Angeles Times one day last month were 40 ads placed by KFWB - Los Angeles. Examples:

LOST AND FOUND * Found: Diamond studded entertainment. A galaxy of stars to be found in Color Radio every day. KFWB Radio, ch. 98.

PERSONALS * Exquisitely beautiful blonde women listen to KFWB. They're not alone. More than 30 % of the people in Los Angeles listen to KFWB.

SCHOOLS * Learn how you can stop ennui in 24 hourly lessons. Free -- on KFWB Color Radio, ch. 98.

HELP WANTED -- WOMEN * 24-hour companion for Jimmy Darren. You can be a 24-hour companion to your favorite recording star on KFWB Color Radio. Women need no help in finding choice entertainment.

FOR RENT * Malibu Beach retreat. Seven bedrooms, spacious den, fully stocked wet bar, filtered cloverleaf swimming pool extending into living room. Maid and gardner service fumished. Lighted tennis court. 1 1/2 acres completely landscaped. Private, secluded. \$150.00 per month, utilities included. If you see this house, contact KFWB immediately. America's seven most popular deejays would like to rent it.

MISCELLANEOUS FOR SALE * Hope Diamond, the Kohinoor-- the world's most fabulous gems are dull compared to the sparkling entertainment afforded Los Angeles on KFWB 24 hours a day.

DK/n

cc: Gordon McLendon
B. R. McLendon

Morden
RPB

Misc.

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 6, 1959

Bill Weaver has come up with a contest idea that I think merits your attention. It does not have a name but here is how it works. Think it over and see what interesting variations you can come up with and whether or not you wish to use it.

At a given sound effect, you will play ten tunes without announcing the title. All of them will be from the Top 40 or well-known new records. To the first person who writes/calls (you would have to run this either by card or by phone, never by both) the station gives the prize. Bill further suggested that this contest run one time on each DJ show and the theory is, of course, that it is designed to hold listeners through at least ten records at a time. A variation of the sound effect will signal the end of the ten particular records.

It is important that promotional announcements be broadcast but that no announcements be broadcast prior to the start of the series of ten or during the series.

Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

RFB

Morden gl Prouws

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JULY 21st, 1959

The following information was gleaned from the BMI Newsletter for August.

Flower of the month: Poppy or Gladiola

Birthstone: Carnelian or Peridot

INTERESTING AUGUST DATES

August	1,	1946	U. S. Atomic Energy Commission established
	2,	1858	First Street Letter Boxes installed
	3,	1914	Germany declared War on France and Belgium
	4,	1914	Great Britain declared War on Germany
	5,	1861	U. S. levies Tax on Income for First Time
	5,	1870	Knights of Pythias Supreme Lodge incorporated
	6,	1926	Gertrude Ederle First Woman to swim English Channel
	7,	1782	Order of the Purple Heart established by Gen. Washington
	7,	1789	U. S. War Department created
	8,	1679	First Serious Fire in U. S. - Boston
September	9,	1593	Isaac Walton -- "Father of Angling" -- born
	10,	1846	Smithsonian Institution established
	10,	1874	Herbert C. Hoover born
WHO STAR	11,	1807	Fulton's Steamboat's Successful Trip - New York to Albany
THE LION	12,	1851	Isaac Singer granted Patent on Sewing Machine
the original	13,	1912	First Experimental Radio License
While it was	14,	1935	Social Security Act passed by Congress
a small bit	15,	1769	Napoleon Bonaparte born
about 50 p	15,	1771	Sir Walter Scott born
	15,	1914	Panama Canal opened to Commerce
SLAPSTICK	16,	1896	Gold discovered in Alaska
on the pro	17,	1915	Auto Electric Self-starter patented
held two p	18,	1856	First Milk to be Condensed. Patent Office doubts Value
popular w	19,	1812	Constitution and Guerriere fight Famous Battle
	19,	1890	DAR organized
CRY HAY	20,	1741	Alaska is discovered
have was to	21,	1621	"One Widow and 11 Maides" sent from London to Virginia to be sold to Wifeseeking Bachelors for 120 pounds of Tobacco
was also a medieval			
	22,	1864	Red Cross established in Geneva
BULL IN	22,	1862	Claude Achille Debussy born
England	23,	1902	Fannie Farmer opens School in Boston
him as a b	24,	1814	British capture Washington, D. C., burning Capitol

INTERESTING AUGUST DATES cont.

August	25, 1921	U. S. signs Treaty of Peace with Germany
	26, 1873	Lee de Forest, Inventor, born
	26, 1920	Nineteenth Amendment (Woman Suffrage) declared Operative
	27, 550-BC	Confucius, Chinese Philosopher, born
	28, 1830	First American-built Locomotive tried out by B&O RR
	29, 1896	Chop Suey first concocted in New York City - not China
	30, 30-BC	Cleopatra commits Suicide by Asp Bite

SPECIAL DAYS AND WEEKS

Entire Month: National Sandwich; Phonola Fun Festival begins, (through December 24th)

August	1-7	National Clown Week
	1-8	Eye Research Foundation
	8	International Character Day
	10-13	Teen-age Safe Driving Rodeo
	14	V. J. Day
	19	National Aviation Day
	21-27	National Canned Salmon Week
	31-	
September	4	First Voters Week

WHO STARTED IT? (From best available sources)

THE LION'S SHARE: Meaning the largest share. Perhaps the most reliable source for the origination of the phrase is an Aesop fable where a lion, an ass and a fox went hunting. While it was agreed that the prey should be equally divided, the lion finally ate all but a small bit of the stag and, indeed, killed the ass in addition. Actually, a lion will eat about 50 pounds in a day, then sleeps for a day and returns to eat again.

SLAPSTICK: The term seems to have originated in the Seventeenth Century when clowns on the stage would slap each other on the back. A sound-effects man off stage actually held two pieces of wood which were hinged together and struck at the right time. So popular was the effect that the term seems to have been applied to most comedy teams.

CRY HAVOC: The word "havoc" comes from the Anglo-Saxon "hafoc" - a hawk. To cry havoc was to shout encouragement to the hawk when loosed upon its prey. To cry havoc was also a medieval war cry which was used when ordering armies to pillage cities.

BULL IN A CHINA SHOP: Credited to the failure of Lord Amherst who represented England (John Bull) in a mission to foster trade with China. English cartoons depicted him as a bull in a china shop.

***** Contest *****

Fine prizes for the closest estimate of a certain DJ's height, his weight, hat size and shoe size, on a post card.

WHO STARTED IT? (continued)
INTERESTING JULY DATES (continued)

July 27, 1866 Atlantic Cable completed
28, 1777 First State to provide Universal Manhood Suffrage,
Vermont
29, 1914 First Transcontinental Telephone Line established
30, 1733 First Masonic Lodge to work under Regular Charter,
St. Johns, Boston
31, 1777 Marquis de Lafayette commissioned Major General
in Continental Army

SPECIAL WEEKS IN JULY

ENTIRE MONTH: National Hot Dog; National Iced Tea Time; National
Picnic; Rye Bread Sales

July 3-12 Girl Scout Roundup
12-18 National Softball Week
19-25 Farm Safety Week
25-31 National Inventors Week; Junior Inventors Week

ADVANCE AUGUST WEEKS:

1-7 Nat. Clown Week; 1-8 Eye Research Foundation;
Nat. Sandwich; International Characters Day; Quarterly
Temperance; 14, V-J Day; 19, Aviation; Canned Salmon
Week; First Voters

WHO STARTED IT? (From best available information)

SNOOPER: One doing something on the sly. The word is derived from the Dutch
verb "snoopen" meaning to eat sweets without letting anybody know.

TO PULL UP STAKES: Recognized as originating in the American West. European
rulers claimed both North and South America and did not hesitate to sell vast areas
to planters. Often a landowner, being dissatisfied, would pull up the stakes originally
marking the area and arbitrarily relocate them. The term was finally accepted to
mean a change of home.

TO SHAKE HANDS: A greeting today as a mark of friendship, but originally it was a
precaution that each hand shaker might know the other did not have a weapon in his
hand or was about to reach for one.

PULLING YOUR LEG: Said to have originated in London's underworld. Working with
a partner, one with a cane or stick would trip up a passerby and rob him. So able were
these alley crooks that even an armed man could easily be thrown and robbed.

WHO STARTED IT? (continued)

STUFFED SHIRT : Applied to someone who thinks he's important. Fay Templeton is credited with having first used the expression in 1899 when referring to another stage personality who was always pretending to be of great wealth.

JACKPOT JINGLE *

Station WHAW in Weston, West Virginia composes a jingle about a famous person, place or object and broadcasts it with clues. The jackpot starts at \$1.50 and increases each day by that amount until a listener can identify it. Program runs 25 minutes with participating sponsors.

Calls to listeners are based on number of sponsors, i.e., four sponsors, four calls, et cetera. Manager Ed Doyle writes that it has been running for several years and is a "Wonderful traffic builder for appliance dealers, clothing, furniture, jewelry and department stores."

Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

* NOTE: This can be adapted to an individual promotion on a dee jay show.

DK/ys

cc: Gordon McLendon
B. R. McLendon

RBB

St. Promos

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JULY 10, 1959

Bob Stevens of KLIF has come up with a good promotional idea that I think is worth passing on to you. Properly edited, these promos will be on and off before a great deal of talk is established. I think perhaps that if these are run heavily enough without any explanation whatsoever, it may have a certain psychological impact on the listener when Hooper calls him. He may want to answer your call letters whether he is listening to you at the time or not. In other words, he will immediately associate the telephone survey interview with your station. Here is the meat of Steven's note. I would like your reactions.

"I suggest that we compile a list of about 25 endorsements from listeners... and run them every half hour.

Method: We gather names of known station listeners from...mail, contest entrants, pilot surveys, etc. (This should save a lot of time). These people are called on the recording line and a voice says...'This is a special radio survey. Would you give me your name and address please?' (Answer). 'Mrs. Schlugenheimer, what is your favorite radio station?' (KLIF...KILT...KTSA..etc). 'Mrs. "S", would you tell us why you enjoy listening to KLIF.. KILT ..etc. Radio? (Listener's answer).

After short pause following listener's answer, ask for permission to use the statement on the air. This part should not go on the air. Cull the best and most varied answers... edit the tape of pauses and excess material...and put edited version on disc.

When played on the air...these endorsements should be played straight. They should be under 30 seconds in length. "

Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

Fact Sheet From P.D.
14 May 59

Gordon
elch
Proems.

TO: All Managers, All Program Directors

FROM: Don Keyes

DATE: January 5, 1959

What Time 99 Contest is over. We had a tremendous mail pull on it. The winner will be announced after the temperature hits 99. You may make a few times if you wish. Entries are now closed and we will announce the winner of an A.A. Car Air Conditioner.

2. KLIF GRASS THUMB CONTEST. Starts Saturday, May 16. Production spots will be run. Support them with your ad lib. Listener must display the letters K L I F on front lawn. Various ways to do this include, mowing out the letters with a mower. Or, leave the letters K L I F of tall grass and mow the rest. Plant flowers in the form of K L I F. Use rocks around a bed of flowers spelling out K L I F.

As we discussed in our meeting Saturday December 27th, it was suggested that color telephones be considered as prizes in a particular teen-age promo. It was further suggested that our stations pay for the telephone and installation but somehow arrange to work out a trade-out of sorts for the monthly service telephone bill for a year. That is to say, we will not be responsible for long distance calls.

Don Keyes

KLIF DAY OFF CONTEST. Starts Saturday, May 16. Ends Midnight, Friday, June 26. Listeners send a letter stating why they would like a day off with pay. Name your employer and have it understood with him that if you are picked as a winner, he will give you a day off with pay in addition to your regular day off. In turn K L I F will run advertising in his name on the day you take off---to a amount equal to your one day's pay. Address: KLIF DAY OFF CONTEST, K L I F, Dallas. PRODUCTION SPOTS WILL BE SCHEDULED.... REFER TO FACT SHEET FOR COMPLETE INFO.

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5. REMINGTON RAND CAMPAIGN. Rem Rand has placed a very big spot sked with us. If we do a good job we'll get one three times as big in the fall. All spots will be ad lib-fast sheet. These spots are sked on the shows from 6 in the morning through 9 at night. KNOW THAT FACT SHEET. There are some .08 sec. e.t. lead-ins and lead-outs you may use if you want to. Schedule begins Monday, May 18 and runs thru Father's Day. The spots are all on the new REMINGTON ROLL-A-MATIC SHAVER and I am asking that each man be given one for his extra effort in this campaign. I hope to have a meeting Monday here at the station wherein the New York Rep will give us a merchandising talk on the shaver and the spot campaign. We will also go over a contest which we will run in conjunction with the spot schedule. The contest is as follows:

6. KLIF-REMINGTON DAD-AND-GRAD contest. Each d.j. will ask his listeners to send an entry completing the sentence, "I would like to win a REMINGTON ROLL-A-MATIC for my (Dad) (Grad) because." A listener can win a shaver for her graduating son OR her Dad....or a son can win one for his dad or brother....or a girl or wife can win one for a "Dad" or "Grad" in her family or friends.

(cont'd)

RPB
g'l. Brown + Contests

Fact Sheet From P.D.
14 May 59

1. What Time 99 Contest is over. We had a tremendous mail pull on it. These cards will be kept up to date and we will be able to announce the winner within minutes after the temperature hits 99. You may mention the contest a few times if you wish. Entries are now closed and we await the mercury to hit 99. When it does we will announce the winner of an A.R.A. Car Air Conditioner.
2. KLIF GREEN THUMB CONTEST. Starts Saturday, May 16. Production spots will be run. Support them with your ad libs. Listener must display the letters K L I F on front lawn. Various ways to do this include, mowing out the letters with a mower. Or, leave the letters K L I F of tall grass and mow the rest. Plant flowers in the form of K L I F. Use rocks; surround a bed of flowers spelling out K L I F. When your display is complete call us and we will have judges come out and see it. Winner will get lawn mower as prize. Mower is of the type you can get on and ride while you mow. Contest closes July 1, 1959. SEE BOB STEVEN'S FACT SHEET FOR OFFICIAL INFORMATION.
3. KLIF SUNTAN CONTEST. The letters K L I F on the back of any man, woman, boy or girl. Use tape to spell out letters. Judges will base their decision on originality and neatness. First prize for male and female: a portable radio to take to the pool or beach. That is, duplicate prizes for male and female divisions. Judging will take place in the K L I F main auditorium on Saturday afternoon, June 27 at 1:00 P.M. PRODUCTION SPOTS WILL BE RUN. SEE MY FACT SHEET FOR COMPLETE INFO.
4. KLIF DAY OFF CONTEST. Starts Saturday, May 16. Ends Midnight, Friday, June 26. Listeners send a letter stating why they would like a day off with pay. Name your employer and have it understood with him that if you are picked as a winner, he will give you a day off with pay in addition to your regular day off. In turn K L I F will run advertising in his name on the day you take off---to a an amount equal to your one day's pay. Address: KLIF DAY OFF CONTEST, K L I F, Dallas. PRODUCTION SPOTS WILL BE SCHEDULED.....REFER TO FACT SHEET FOR AD LIB.
5. REMINGTON RAND CAMPAIGN. Rem Ran has placed a very big spot sked with us. If we do a good job we'll get one three times as big in the fall. All spots will be ad lib-fact sheet. These spots are sked on the shows from 6 in the morning through 9 at night. KNOW THAT FACT SHEET. There are some .08 sec. e.t. lead-ins and lead-outs you may use if you want to. Schedule begins Monday, May 18 and runs thru Father's Day. The spots are all on the new REMINGTON ROLL-A-MATIC SHAVER and I am asking that each man be given one for his extra effort in this campaign. I hope to have a meeting Monday here at the station wherein the New York Rep will give us a merchandising talk on the shaver and the spot campaign. We will also go over a contest which we will run in conjunction with the spot schedule. The contest is as follows:
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(cont'd)

The Dee Jay who draws the biggest total mail pull during the five weeks will win a prize to be determined by Morgan. It will likely be an expense paid trip somewhere. DON'T OVER-DO THE PLUGS FOR MAIL....but use what approaches you like...in your own words....to get people interested in winning a REMINGTON ROLL-A-MATIC.

7. I want each dee jay to make a bid on his first and second choices for vacation. Turn this in to me in writing if you are due a vacation. The periods should be between now and the first of September.
8. 500-MILE MEMORIAL DAY RACE broadcast EXCLUSIVELY for Dallas-Ft. Worth area by K L I F. Production e.t. spots and live promos begin May 25. Cue sheets, sponsor information, remote line information will come in a separate memo.
9. With the end of school we will go to a completely unrestricted play list. Stay close to the top forty and the comers you think are most likely to make it.
10. There is a sound effect record (#108) for SEVERE WEATHER WARNING. Play the disc in b.g. when you OR the newsmen give SEVERE WEATHER NEWS.
11. KLIF singing-IDs and jingles. Try to play at least one jingle per thirty minutes of your show. And ROTATE them better. The discs are all numbered and the tracks are titled. Its a big job to log them in rotation; so see if you can give a better rotation of jingles. Start using the VACATION and DRIVING jingles.
12. I am getting complaints on OBSCENE JOKES. This is going to get someone into bad trouble. Think about it before you tell it! Have also had several sponsor complaints.....know which spots to ad lib around before you try it. Better still, leave the spots alone and be funny about something else.

100-**KTSA**

SAN ANTONIO

Misc

TO Don Keyes AT McLO DATE July 8, 1959
FROM Fiedler
SUBJECT Name Ideas

1. Clip Marriage Licenses from newspaper. Run Lucky in Love bit of Cupid Caper of Lucky License.
2. Clip births from paper and give Proud Parents bit.
3. Get hold of newcomers list and do welcome bit.
4. Contest finalists, once per hour
5. Wedding announcements
6. Scotch name bit

MAN: No sir, not while I wear the pants in this family -- no, sir--I'm staying with KAKI--I don't like those rock & roll stations.

No. 4

ANNCR: Rock & roll? Sure, the new KAKI plays an occasional rock and roll number--but the new khaki prides itself on having varied music. San Antonio has its rock and roll station--the new KAKI is not for rock and roll fans--khaki is varied, exciting music.

No. 5

While other San Antonio radio stations specialize in playing one rock and roll number right after another, the new KAKI limits its rock and roll numbers to a maximum of two an hour. If you've got to be rocked all day, there are other San Antonio stations specializing in rock and roll music...KAKI is not for you. Khaki is sparkingly different and enjoyable music.

606

KAKI PROMOS
(Recorded for KAKI 9/2/58)

No. 1

Here's something as clear as a white poodle on a coal barge--KAKI's choice of music. Starting with Eddie Dunn in the morning, a pleasant, engaging choice of the best of every year--at four, Ricci Ware with his exciting Hit Parade, and beginning at seven each night, Pat Tallman and music for the young at heart.

No. 2

SE: SOUND OF EXCITED CROWD.

ANNCR: The race is over! KAKI wins! KAKI wins the race to play more different musical numbers than any other San Antonio station--and more pleasant music! Khaki is San Antonio's station of multi-colored music--melody as changing as a chameleon.

END RACE EFFECT.

No. 3

WOMAN: Honey, tune away from that KAKI. Let's get that rock and roll station.

MAN: But, sugar, I like khaki. They give you a lot of different music.

WOMAN: Maybe, but khaki isn't the rock and roll station. You know the one I like. Tune over there for a while.

MAN: No sir, not while I wear the pants in this family -- no, sir--I'm staying with KAKI--I don't like those rock & roll stations.

No. 4

ANNCR: Rock & roll? Sure, the new KAKI plays an occasional rock and roll number--but the new khaki prides itself on having varied music. San Antonio has its rock and roll station--the new KAKI is not for rock and roll fans--khaki is varied, exciting music.

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KAKI PROMOS (Page 2)

No. 11 (continued)

No. 6

This is San Antonio's bubbling new KAKI--the station that specializes in varied, enjoyable music while other San Antonio stations rock and roll.

No. 7

This is effervescent, delightful new KAKI in San Antonio--a blend of exciting music in sharp and welcome contrast to San Antonio's rock and roll stations.

No. 8

VOICE ONE: Lieutenant Smithers reporting, sir. You sent for me, General Savage?

VOICE TWO: I certainly did, Lieutenant. As you know, you are in the Army and this is supposed to be Intelligence -- why wasn't I told about this new Khaki radio in San Antonio?

VOICE ONE: But, General, I didn't...

VOICE TWO: No buts, Lieutenant -- I want Intelligence to get every detail on Khaki-- send 'em a vote of confidence from San Antonio military.

No. 9

COMPLETE WITH SOUND EFFECT:

One o'clock...two o'clock...three o'clock in the morning -- it makes no difference, Khaki never signs off...

Four o'clock...five o'clock...six o'clock in the morning...KAKI, on the air around the clock, 24 hours a day.

No. 10

FEMALE VOICE, a la old witch: Hark! The witching hour is near...twelve o'clock midnight is here...but shed not a tear in your beer... here's something you can cheer...

MALE VOICE: The new KAKI doesn't sign off at midnight like other San Antonio radio stations...never fear... all night long, khaki is here...

No. 11

QUIZMSTR: Madame, here's your question for 8 million dollars.
In what city in the world does the light begin at midnight.

WOMAN: May I guess?

KAKI PROMOS (Page 3)

No. 11 (continued)

QUIZMSTR: Certainly, madame.

WOMAN: I'd say Stockholm.

QUIZMSTR: Why, you dumb...(trailing into)... Oh, I'm sorry--the only city in the world which gets light at midnight is San Antonio where Dave Light starts at twelve o'clock high on KAKI.

No. 12

There was an old lady who died of fright
Seems she got nervous every night
If she'd stayed with khaki, she'd be all right
An evening with Dave Light would have solved her plight.

No. 13

WITCH'S VOICE: Ah! It's nearly midnight...mirror, mirror
on the wall, who's the fairest of them all?...

MIRROR: Old witch, the fairest of them all is Dave Light..
he fairly swings after midnight on KAKI.

No. 14

Wherever you go in San Antonio, people are high on KAKI. All over San Antonio's great hotels and motels, you hear Khaki on the radios--at the Gunter, the St. Anthony, by the pools at the Westerner, the Flamingo, the Hilton Inn--KAKI rings out wherever you go in San Antonio.

No. 15

Then seconds while we make our pitch
This is San Antonio, city of the big switch
Listening habits have gone in the ditch
KAKI has taken Alamo town without a hitch.

No. 16

At last, San Antonio can stop crying in its beer! All over this great Lone Star City, the Pearl is KAKI...

No. 17

SE: NEWS MACHINE... fade in to

ANNCR: ... and all over South Texas the virus continues to spread... San Antonio is now virtually one hundred percent infected... Fredericksburg, Kerrville,

KAKI PROMOS (Page 4)

No. 17 (continued)

Gonzales, are all hard hit...as far south as Corpus Christi, the new KAKI radio bug is running rampant!

No. 18

He done done it...
Eddie Dunn, who starts with the sun,
Morning music by the ton
Coffeehead Ed is certainly fun.

No. 19

ANNCR: ...Well, this is your old disc jockey pal, Jack Jawteeth, on KRAT... less music and more yak, you know...last night, I was with my old buddy, Les Fallout--he's on KRAT 19 hours every day, you know, and we were talking with a record distributor about this new tune...

CUT IN: No, no, no -- no such drab blab, on KAKI--just sparkling KAKI hit paraders on khaki, the station where there's really half the yak...

No. 20

SE: Jazzy strain of "The World is Waiting for the Sunrise", fading under into:

ANNCR: Recognize it? The World is waiting for the sunrise -- because at sunrise, the Old Coffeehead, Eddie Dunn, begins morning fun on KAKI.

No. 21

There was an old girl from the Azores
Who found radio stations great big bores,
Other stations left her crying, left her sighing
But now she's heard khaki and she's really flying.

No. 22

SE: "Pretty Girl is Like a Melody" - fading into:

ANNCR: Pretty girls are like a melody...and pretty girls all over San Antonio have switched to the new KAKI...the pretty girls' home companion... khaki is a beaut in San Antonio!

KAKI PROMOS (Page 5)

No. 23

SE: SOUND OF CAR RUNNING, fading into:

ANNCR: Most people wouldn't think of buying a new car without driving it first! Try the same test on radio -- listen to other radio stations, see the way they put 3 or 4 commercials between every record and play the same music over and over...then try KAKI -- you'll hear the difference...

No. 24

WOMAN: Love those call letters - love those call letters -- KAKI, khaki--

MAN: I'm with you, honey--Khaki sounds clear and fresh. Makes other San Antonio call letters sound like a bunch of dental drills.

WOMAN: And how perfect for San Antonio -- Khaki, in honor of the spectacular military history of San Antonio...Khaki is perfect for San Antonio!

No. 25

WOMAN: Any news at the base today, honey? Any word on the new fighter planes?

MAN: No news of them -- but a lot of the guys were talking about that new radio station, khaki -- nice name for a radio station with all us service people here.

WOMAN: What do they say about khaki out at the base?

MAN: Well, Red Barnes -- the sergeant, you know -- he really goes for it. Says Khaki is the best thing that's happened to service people since the last bonus.

No. 26.

San Antonio has had treasure chests, treasure hunts, radio sweepstakes, money telephone calls, and just about every other type of deceptive flim-flam designed to lure listeners for prizes no one ever receives -- clean, fresh Khaki presents only one contest -- a race to five fifty on the dial.

No. 27

THREE VOICES: 1. Medics ... 2. Artillery!... 3. Air Force!...

Whether you're in the Medics, Artillery, or Air Forces, Khaki is for you...Khaki, with the pace of a speed scout, is top kick in San Antonio...dazzling Khaki radio...uniform of the day radio with San Antonio military...

Policy book

**RADIO STATION KILT
902 TEXAS AVE.
HOUSTON, TEXAS**

M E M O - - - -

To: Gordon McLendon & Don Keyes

From: Bill Weaver

Re: Jock and Station Promotions for March, 1958

The following is a complete list of promotions for March, 1958

Station Promotions:

- (1) Ricky Nelson Revue
- (2) Pete Dreyer Traveling Contest
- (3) Fishing Tank at Boat Show

Jock Promotions:

- (1) Pete Dreyer Alarm Clock: Listeners send in post cards guessing what time the alarm clock goes off each morning between 6 AM & 9 AM. Clock is pre-set each AM. \$25.00 Savings Bond is prize each day if listeners guesses the exact (to the second) time the clock goes off, otherwise \$5.00 to the closest guess.
- (2) Red Jones Red Hair Contest: Listeners send in a lock of their hair. One chosen as 1st prize will receive the "works" at a beauty parlor. Jones in turn sends each entry a lock of his hair. Must have red hair!
- (3) Tom Whalen Chime Contest: During the course of this program Whalen will ring our chime a unknown number of times. Listeners are to count the number of times the chime rings during the week, and send in their answers. The Chime will be rung at most inappropriate times - during records, commercials, news, etc. Prize is \$25.00 Savings Bond.
- (4) Gene Edwards Ricky Nelson Contest: How many words can listeners make out of the letters RICKY NELSON. Winner gets to meet Nelson in person, I hope.

This ought to hold KNUZ awhile, and sink 'em even lower.

Promo

TO: All Station Managers

February 20, 1958

FROM: Jack Fiedler - KTSA

Here is a promotion that Norm Fischer, one of our salesmen, came up with that might be good for a four-figure package sale to a foreign car auto dealer.

1. Using an economy car getting 30 to 35 miles to a gallon, install an auxiliary gas tank and fill it up in addition to the regular tank.
2. Choose a starting location on Loop 13 or Loop 12 which completely circles the city. Pick a driver for the car-- say a disc jockey-- and drive around the loop until he runs out of gas. A pre-determined starting time would be set for the start of the trip. Driver reports back to station periodically on the air via walkie-talkie placed in the car.
3. Have maps of Loop 13 or Loop 12 printed up and placed in the showroom of the dealer who buys this promotion. The public will be invited to pick up these maps and guess at what exact spot on the loop the driver will run out of gas, or guess the number of miles that the car will actually travel.
4. Entries can be submitted to the station or at dealer's showroom as a traffic builder. All entries will have to be in before the start of the trip.
5. Person who picks the nearest point that the car stops, or closest mileage he travels, will receive 1000 gallons of gas free. You can get an oil company to go in on this and furnish the prize.

You should be able to get a good figure out of this one as a sales promotion feature.

KEEL
Book

Purmes

TO: ALL PROGRAM DIRECTORS
ALL MANAGERS

FROM: DON KEYES

November 22, 1957

Bill Weaver has a cute idea that I think is worthwhile passing along to you. You may want to do something with it.

Here is the transcript of his memo to me. You can readily see the possibilities:

RE: MOON WATCHER'S SOCIETY

You announce on the air for volunteers to join the KILT Moon Watchers Society. These people call in to the station, and you assign them particular hours during the night to watch the moon. We gave each volunteer a one hour period, and at the end of the hour they call in and report what they saw. Of course, they all report "no activity". We assign each person a number to identify themselves with, when they call back. This is so we can eliminate the crank calls. What we are looking for, of course, is a rocket (Russia) to land on the moon. This was good during the Russian disturbance a few weeks ago when everyone thought the Russians were going to send a rocket to the moon. If this situation ever develops again where it is possible that either the U. S. or Russia will send a rocket to the moon we will organize the moon watchers society again. Just to double check the moon watchers we always had two people in opposite sides of town watching at the same time.

Phm

G.O.

Page 1

SCUID: DOOR CLOSES

MAN: HI, HOLEY..HOW'D THINGS GO TODAY?

WOMAN: OH DARLING, JUNIOR SAID HIS FIRST WORDS TODAY..SAY THEM AGAIN FOR DADDY, SWEETIE...

BABY: GOO GOO GO GO GEE OH, GEE OH

MAN: STILL SOUNDS LIKE THE SAME OLD BABY TO ME, WHAT'S FOR DINNER?..

WOMAN: NO, LISTEN..HE KEEPS SAYING G. O..G.O. WHAT DOES THAT MEAN?

MAN: G. O.? ~~EVERYBODY~~ Oooh, "G. O. comes to N. O. November 27" EVERY BODY knows that!

2. APPLAUSE

IMITATION JACK BARRY: ..You have accepted the challenge, and here is your first question, ON WHAT DAY...WILL G. O. COME TO N. O.? for twenty one points?

Memorandum

KILT

To: Do Keyes

Date: 11-21-57

Houston, Texas

Re: Moon Watcher's Society

You announce on the air for volunteers to join the KILT Moon Watcher's Society. These people call in to the station, and you assign them particular ~~any~~ hours during the night to watch the moon. We gave each volunteer a one hour period, and at the end of the hour they call in and report what they saw. Of course, they all report "no activity". We assign each person a number to identify themselves with, when they call back. This is so we can eliminate the crank calls. What we are looking for, of course, is a rocket (Russia) to land on the moon. This was good during the Russian disturbance a few weeks ago when everyone thought the Russians were going to send a rocket to the moon. If this situation ever develops again where it is possible that either the U. S. or Russia will send a rocket to the moon we will organize the moon watchers society again. Just to double check the moon watchers we always had two people in opposite sides of town watching at the same time.

From: 



G.O.

Page 1

SOUND: DOOR CLOSES

MAN: HI, HONEY..HOW'D THINGS GO TODAY?

WD MAN: OH DARLING, JUNIOR SAID HIS FIRST WORDS TODAY..SAY THEM AGAIN FOR DADDY, SWEETIE...

BABY: GOO GOO GO GO GO GEE OH, GEE OH

MAN: STILL SOUNDS LIKE THE SAME OLD BABY TO ME, WHAT'S FOR DINNER?..

MAN: NO, LISTEN..HE KEEPS SAYING G. O..G.O. WHAT DOES THAT MEAN?

MAN: G. O.? ~~ONE EYE BYE BONE~~ Ooh, "G. O. comes to ~~NO. 5~~ ^{SA. Feb. 17} November ~~27~~" EVERY BODY knows that!

2. ~~APPLUSE~~

IMITATION JACK BARRY: ..You have accepted the challenge, and here is your first question, ON WHAT DAY...WILL G. O. COME TO N. O.?
for twenty one points?

CONFIDENTANT: DEEP BREATH, MUMBLES..Let's see, aaah, that is...if James the first was ah...and Ann Bolyn was beheaded and ah...that would be...G.O. comes to NO on November 27th!

J. B.: You're right...we must ask you not to divulge...

CONTESTANT: (INTERRUPTS) Oh I wouldn't divulge any secrets...you'll have to listen to WNOE to find out the rest!

3. SOUND: FASCINATION IN BACKGROUND

SEXILY: Oh, Audrey, you dance so beautifully to this music...how delicate you are in my arms...tell me, dear...what do you think about when you and I dance together?

Sund; wild ape giggle on one of those movie records

SEXILY: Oh, be serious... tell me!

AUDREY (IN WEIRD BROOKLYNESE) "G. O. COMES TO N. O. ON ~~November 27th~~"

MAN: Well, that's more like it!

SO UND : \$ MOOCH NOISE

G - O

SOUND: AUTO HORNS, TRAFFIC NOISES...KEEP UNDER.

IRATE WOMAN: HENRY, FOR GOODNESS SAKE...CANST YOU READ? THE LIGHT'S GREEN. DON'T YOU KNOW WHAT G. O. STANDS FOR?

HENRY: (DISTRACTED) WHAT? HM? G. O.? NO, I DON'T..THAT'S WHAT 'S THE MATTER... I 'VE BEEN HEARING "G.O. COMES TO ~~S. A.~~" SO OFTEN ON ~~WEE~~ THAT ALL I CAN DO IS SIT AROUND AND ~~WONDER~~ WHAT IT MEANS. ~~WAA~~

WOMAN: Well, NEVER MIND, THE LIGHTS RED AGAIN.

(AUTO HORNS OUT)

THUG: (FROM AFAR, AS THOUGH IN ANOTHER AUTOMOBILE) HEY BUDDY, HOW LONG YOU GONNA SIT DERE?

HENRY: TILL ~~NOVEMBER~~ ^{Feb 17th} 27th.

THUG: YEAH? WHY?

HENRY: CASE THAT'S WHEN G.O. COMES TO ~~NOO~~ ^{SA}....~~NOVEMBER~~ ^{Feb 17} 27.

AUTO HORNS INAGAIN.

5. SATELLITE NOISES

X RUSSIAN # 1: VELL, VE FOOLED DEM, VOT? VE GOT OUR SATTELITES UP VID DOGS, GORILLAS, DOG FOOD, BANANAS...HO HOOO...VE SURE KNOW SOMETING DEY DON' KNOW!

VLADIMIR: DON'T BE SO HASTY, BORIS...DEY KNOW SOMETING VEE DON'T KNOW, TOO.

RUSSIAN 1: VUSS DASS?

VLADIMIR: DOT G. O. COIE S TO N.O. NOVEMBER 27! (Hysterically!) HOW DO VE FIND OUT VOT DOT MEANS?

RUSSIAN 1: ISS SIMPLE.....JUST KEEP LISTENIN' TO WNOE IN NEW ORLEANS!

SOUND: WILD RUSSIAN MUSIC (FULL OF HEY, HOO, HA...ETC)

6. SOUND: FOGHORN LIKE THE LIFEBOUY COMMERCIALS USED TO BE (Beeee- OOOOOO)

X GIRL: WHAT DOES THAT FOGHORN MEAN?

MAN: IT STANDS FOR (SINGS IT: GEEEEEEEE- Ooooooh) Nothing unpleasant or offending...It's real new and keen...you'll know what I mean...when G.O. comes to N. O. November 27th!

7.) ECHO: (WHISPERS) G.O.G.O.G.O.G.O.G.O.G.O.G.O

WIND

DID YOU HEAR AN ODD NOISE, DEAR?

ONLY SOMETHING SAYING G. O. G. O. G. O.

I WONDER WHAT IT MEANS!

TURN ON THE RADIO...WHO WILL TELL YOU.

ANNCR VOICE: "Remember, G. O....Comes to ^{S.A. Feb. 17th} ~~N.O.~~ November 27th!"

OH, I see.

8) LADY: MY DEAR, I'VE NEVER BEEN TO A SAY-ONCE BEFORE, HAVE YOU?

LADY 2: No, BUT I HEAR MADAME DOLORES GETS SOME WONDERFUL MESSAGES

LIKE:

ECHO: G. O. COMES TO ^{S.A. Feb. 17th} ~~N.O.~~ NOVEMBER 27th

LADY: Well, THAT'S good to know. Now how do we find out what it means?

ECHO: KEEP LISTENING TO ~~WIDE~~.
ICTSA

9) PSYCHIATRIST: UND ZO, MY DEAR LADY, ALL I CAN TELL YOU ISS DOT YOUR DAUGHTER EVA HAS THREE SEPARATE UND DISTINCT PERSONALITIES (DERE'S THREE PHASES OF EVA, YOU MIGHT ZAY) HERE'S ONE OF DEM:

EVA WHITE: HELLO MOTHAN, HELLO FATHAN, THE CALLALILLIES ARE IN-BLOOM, AGAIN

PSYCHIATRIST: UND HERE'S ANOTHER:

EVA BLACK: HEY DOC, WHERE YA AT, HUH? I DIG YOU POPS!

PSYCHIATRIST: UND HERE IS DE MOST CONFUSING OF ALL..ALL IT SAYS IS:

EVE #3: G. O. COMES TO ^{S.A. Feb. 17th} ~~N.O.~~ NOVEMBER 27th!

PSYCHIATRIST: BUT INTERESTING!

10) BOY: Gee, honey it's good to see ya...Oh you're little brother's here. Do you think if I gave him a quater, he'd uh, maybe G. O.?

LITTLE BOY: I know what THAT means. G. O. is what comes to ^{S.A. Feb. 17th} ~~N.O.~~ on November 27th. You must listen to ~~WIDE~~ too!
ICTSA.

11. SOUND: MARCH IG FEET..HUP, TWO..ONE TO THREE FOUR...ET C.

PFC 1: Wassa matter, you look k. o'd.

PFC 2: I'm snaflu'd! Wanted PX..Got KP:

PFC: IN'yahh..pretty soon there's G. O....coming to N. O., ^{S.A. Feb. 17th} ~~November 27th~~.

PFC 2: For G. I's?

PFC 1: For everybody ^{RTSA} ~~WIDE~~-wise.

12. postman's whistle

girl: Oh, do you have any letters for me, Mr. Postman?

POSTMAN: Got TWO letters for everybody..The letter G, and the Letter O.

girl: WHAT DO THEY SAY?

POSTMAN: EVE YBODY'S SAYIN'...G.O. COMES TO N. O., ^{S.A. Feb. 17th} ~~NOVEMBER 27th~~ ON ^{RTSA} ~~WIDE~~.
WHISTLE

ANNCR: Let's look in on Mammy and Pappy Lucas P. Sandhog as they wake up with the chickens.

SOUND: one thousand chickens

MAMMY: Wake up, paw...I got good news today...G. O. comes to N. O. ^{S.A.} ~~November 27th~~. ^{Feb 17th}.

PAPPY: Hmmph? what? Well, wake me up then, hang it all!

SOUND: GUNSHOT and chickens.

14. SCREAM OF ANGUISH

How can you be so cruel? KNOWING that G. O. comes to N. O. ^{S.A. Feb 17th} ~~November 27th~~ and not telling people what it means?

Let 'em listen to ~~WIDE~~ and find out for themselves, heh, heh, heh!

RTSA

Policy book

EXpress 2173

Promos

WNOE

ST. CHARLES HOTEL
NEW ORLEANS 12, LA.

TO Gordon McLendon

DATE January 12, 1958

FROM Bill Baldwin

SUBJECT _____

Dear Gordon:

I'll try to work up the First Quarter budget this week but do need the December P&L and some year-end figures which aren't available yet. The auditors should come through with the figures this week.

Enclosed are copies of some of the promos, etc. which you may wish to include in your master-file for future reference, including:

Sugar-Bowl bet payoff promo
Newsroom Report (weekly)
Fact Sheet on "Magic Telephone Number"
Fact Sheet on "Flagpole Sitter"
High School "Treasure Hunt" Promos
Staff Memo re: H.S. Record Giveaway
Magic Telephone Number annct.
"Secret Sound" Fact Sheet
Mystery Walker Promo
Flagpole Sitter Promo
Bud Connell Promo annct.
Plan for WNOE - Dec. 28-Jan. 17

I've sent new program titles to Pulse's Penny Deeg for use by their interviewers and written Syd Roslow to the effect that we would like to buy his Cumulative Audience survey BUT the field work was done in December and I doubted that his results would reflect the big improvement already shown by Hooper, after only four days of All-New WNOE programming. Also complained about WDSU's and WWL's Pulse ratings compared to their poor showing in Hooper.

I plan to bring the Flagpole Sitter down about Tuesday this week. He's been up there six weeks today.

Our H-R Presentation Tape is nearly ready. I think it's very good and will send a copy to you for your comments early this week. Any suggestions or criticism will be appreciated. It's keyed to the times with the All-New WNOE represented as Space Ship "Firstnick" in New Orleans. Sounds kinda far-fetched but I think you'll like it.

Best regards.

Bill

BB/ts

66 L Prowd

Memo to: Gordon McLendon ✓ & Don Keyes

From : Bill Weaver

Re: : April, 1958 Promotions

Date : March 25, 1958

We have two big promotions for April, and three smaller individual Jock promotions:

1. Mr. Kilto: I have sold this promotion to the Houston Buick Dealers who will give \$1,000.00 in cash as prize money to anyone who can make Mr. Kilto laugh. The gimmick is that we are going to announce clues over the air for a "magic" word, and anyone who speaks this magic word to Mr. Kilto will be recognized, by a laugh, and thus be the winner. The winner will be declared on the night of April 7th at the Colesium during the Houston Auto Dealers Association gigantic rally. We are giving the thing a lot of promotions and the dealers are buying 5 spots daily to back us up. Our cost is nothing! So I am getting double mileage out of Mr. Kilto!
 2. We are also running "The Numbers Game". This is a big station wide promotion whereby we are asking our listeners to send us by mail or wires a particular number arrangement using the numbers 1 thru 10. We will give out negative clues during the promotion, and plan to have the winner about April 7th or 8th. Prize is \$100.00 cash.
 3. One of our smaller promotions is tied in with the motion picture "Don't go Near the Water" and is on Whalen's Show. It is very small, but interesting, and theatre tickets are prizes.
 4. Pete Dreyer starts the "I Hate Bob Stevens" contest in April. Prize here is a \$25.00 Savings Bond.
 5. Gene Edwards is having a small contest asking listeners to send in a drawing of a Easter Egg. The most original eggs will receive as prizes rabbits. We will have ten winners, thru giving away 10 rabbits.
 6. Bob Stevens will also run a small promotion, which we haven't dreamed up as yet, but it will be a good one, i betcha.
- Paw

KILT L
Promo

TO: ALL STATIONS
FROM: Gordon McLendon
DATE: July 18, 1957

KONO in San Antonio is running a pretty good gimmick. that only takes about thirty seconds but sounds all right.

The deejay on the air will call a record shop in the city. He has them on the line before he ever enters the conversation and then says something like this: "this is Joe Blow at K... and we are speaking to Simmons Record Shop of 4301 Broadway. Mrs. Simmons, what has been the record of which you have sold the most copies today?" Here Mrs. Simmons answers. He then thanks her, says something about the record and says goodbye. And then he says all right, let's listen to that one, if that is Mrs. Simmons' top record; or makes some other comment and goes into the record.

It is a real interesting approach, takes no time at all and is just by way of being timely on the air.

GBM:bp

Private

MEMORANDUM

TO: ALL MANAGERS, PROGRAM DIRECTORS, TRAFFIC DIRECTORS
POLICY BOOK, B. R. McLENDON

FROM: GORDON McLENDON

DATE: OCTOBER 3, 1959

As all of you are aware, Don and I have discussed with you the necessity for dif-

Memorandum

KILT

To: Gordon McLendon

Date: June 30, 57

Houston, Texas

Re: Bonnie telephone recorder.

We ran this thing for a little over one month, and then I had it discontinued. We ran newspaper ads (about 10 or 12), and teased it on the air too. It went over very well. The thing stayed busy almost all the time, particularly in the day time, and especially when we teased it on the air.

Many of our teasers were just reading the telephone number without any comment. The thing as a whole was OK, but it didn't impress me very much, but it was another small thing we did to create a little talk.

From: 



~~spigeon race~~. This one is for people, etc.

We may run Sinclair's Sygamore Subsoil for Senator..We'll ~~Spring~~ into Spring...coupled with a Please Don't ~~Eat~~ The Daisies Promotion, Followed by a Mystery Shower singer for April Showers tie in.

cc: GBM ✓

Private

MEMORANDUM

TO: ALL MANAGERS, PROGRAM DIRECTORS, TRAFFIC DIRECTORS
POLICY BOOK, B. R. McLENDON

FROM: GORDON McLENDON

DATE: OCTOBER 3, 1959

As all of you are aware, Don and I have discussed with you the necessity for differentiating your promotions, to wit:

- 1) Promotions appealing primarily to teenagers.
- 2) Promotions of general audience appeal.

R.I.P.B. - No 3 - Misc. Interests

KTSA

SAN ANTONIO

TO Don Keyes AT McLC DATE Feb 15, 1961
FROM Fiedler
SUBJECT _____

KTSA CAPERS

GEORGE WASHINGTON PROMO. A check of the phone book actually revealed a George Washington in San Antonio. With the Mowhawk we have a promo that says: This is George Washington, 322 Cactus Street. I cannot tell a lie, this is KTSA, Radio Park San Antonio. Backed with a little Yankee Doodle music it grabs you.

CHERRY TREE PROMO. Since we couldn't find a cherry tree, Ricci Ware nevertheless will cut down a cherry painted tree with a steak knife. Listeners are asked to guess in minutes time it will take him to cut it down. Winner gets 52 cherry pies--one every week for a year.

Pigeon race. This one is providing all sorts of ideas for promos. It's not for the birds, it's for people, etc.

We may run Sinclair's Sygamore Subsoil for Senator..We'll ~~Spring~~ into Spring...coupled with a Please Don't ~~Back~~ The Daisies Promotion, Followed by a Mystery Shower singer for April Showers tie in.

cc: GBM ✓

Prohibit

MEMORANDUM

TO: ALL MANAGERS, PROGRAM DIRECTORS, TRAFFIC DIRECTORS
POLICY BOOK, B. R. McLENDON

FROM: GORDON McLENDON

DATE: OCTOBER 3, 1959

As all of you are aware, Don and I have discussed with you the necessity for differentiating your promotions, to wit:

- 1) Promotions appealing primarily to teenagers.
- 2) Promotions of general audience appeal.

Category 1) promotions should not be heard at all from 9:00 a. m. to 3:30 p. m. Monday through Friday. They should be heard from 8:00 a. m. Saturday to 2:00 a. m. Sundays, and then again Sundays from 9:30 a. m. until midnight. The careful choice of teenage hours is due to teenagers' late waking habits on weekends.

In addition, we now bring you another restriction, which you will welcome and which is to be strictly obeyed. Every survey evidence points to the fact that in the 6-9 a. m. period, teenagers are still a minor factor--far less important than in the 3:30 to midnight period, or during holidays, or in the summer period. Therefore, on any promotion you begin which is in your opinion primarily designed to appeal to teenagers, you will use the promos, plus an i. d., once an hour in the 6-9 a. m. period for three days only. Then drop recorded promos and sustain it with i. d.'s only in the 6-9 a. m. period. This will relieve the clutter in the morning period, keep the teenage promotion identity, yet enable us to retain predominantly an adult sound. You will have established your promotion in the three days--you sustain it with i. d.'s and then, if you consider the promotion significant enough, you can double up or otherwise hit harder 3:30-midnight.

If all of you are hewing to your commercial limitation, you will be no more crowded on Thursday and Friday than you are on other days, so there is no use differentiating these days. But I do want to say that both Don and I recognize the fact that special event broadcasts sometimes cramp your schedule and there may be rare days when you have to de-emphasize any promotion. There's no law that says the next day you can't double up. There's no law, either, which says you can't double up 8 a. m. -midnight Saturdays, or on Sundays--or at nights. These are times when our stations are by and large weaker commercially and yet teenagers are available. If you are forced to neglect a promotion slightly in another period, think of these periods and days as an extra-hypo possibility.

Sometime ago we put out a "promotion check list". If you don't have a copy, ask us for one. Follow it where practicable.

Category 2) promotions are for use in any time segment. Even here, you might wish to cut down in rare cases from 8 p. m. to midnight to double up on a good teenage gimmick.

Please see that beginning immediately your logs reflect the instructions in this memo. If your station has the alive sound it should have--and the many things going you should have--this memo is vitally important to you in these days of heavy commercial load.

###

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

RPB - Arms

TO: GBM

DATE: October 12, 1959

cc: Bill Morgan

FROM: Don Keyes

SUBJECT:

Jack Sharp has come up with several good ideas which I want to put on paper lest we forget. One of them is the "KLIF man in space" contest which he will explain to you in a future memo.

Another we touched upon, however, was his idea of a "Fast Draw" contest. This would be tied in with the local Fast Draw Club and the object would be that "KLIF's Rex Miller is challenging all comers to meet him in front of the KLIF studios/ Casa Linda Theatre stage/ State Fair Auditorium to see if anyone can gun him down. "Can you beat Rex Miller, KLIF's Top Gun.....?"

As you may have read, these drawing clubs are springing up all over the country and they have meetings and contests to find out which of their members can clear leather with a gun the fastest. Jack tells me that Rex has an active interest in this off beat hobby and probably would love the opportunity. Perhaps you have read too that Sammy Davis, Jr. and Frank Sinatra and many others follow this "sport". The promos could be great!!!

Think about it and see what you can come up with.

Don

Don Keyes

Gordon McLendon
G. M. McLendon

RPB

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

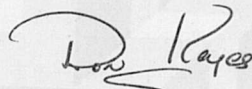
Here are some good promotion ideas gleaned from this week's issue of BROADCASTING MAGAZINE.

Drumbeats

Scheidemantle, Rattelsdorfer, Karamarkovich - the 13-letter names poured into KDKA Pittsburgh in response to the station's Friday, March 13, contest awarding phonograph records to listeners with 13-letter surnames. More than 500 called in, states KDKA. Studios were draped in black for the occasion.

KJCK Junction City, Kan. in an "Oldest Radio Contest", turned up a 1921 model, and some 50 other AM antiques. A new transistor radio was awarded the winner, and clock radios went to runner-up sets from 1922, as well as to three of those who guessed the age of the oldest radio.

Who are the people who listen to KSTT Davenport, Iowa, on Sunday evenings around 8:00 PM? Here's who: they're kids doing homework and teachers marking papers; they're an overweight family doing exercises in time to the music; they're people baking cakes; they're young men packing for the Army; they're TV viewers whose sets are out of order. These are but a few of the estimated 150 replies KSTT personality Tom Elkins received during a three-hour period when he wondered one Sunday on the air why anyone would be listening to him rather than watching the big TV shows on at the same time.


Don Keyes

cc: Gordon McLendon ✓
B. R. McLendon

Policy
Promo.

MEMORANDUM ON PROMOTIONS

We are sending all of you a record containing the usable portions of a record of radio fluffs which has never, to my knowledge, gone on the open market. You can build it up pretty good because the other stations have no way of getting it. Although my voice is used to tie the incidents together, don't mention my name in connection with it.

In case any of you wish to make your promotions coincide, our present promotion schedule at KLIF reads as follows:

June 1-7 Mystery Voices

July 1-7 Treasure Hunt

August 1-7 Balloon Derby

September 1-7 Bet Your Ass

October 1-7 The Secret Sound

November 1-7 Count the Music

December 1-7 Who's ~~Amazilia~~ Cecelia?

With reference to the September 1-7 promotion, we are having Chill Wills cut voice tracks as Frances, Jr., and we are going to give away Frances, Jr., a burro. The cost of this whole promotion is only about \$70 and it ought to be a natural.

Sunday, June 5, is International Shut-Ins day. Might want to do something with this.

December 17-24--Mystery Telephone Number.

January--KLIF Appreciation Night.

This is as far down the road as we need to look right now. In addition to the above schedule, we will have all during this period two giant spectacles which go up in Dallas at the end of next week. These utilize the phrase "The Swing is to KLIF" (copyrighted by KLIF) (highly original) with a girl in a swing. The gimmick is that her dress will be made out of tuck cloth with a blower attachment below which keeps billowing her dress up. We guarantee it to be a real traffic stopper on the Central Expressway and in its other location. Also, we are hoping shortly to replace our neon sign at the Zanga-Colorado intersection.

To: All Stations
From: Gordon McLendon

*policy
Promo*

KLIF PROMOTION SCHEDULE

Although this bulletin is primarily for the use of KLIF personnel, it is sent to all stations for informational purposes.

WINDO will be a continuing promotion, going all the time. The prize is now \$800.00, for any winner with an old sticker, or \$1300.00, for any winner with a new KLIF-Ed Maher sticker. It will continue to increase \$10.00 per day until we have a winner and then we will start again at \$200.00 plus an additional \$500.00 from Ed Maher for any winner having a Maher sticker--thus, the contest will actually restart at \$700.00.

In addition to the continuing WINDO promotion:

last week in August and first week or so in September--WALKING MAN contest. Starts with walking man carrying \$100.00 bill, and increases \$100 per day until he is discovered.

Starting September tenth and continuing throughout the season and through January first, the Bowl game day--big football score contest. We will sell this to a sponsor who will put up a large sum of money, building from Saturday to Saturday, for the first person who is able to guess an exact score of three Southwest Conference games on the same weekend. Provided nobody has been able to do so throughout the season, the accumulated jackpot will be given to the person who comes closest to guessing the winners and actual scores of the major bowl games. Any person can enter as many times as they wish.

October first--LIFE Magazine gimmick.

November--during this month we are going to parade donkeys, clowns and babes in bathing suits all over the city of Dallas; in addition, we are going to use a sound plane over the Cotton Bowl.

December 17-24--Mystery Telephone Number.

January--KLIF Appreciation Night.

This is as far down the road as we need to look right now. In addition to the above schedule, we will have all during this period two giant spectacles which go up in Dallas at the end of next week. These utilize the phrase "The Swing is to KLIF" (copyrighted by KLIF) (highly original) with a girl in a swing. The gimmick is that her dress will be made out of real cloth with a blower attachment below which keeps billowing her dress up. We guarantee it to be a real traffic-stopper on the Central Expressway and in its other location. Also, we are hoping shortly to replace our neon sign at the Zangs-Colorado intersection.

KILTZ
Promos.

TO: ALL STATION MANAGERS
ALL PROGRAM DIRECTORS

FROM: Gordon McLendon

DATE: July 17, 1957

Bill Baldwin writes of a couple of interesting gimmicks which are in use at WNOE and WTIK in New Orleans.

Larry Wilson of WTIK is running a quick quiz once during his show and awarding a few records to the first person telephoning the correct answer to questions such as "how many men did Don Larsen strike out in his now famous world series no-hitter?"

Larry Fischer is running some interesting things. He offers a Coppertone Kit to the first person who calls in who speaks Chinese, has five children all girls, etc. In other words, you pick a listener of unusual qualifications each day. He says the response is very good and it is a cute gimmick.

Larry started another one last week--one which appeared in the current BMI Newsletter. This is done about once an hour. The deejay announces a last name such as Randolph at, for example 8:45 AM. Then he states he will announce the "first name" at 9:45 AM and if the person named calls WNOE within three minutes, he or she will win a silver dollar. The idea is to induce listeners to call any person with the announced last name and get them to listen to WNOE in hopes of winning. He says "we have a lot of calls but have had only two winners per day since we started last Monday." The deejays pick names from the telephone directory and select fairly common "last names" but finally use the full name of an unduplicated listing--for example, if there were two or more persons listed as Harry Randolph and only one John Randolph, they would select John. He says they are starting a new contest this Saturday in connection with the picture, "Fire Down Below." He says they have a good schedule from the theatre but the contest is also a pretty good one and has some nice prizes to offer. It runs Saturday thru Wednesday only.

Thought you would be interested in this information from WNOE.

GBM:bp

February 19, 1959

Promos

KTSA SHORT SHORTS

THEY'RE UP IN THE AIR AT SAN ANTONIO! And what goes up must come down !... including KTSA flagpole sitters Gary Owens and Gene Crockett (no relation to KTSA DJ's of the same name) who ascended the 80-foot flagpole atop the KTSA studios Monday, Feb. 17. They'll be up there until KTSA jocks of the same name hit 40% share of audience. Six weeks--eight weeks, who knows! What went up via hook and ladder truck, courtesy of the S.A. fire department, MUST come down! The Air Force has politely refused our invitation for "space tests".

THIRTY-TWO HUNDRED ENTRY CARDS IN SEVEN DAYS. All in KTSA's fantastic Travelling Texas Contest. Listeners were invited to send in exact trip mileage of meandering Travelling Texas driving from L.A. to S.A. A \$675 color TV set to the winner and two 30 Ford sale days to the happy sponsor-Hemphill Ford...a sponsor so happy and sale weary he turned the dealership keys over to KTSA salesman Jim Hamby and let him close up.

PRETTY 21-YEAR OLD SCHOOL TEACHER KTSA VALENTINE GIRL. And with it went a five-minute phone call any place in the world and to her Air Force sweetheart in Frankfurt, Germany. In a successful and sponsored Valentine Day promotion girls were invited to send in lip imprints and tell in 25 words or less why they loved KTSA. They loved those Pontiacs too, for Wilson Pontiac came back for more of that irresistible KTSA.

WORN-OUT WIVES NOT FORGOTTEN. And to the deserving winner who tells us why, a night on the town from KTSA for her and hubby--dinner, show tickets, cab, candy and orchid from the not-so-worn-out KTSA.

GENERAL DOUG CHINA'S FUTILE ARMY INVADES HELOTES (Pop.50). Texas A & M, the Texas Air National Guard offered their services...but the Futile Forces of hundreds of commissioned generals did the trick in a blitz. Quick surrender was sent KTSA DJ China by the mayor of Helotes. The purpose of the army: To declare war on the United States, capture one acre of land, succeed from the Union and apply for Foreign Aid. Perhaps Houston next?

G. O. COMES TO S.A. FROM N.O. That's the sparkler headlining morning man Gary Owens as he took over 6-9 AM coffee slot duties on KTSA...and up the flagpole in the same day!

GREATEST THING SINCE DAVY. That's Crockett--Gene Crockett in the 4-8 PM hours of the Alamo City. Gene's trying to find out how many times listeners can write his name legibly on the back of two-cent postcard. Twelve hundred times is tops to date!

K eep T uned S an A ntonio

GORDON,

GOT THIS IN MAIL THIS MORNING. HAD SOME COMMENTS ON IT AND TALKED TO ELLIOT. HE INFORMS ME THAT FIEDLER ISSUED IT. ALSO MENTIONED THAT FIEDLER IS QUITE BUSY WITH PROGRAMMING WORK. THOUGHT YOU MIGHT WANT TO MAKE A PHONE CALL TO JACK AND CAUTION HIM AGAIN ABOUT GETTING PROGRAMMING ULCERS EARLY IN THE GAME.


DON

MEMORANDUM

TO: Don Keyes
cc: Gordon McLendon

DATE: February 14, 1958

FROM: Bob Stevens

I have my hands on a possible promotion that would work in very well for the Texas Triangle. These are the facts:

Two Houston boys, ages 25 and 26, would like to try something that has never before been done. They plan to go by horseback from Houston to Los Angeles, and from there to San Francisco, New York and back to Houston again. The trip is estimated to take 9½ to 10½ months. The boys got the idea from the enclosed newspaper article. Though, on the surface, this may seem phoney, I discussed the trip with them. They are both single, rugged, local Houston boys and seem very capable of actually making the trip. They are also extremely promotion minded and are chock full of ideas as to how they will promote their trip as they go. They have their course already mapped and have a complete list of equipment, and know exactly what they need. They originally asked us to sponsor them as KILT, but after thinking of it, I believe it would be a natural for the entire Texas Triangle. Here is all we would need to provide:

Two cow ponies, two comfortable western saddles, and a small amount of camping equipment (they have some of it already).

They plan to hunt their own food with rifle and bow and arrow. They are experts - at least they say they are - and have decided to follow railroad right of ways for the majority of the trip. They are going to notify newspapers in all towns prior to their arrival and get as much publicity in each town as possible. Originally, they planned to call themselves the "KILT Texas Riders". They plan to publicize Texas by carrying the Texas banner, and also wanted to carry a KILT banner. Being very promotion minded, I presume these boys plan to promote the majority of their food and other necessities in major cities along the road.

They have already contacted Argosy and True magazines and been assured their story would be bought. They have a 35 mm. camera and plan to take pictures all along the route. I believe they are just crazy enough to do it in the time they say they will, which incidentally will coincide with the completion of a film being made in L.A. about the newspaper article.

We have a couple of possibilities - - one, a natural bit for a contest that will last for a long time, and which can be handled by each station individually, or all stations collectively - - what day, hour, minute, will the "KILT Riders" arrive in Denver Albuquerque etc. Another possibility is what will be the date that they will arrive back here in Houston, or Dallas, or San Antonio. The boys would also be very willing to start their trip by going to San Antonio, then to Dallas. It seems that if we wanted to, we could bill them on local stations as "local boys".

There are all sorts of possibilities in this situation. However, one thing is certain - - in order to take advantage of the weather, they must start on this trip as soon as possible, so that they can be in the N.E. by summer. So, we must make some sort of decision as early as possible.

Please let me know what you think of the idea and any ideas you might have concerning it. The boys are very cooperative. Keep in mind, that this is the type of idea newspapers, national magazines and newsreel love to pick up - - the pioneer spirit. We could get a lot of national publicity. I'll wait to hear from you.

From: Gordon McLendon
To: Station Managers, Program Directors

A Great Radio Station In The Great Southwest



P. O. BOX 1161 GARFIELD 1251

SAN ANTONIO 6, TEXAS

This memorandum is directed chiefly to Stewart and Bill Weaver, both of whom have asked me about the ad in the Milwaukee Sentinel, with the lips in red, "Why Shouldn't Your Wife Love Us?"

JO Gordon McLendon - Dallas DATE February 11, 1958
FROM Jack Fiedler SUBJECT
the heading "Trendex and Hooper coincide, might mail them out with a genuine birth announcement. Still another way is to our competitors". Also, "guaranteed to cure your sales headaches", or "the enclosed really should be to our competitors". Also, Bill, you might want to reinstitute the "Listen Now", Mickey Rooney, Kinsey, etc., famous name station breaks since you haven't used them in a long time.

Dear Gordon:

Bill, your burro will be coming in the next few days with a burro saddle and a burro. The real trick on this is to dye the burro blonde. Then I thought you knew about Doug China's "futile" Army. This is the Bob Sherwood type of thing that China had broken when I arrived. Anybody who writes in is commissioned a General in the Army and this Saturday China and the Army will invade the town of Helotes (magnificent population of 60). Glad to know we are getting some favorable reaction to this gimmick.

We are considering here at KITE purchasing an old, beat up red fire truck for promotion purposes. That would go over with a bang in Milwaukee.

Here's another Milwaukee project: I'll look up the piece in the book which suggested the idea and try to make it clearer in a later letter. It's a new tie-in with bowling called the "Old Crown 600 Club". Not knowing much about bowling, I can't figure out what the 600 means, unless it's two consecutive perfect games. Anyway, the idea would roughly be this: to start a "WRIT" club, mentioning bowling alleys where max bowlers won their membership, and giving a certificate or just a little card as evidence of membership. Each afternoon, or every afternoon a bowling alley notified you in had a winner, you'd announce the winner's name, give the bowling alley credit on the air, etc. In return, you'd naturally expect the bowling alley to put up a placard or something. Costs you nothing but the card and certainly gets you in front of every Milwaukee bowler. Will try to find the source of this idea and pass it on to you.

For both Milwaukee and New Orleans, I still think you can use your telephone answering phrase as an additional service for clients, or at least put an informative slogan on your call letters when you answer. And have you thought lately about selling your sports score service to a client?

See previous memos concerning Mystery Heartbeat, which you can get from Columbia Records. Call it anybody's heartbeat, recorded with actual special stethoscope equipment, and invite the listeners to guess the name of the person to whom the Mystery Heartbeat belongs. KITE's "Secret Sound" is another good gimmick; take any recorded sound which is very strange but clearly audible. Maybe you can find something weird in your sound effects library, but certainly around the city there must be plenty of them that can be recorded. How about selling a football contest to a sponsor where you have to guess the winners and scores of all Marquette or Tulane games, closest answer to get trip to Rose Bowl on North American? How about a contest to guess the nearest to the exact time the temperature first goes below freezing? We did this very successfully here on a contest to guess the first time the temperature hit 100.

at
any reasonably accurate
of the judges in all cases must be accepted as final.

From: Gordon McLendon
To: Station Managers, Program Directors

Promos - Aug. 5

This memorandum is directed chiefly to Bill Stewart and Bill Weaver, both of whom have asked me about a list of gimmicks and promotions, both large and small.

Bill Weaver: might be about time you ran the ad in the Milwaukee Sentinel, with the lips in red, saying "Why Shouldn't Your Wife Love Us?" Just as soon as your Trendex and Hooper coincide, might mail them out with the heading "So Proudly We Mail". Or, send them out in the form of a genuine birth announcement. Still another way is to send them to agencies accompanied by headache powders--you know, "guaranteed to cure your sales headaches", or "the enclosed really should go to our competitors". Also, Bill, you might want to reinstitute the Eisenhower, Mickey Rooney, Kinsey, etc., famous name station breaks since you haven't used them in a long time.

Bill, your burro will be coming in the next few days with a burro saddle and a bridle. The real trick on this is to dye the burro blonde. Then tell everybody to come to WRIT acres and see the world's only blonde burro. When you doll that blonde burro up with the saddle and bridle and offer to let kids ride him at WRIT acres, you've really got a major attraction at very little cost.

We are considering here at KLIF purchasing an old, beat-up red fire truck for promotion purposes. That would go over with a bang in Milwaukee.

Here's another Milwaukee project: I'll look up the piece in the book which suggested the idea and try to make it clearer in a later letter. It's a neat tie-in with bowling called the "Old Crown 600 Club". Not knowing much about bowling, I can't figure out what the 600 means, unless it's two consecutive perfect games. Anyway, the idea would roughly be this: to start a "WRIT club", mentioning bowling alleys where ~~new~~ bowlers won their membership, and giving a certificate or just a little card as evidence of membership. Each afternoon, or every afternoon a bowling alley notified you in had a winner, you'd announce the winner's name, give the bowling alley credit on the air, etc. In return, you'd naturally expect the bowling alley to put up a placard or something. Costs you nothing but the card and certainly gets you in front of every Milwaukee bowler. Will try to find the source of this idea and pass it on to you.

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Still think we can get some of these recording artists to sing, without accompaniment, a one-line station break instead of merely talking it. Get something standard to which all the artists know the tune.

Remember that Davis Cup Challenge Round comes up last part of this month, to be followed by the National tennis championships in Forest Hills. Be sure and billboard. So far as I know, Spalding tennis network no longer in operation. Also remember that pro football exhibition games are starting right away. Bill, better get NFL schedules, particularly Green Bay.

If you've got a New York hotel trade-out, Bill, how about a September trip for two to the Marciano-Moore fight in NY? And remember, we've got a number of corking old fights recorded here, including the Dempsey-Tunney long-count fight.

We've mentioned the Treasure Hunt often enough that most of you should have it in mind by now. And what about a trip to Chihuahua City? We can fly them on Trans-Texas to El Paso (the thought makes me shudder!).

Kashbox continues to be a big success where it is being used. We've mentioned disc jockey pictures to encourage store traffic, the helicopter to be in use at KDIF. Notice in BROADCASTING this week that one station is sending out savings account books to leading agency personnel with note that "the best way to begin saving, though, is with an account at WXXX".

One of the most effective forms of promotion I've ever seen has just begun here in Dallas. Each Sunday, for the past three, there's been an airplane flying over Dallas at a rather high altitude equipped with a public address system. It's been advertising for Hine Pontiac. You can't escape it even if you try. We are definitely planning on doing something of the same sort here in Dallas and in New Orleans and Milwaukee, where it hasn't been tried, it ought to be even more effective. We've suggested to you the different types of news intros. Remember the KLIF appreciation night? That's another good deal. Also still like the crew-cut queen of the schools deal, as well as the Barber-Beauty Shop Day, gasoline station day, etc. How about letting about a thousand of the big balloons out of a window?

Along with another memo I wrote today, this ought to be enough to hold you till the day is out. You can make up your own schedule for running these promos but I still say that I'd keep about two things moving for me all the time. We are just entering on another Walking Man contest here in addition to WINDO, in which our giveaway with Ed Maher has been upped and the prize is currently \$1300.00.

Hand-drawn facsimiles of entry will be accepted. The decision of the judges in all cases must be accepted as final.

Promos Book

FOR KILT BOOK:

Contest to give away anything you desire provided you
can prove to our satisfaction that you NEED it.

...ures; only reasonably accurate
hand-drawn facsimiles of entry will be accepted. The decision
of the judges in all cases must be accepted as final.

WNOE

Honeydewer jingles available
to all stars - weather jingles

CONTESTANTS!

these stocks. In Saturday's day's closing prices. Figure you "made" in this make If you "made" \$1,000 or CARD immediately to The amount of "PROFIT" on your Entry — your ost Card must be received 22nd. The 17 cash prizes awarded to the contestants ost "PROFIT" each week. profit" remember to deduct your

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Manager by Post Card, mailed ed by 3 P. M. MONDAY. On that Post nes of your FIVE stocks, the TOTAL 1,000 shares, your name, address and ize money will be awarded to the 17 the most "PROFIT" of \$1,000 or more is \$500 . . . 2nd—\$100 . . . 3rd—\$50 ch. In case of a tie, the prize tied for and izes will be equally divided. Prizes not be added to the following week's prizes, which will be doubled, tripled and so on. your overall "profit" remember to poses, if you have any.)

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to buy The Star-Ledger to win an award. may be obtained at Star-Ledger offices e Star-Ledger may be examined daily at and libraries; only reasonably accurate hand-drawn facsimiles of entry will be accepted. The decision of the judges in all cases must be accepted as final.

March 5, 1959

1. Name of the contest
Buster contest. At 15
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first person living
f the street) If everyone
the next thirty minutes
lars 50 cents. At
rs.

to a whole block
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whole block winning
urging them to call

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Contest to find
typical teenager —

give \$1.00 to buy +
give , watch how spend.

March 5, 1959

1. Name of the contest
Buster contest. At 15
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From the Desk of:

EARLE FLETCHER, MGR.
RADIO STATION KXOL
FORT WORTH, TEXAS

Ernest Hackworth
Uncle Wudley Productions
Box 60
Texarkana
25.00 Please Tape

March 5, 1959

n. Name of the contest
Buster contest. At 15
ock by number and street
first person living
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the next thirty minutes
lars 50 cents. At
rs.

to a whole block
gle person eligible
whole block winning
urging them to call

ALL CONTESTANTS!

Keep a list of these stocks. In Saturday's paper you'll find Friday's closing prices. Figure out the "profit" you "made" in this transaction. If you "made" \$1,000 or more, send a POST CARD immediately to The Star-Ledger. Give the amount of "PROFIT" of the 5 stocks on your Entry — your name, address, and the Post Card must be received by Friday, Aug. 22nd. The 17 cash prizes of \$1,000 each will be awarded to the contestants who made the most "PROFIT" each week. Remember to deduct your losses, if you have any.

— RULES —

Eligible in the circulating area of The Sunday Star-Ledger to enter this contest, except employees and members of their families. Contestants must enter one Entry each week, using the Sunday Star-Ledger. Only one prize will be awarded to the same person in a single week.

Sunday Star-Ledger will print a select list of the names of the winners of the contest in The New York Stock Exchange. On the basis of this list, simply print the names of any FIVE stocks that you think would give you the most profit. You were to "BUY" 200 shares of each of the five stocks at the closing prices—on "SELL" the following Friday, at that day's closing prices. Send your Entry to THE STAR-LEDGER BY 12 noon TUESDAY (date of the following Friday).

17 weekly cash prizes totaling \$1,000 each will be awarded to the winners of the contest. The "PROFIT" must be figured out how much "PROFIT" he made in his FIVE stocks, as explained in rule 2. The "PROFIT" amount to \$1,000 or more, the contest Manager by Post Card, mailed by 3 P. M. MONDAY. On that Post Card, list the names of your FIVE stocks, the TOTAL number of shares, your name, address and the amount of "PROFIT" of \$1,000 or more. The most "PROFIT" of \$1,000 or more is \$500 . . . 2nd—\$100 . . . 3rd—\$50 . . . 4th—\$25 . . . 5th—\$10 . . . 6th—\$5 . . . 7th—\$2.50 . . . 8th—\$1.25 . . . 9th—\$0.625 . . . 10th—\$0.3125 . . . 11th—\$0.15625 . . . 12th—\$0.078125 . . . 13th—\$0.0390625 . . . 14th—\$0.01953125 . . . 15th—\$0.009765625 . . . 16th—\$0.0048828125 . . . 17th—\$0.00244140625. In case of a tie, the prize tied for and the prize tied for will be equally divided. Prizes not added to the following week's prizes, which will be doubled, tripled and so on. Remember to deduct your losses, if you have any.

The Star-Ledger is not responsible for Entries and Post Cards which are not received, delayed in transit, lost, or Post Cards without name and address, or too difficult to read, will be considered errors in listings, will be corrected and the prize will be awarded to the winner.

To buy The Star-Ledger to win an award, the Post Card must be obtained at Star-Ledger offices. The Star-Ledger may be examined daily at the Star-Ledger offices and libraries; only reasonably accurate hand-drawn facsimiles of entry will be accepted. The decision of the judges in all cases must be accepted as final.

Music from Kismet for
Bagdad on Bayou
announcements

Baseball Jingle

March 5, 1959

Name of the contest
Master contest. At 15
Block by number and street
First person living
(the street) If everyone
the next thirty minutes
wins 50 cents. At
5.

to a whole block
the person eligible
whole block winning
urging them to call

ALL CONTESTANTS!

Keep a list of these stocks. In Saturday's paper you'll find Friday's closing prices. Figure out the "profit" you "made" in this make transaction. If you "made" \$1,000 or more, enter a POST CARD immediately to The Star. Give the amount of "PROFIT" of the 5 stocks on your Entry — your name. That Post Card must be received by Sunday, Aug. 22nd. The 17 cash prizes will be awarded to the contestants who made the most "PROFIT" each week. Your overall "profit" remember to deduct your losses, if you have any.

— RULES —

Trading in the circulating area of The Sunday Star is eligible to enter this contest, except employees and members of their families. Contestants must enter one Entry each week, using the Sunday Star. Only one prize will be awarded to the same person in a single week.

Sunday Star-Ledger will print a select list of the names of the winners of any FIVE prizes, simply print the names of any FIVE stocks that you think would give you the most profit. You were to "BUY" 200 shares of each of the five stocks at Friday's closing prices—and—"SELL" the following Friday, at that day's closing prices. ON A 2c POST CARD AND MAIL IN RECEIVED BY 12 noon TUESDAY (date of receipt).

17 weekly cash prizes totaling \$1,000... must figure out how much "PROFIT" he made in his FIVE stocks, as explained in rule 2. The amount to \$1,000 or more, the contest Manager by Post Card, mailed by 3 P. M. MONDAY. On that Post Card, enter the names of your FIVE stocks, the TOTAL of your FIVE stocks, your name, address and the amount of "PROFIT" of \$1,000 or more. In case of a tie, the prize tied for and the prize will be equally divided. Prizes not added to the following week's prizes, which will be doubled, tripled and so on. Your overall "profit" remember to deduct your losses, if you have any.

Not responsible for Entries and Post Card prizes not received, delayed in transit, lost, or Post Cards without name and address, or too difficult to read, will be considered errors in listings, will be corrected.

To buy The Star-Ledger to win an award, prizes may be obtained at Star-Ledger offices. Star-Ledger may be examined daily at the Star-Ledger offices and libraries; only reasonably accurate hand-drawn facsimiles of entry will be accepted. The decision of the judges in all cases must be accepted as final.

KTSA SAN ANTONIO

TO Gordon McLendon AT McLC DATE March 5, 1959
FROM Jack Fiedler
SUBJECT Contest Idea

Here's a Charlie Van contest idea that deserves consideration. Name of the contest is a simple one like KTSA Bucks-for-Blocks contest or Block Buster contest. At 15 minutes past the hour the DJ each hour announces the city block by number and street for that hour, for instance the 1500 block of San Pedro. The first person living in that block to call KTSA wins a cash prize. (Either side of the street) If everyone on both sides of the street in that block calls KTSA within the next thirty minutes (by the :45) they all win a lesser cash prize — say five dollars 50 cents. At 15 minutes before the hour we would have the winner or winners.

Appealing part of the contest is that it's simple, appealing to a whole block of people at a time making them eligible to win against a single person eligible winner per most other contests. Odds are definitely against whole block winning but idea is to get everyone in block to talking to neighbors urging them to call station.

How do you like it?

cc: Don Keyes

Jack Fiedler

The Dibble Grocery Co. of Topeka (Kansas) offers to pay the cab fare if you shop at their super-market.

GRAB-A-CAB Sale!

Any Dibble's Supermarket—Anytime Friday, Saturday and Sunday

PICNIC HAMS	39¢	PORKY BACON SQUARES	49¢	BABY FOOD	4-29¢	CORN - CUB	2-9¢	SPINACH	2-25¢
FREE! FREE!		SUGAR	10-89¢	COFFEE	2-27¢	BREAD	5-39¢	FLOUR	2-15¢
APPLES	6-25¢	ORANGES	5-39¢	POTATOES	10-55¢	CAKES	39¢	ICE CREAM	1-79¢

Dibble's

Here's an unusual ad placed in the want-ad section of the Mankato (Minn.) paper, offering to lend the money to buy anything in the classified section....

WE CAN LOAN YOU ENOUGH MONEY TO BUY ANYTHING IN THE CLASSIFIED SECTION

(Also Loans for House Down Payments)

Citizens Loan & Investment Co.

Hotel Ben Pay Annex Bldg.
Ph. 4669 Mankato

"If your baby wakes up at 5 a.m. and your doctor isn't available, will you call the supermarket clerk or your pharmacist? Doesn't your pharmacist deserve your patronage on all drug store items?"

This extract is from one of a series of announcements used by Robert L. Meyers, Meyers Pharmacy, Philadelphia, attacking the sale of drug store type of products in grocery stores.

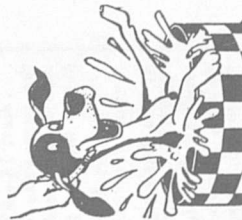
Another announcement states: "When you are ill, in doubt about health and want an outside judgment, unless you go to the doctor, whom do you ask? The pharmacist, of course. Not the grocer. Your pharmacist is a college trained scientist. Buy all your drug needs from him."

Some of the ads used in the campaign emphasize that the pharmacist is different from the usual retail outlet or grocer because a pharmacist often refuses to make a sale — knowing that today's miracle drugs, wrongly used, might cause harmful results. "Your safety is our responsibility," states another of the spot ads.

"Our prices on all drug needs are exactly the same as those in the supermarket," comments another announcement. "Why be an unpaid clerk? Buy at Meyers. Save time and delivery expense. We deliver free."

* * *

The Dougan Farm Supply of Winslow (Indiana) has an annual Free Dog Dunking Day. The firm dips the dogs in a solution of Mange Control to rid him of fleas, etc. Free samples of dog chow which the firm sells are given to the dog owners, thus building new customers who might not otherwise ever start buying the dog food.



This seems like a sure-fire way of getting a product introduced to people you would not otherwise be able to reach.

Idols

THAT SELL

YOU KNOW THAT idea of offering to clean any green garment free on St. Patrick's Day? Well, a cleaner named Scotty McGregor made the offer in Santa Ana, Calif. And according to the Los Angeles Times, a whole bus load of marines from the El Toro Marine Air Base brought their dress "greens" to be cleaned. Evidently McGregor didn't include any phrase like "when accompanied by a like garment."



The marines took advantage of the offer.

Swanson's Super Market (Atlantic, Iowa) has a novel way of keeping up with its competitors, without spending as much as they do on newspaper advertising.

This market simply uses the radio to stress the fact that every competitor's special is also available at their store!

To date, Swanson's competition hasn't figured out an answer to this!

20 20

TO: Gordon McLendon

FROM: Buddy MacGregor to interest the broadcasting industry in taking
an actual part in establishing, preserving and perpetuating this important
heritage.

One of the monumental achievements of the broadcasting industry in
our time would be the establishment of a broadcasting HALL OF FAME
similar to baseball's Hall of Fame in Cooperstown, New York.

The broadcasting industry in the last fifty years has many things
to be proud of. The history of broadcasting from the moment
Marconi soldered the last two wires together, to modern High
Fidelity should be told. The men of our industry have contributed
and played an important role in the history of the world. The voice
of Murrow saying "This Is London" to the background of a blitz ...
the tears of Herb Morrison as he watched the Hindenberg explode and
burn ... the never-to-be-forgotten "Moments in Sports" as described
by such great broadcasters as Graham MacNemee, Bill Stern, the Old
Scotchman, Ted Husing and many others.

My proposal is that the broadcasters of America set up a HALL OF FAME
in what I believe to be the most appropriate spot ... Pittsburgh, Pa.
We all need to pay tribute to the spoken word, and a museum and shrine
in the land of KDKA's first broadcasting voice would be a great
achievement. I believe if there is one man who can get the job done,
it is Gordon McLendon. I am sure the Broadcasters of America would be
right beside you. KDKA would probably get us the ground and interest
investers in an actual building, with maybe ~~XXXX~~ an organization like

BROADCASTING-TELECASTING helping to interest the broadcasting industry in taking an actual part in establishing, preserving and perpetuating this important heritage.

October 9, 1957

Gordon McLendon eats mayonnaise.

(and if he does all this, he might have to!)

They have a question and answer session once a day. It lasts generally for about 15 seconds. All of the questions are rather silly, although the thing is done straight.

For instance, "Our first question comes from Denver, Colorado. The question is, 'My son is 36 years old and still plays with tinier toys. What can I do about this?'" Answer is some crazy answer.

A typical example of another question would be "Our next question comes from Denver, Colorado. 'My friend and I are having an argument. Who is right?'"

Incidentally, on the WNEW program, it's amusing enough that all the questions always come from Denver, Colorado.

I hope this makes sense and will be of some use to some of you.

GBM:bp

BROADCASTING-TELECASTING helping to interest the broadcasting industry in taking
an actual part in establishing, preserving and perpetuating this important
heritage.

Gordon McLendon eats mayonnaise.

(and if he does all this, he might have to?)

2 or 3.7 million

$\frac{1}{2} \times 80$

2 m 60,000 share

KILT L
286

TO: ALL PROGRAM DIRECTORS
FROM: Gordon McLendon
DATE: October 9, 1957

Here is something I heard on WNEW in New York that was sort of amusing.

They have a question and answer session once a day. It lasts generally for about 15 seconds. All of the questions are rather zany, although the thing is done straight.

For instance, "Our first question today comes from Denver, Colorado. The question is, 'My son is 36 years old and still plays with tinker toys. What can I do about this?'" Answer is some crazy answer.

A typical example of another question would be "Our next question comes from Denver, Colorado. 'My friend and I are having an argument. Who is right?'"

Incidentally, on the WNEW program, it's amusing enough that all the questions always come from Denver, Colorado.

I hope this makes sense and will be of some use to some of you.

GBM:bp

20 2

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon.
I'm just happy as a ~~hen~~ ^{hen} that just laid her first egg about being in Shreve-
port. When we bought KTBS, and changed the call letters to KEEL, it was kind
of a coming home party for me, because I was brought up in Atlanta, Texas,
which is just a whoop and a holler from Shreveport. I've spent many a
wonderful day in Shreveport and always ~~wanted to~~ ^{loved the city} and when ~~we got~~ ^{has waited a long time} we got
an opportunity to buy a station in Big S, we jumped at it. So I just want to
say to all my friends in Shreveport that the Old Scotchman ~~is glad to be~~
aboard in this fine city, and we hope that you find our new radio Station
k double ex l, just slick as buttered noodles.

* * * * *

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon,
with just a word to ~~the~~ all my old neighbors in Shreveport. I say neighbors
because I hail from Atlanta, Texas, just a stone's throw from Shreveport, and
I used to work in Shreveport. It makes me happy as a ~~bumblebee~~ ^{billygoat in a tin} ~~garden~~
~~party~~ to factory to be able to have a radio station in Shreveport, and I do
hope that our new station, KEEL, ~~is everything~~ is everything we want it
to be. I'd like to thank ~~the~~ all of you in Shreveport for the chance to be in
business with you. At the old channel 71 spot, things are movin' fastern'n a
peg-legged man in a forest fire, and are lit up like Grandpap on Saturday night,
so keep that dial set on KEEL, color channel 71, for real radio--keel radio.

* * * * *

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon.
I've spent so much time in Shreveport that I feel like I live here, mostly
because I was brought up ~~myself~~ in the good city of Atlanta, Texas--you oughta
visit there--and consequently Shreveport has always been close to my heart, so
much so that I always vowed I'd someday have a radio station in Shreveport.
Well, I've been lucky enough to have that day come for me, and I hope our
new station KEEL ~~makes~~ ^{four-bit} takes off like a ~~umbrella~~ umbrella in a windstorm. And
I hope KEEL turns out to be the wonderful radio station that Shreveport deserves.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon.
 I'm just happy as a kid that just laid her first egg about being in Shreve-
 port. When we bought KTAS, and changed the call letters to KENL, it was kind
 of a coming home party for me, because I was brought up in Atlanta, Texas,
 which is just a whole and a holler from Shreveport. I've spent many a
 wonderful day in Shreveport and always wanted to live there. I've got
 an opportunity to buy a station in Big S, we jumped at it. So I just want to
 say to all my friends in Shreveport that the Old Scotchman xxxxxxxx to be
 aboard in this fine city, and we hope that you find our new radio station
 k double ex 1, just slick as buttered noodles.

get high ✓ ✓

There are two promotions, I have discussed with Bill Morgan, that we would like to run.

1. The Top 40 contest offering a large prize to anyone who can correctly, in order, list the Top 40 tunes.

This one I would like to use on the afternoon show.

2. The Coca Cola bottle contest, with sponsorship by the company. We would be searching for the bottle which came the distance from Dallas.

We are working on the Easter Egg Hunt. The salesmen are trying to sell it. I have already reserved a park for the afternoon of Easter Sunday. The park is Reverchon, this being the best and most centrally located.

I had a good gimmick on my last Saturday show that they may like to pull at the other stations.

I asked the listeners to call in their native states to see if we had people listening who would represent the 48. I got the 48 states the District of Columbia, Mexico City & Africa in 46 minutes.

We are running the Knock Knock deal now.

That just about brings us up to date except to say that I am very concerned about that big drop in the Hooper.

George

KIHT 6-202

PIGEON RACE PIGEON RACE PIGEON RACE

The **KTSA** Grand International Derby Contest sponsored by

Orsinger Buick Company in cooperation with

The San Antonio Futurity Association

FORM SHEET

CENTURY TEAM	SUPER TEAM	SPECIAL TEAM	ROADMASTER TEAM	ESTATE WAGON TEAM
Jesse Barrow (2) San Antonio, Texas	F. Ramble (3) San Antonio, Texas	Franklin Franke (5) San Antonio, Texas	Gene A. Black (6) San Antonio, Texas	W. H. Quirk (2) San Antonio, Texas
Milton Baughn (4) San Antonio, Texas	John Lebedenski (2) Plantville, Conn.	T. R. Hayes (3) San Antonio, Texas	Walter Woerner (1) San Antonio, Texas	Mike Yarro (1) Des Moines, Iowa
M. Bronkhorst (5) San Antonio, Texas	L. Berical (1) Tuscon, Ariz.	Charles M. Heitzman (1) Louisville, Ky.	Paul Manny (3) San Antonio, Texas	H. Hart (2) Cozad, Nebraska
Wilson Gaylord (1) Mobile, Alabama	H. Statts (2) San Antonio, Texas	William Remy, Jr. (2) San Antonio, Texas	Joe Pena (1) Phoenix, Ariz.	M. Froebel (1) San Antonio, Texas
F. E. Greer (1) Covington, Tenn.	D. Ramble (3) San Antonio, Texas	Albert Haas (3) San Antonio, Texas	Henry Anders (1) San Antonio, Texas	H. B. Zachry (7) San Antonio, Texas
Jose Noriega Somohano (1) Mexico City, Mexico	Charles O. Relly (1) Philadelphia, Pa.	W. W. York (5) San Antonio, Texas	C. V. Sparks (1) Altoona, Pa.	Lilly Anders (1) San Antonio, Texas
A. Rodriguez (2) San Antonio, Texas	R. B. Carrett (2) Hanover, Pa.	Billy Wilson (1) Atlanta, Ga.	Bert O. Baety (3) San Antonio, Texas	John F. Camp, Sr. (6) San Antonio, Texas
A. J. Vielock (2) San Antonio, Texas	Don Newberry (3) San Antonio, Texas	E. Tomlin (1) San Antonio, Texas	F. W. Marriott (3) London, England	George Briedert (1) Granahills, Calif.
Fred Semlinger (2) San Antonio, Texas	H. Tripp (1) San Antonio, Texas	Ed Brandt (5) San Antonio, Texas	Bruce Ward (4) San Antonio, Texas	H. A. Sears (2) Houston, Texas
S. M. Wise (4) Stamford, Conn.	John O'Brian (2) San Francisco, Calif.	Jack Huppert (1) San Antonio, Texas	Art Kowalski (2) Cudahy, Wisc.	C. O. Hixson (4) San Antonio, Texas
Markovich Morrison (1) Cleveland, Ohio	E. McBride (2) Del Rio, Texas	H. D. Rogers (1) San Antonio, Texas	Willie Sutter (2) Houston, Texas	Roy Yantes (1) San Antonio, Texas
Ed De Mooy (1) Cleveland, Ohio	Roy Arnold (2) San Antonio, Texas			
Sam Campbell (2) Abingdon, Va.	E. L. Mortimer (1) Petrolia, Pa.			
	Frank Gaber (1) Kensington, Conn.			
	D. E. George (1) San Antonio, Texas			
	B. A. Krueger (1) New Braunfels, Texas			

RULES AND REGULATIONS OF CONTEST:

- Contest entries must pick a Team (for example: Century Team) and estimate the winning time of the first pigeon to "home" from that particular Team. It is not necessary to list owners and/or handlers but simply your choice of Team and the estimated time of the first pigeon in the Team to "home". Any pigeon in a particular Team declared the winner will automatically qualify that Team as the winning Team.
- The above Form Sheet is published for your guidance, and is not necessarily 100% completely accurate. While some owners and/or handlers may make late entries, others will probably "scratch" from the above list. All Teams, however, will have approximately the same number of pigeons.
- Each of the above Teams will comprise approximately 50 pigeons each.
- First prize is \$500.00 cash; second, third, and fourth place winners will each receive a young pair of homing pigeons.
- Entries are limited to one per person per day.
- In all cases, decision of judges is final.
- In case of ties entries bearing earliest date and time will be declared the winner.
- Entries must be received prior to midnight, Friday, April 19, 1957. No entries will be accepted after midnight, Friday, April 19, 1957. All entries must be timed stamped at Orsinger Buick Company, 4515 San Pedro Ave., San Antonio, Texas.
- Contest is not open to employees and their families of Radio Station KTSA, Orsinger Buick Company, and owners and/or handlers of pigeons entered in race.
- For complete details listen to K T S A, 550 on your radio dial.

Detach and place in container provided:

Your name: _____ Phone: _____

Address: _____ City: _____

Make and model of car you are now driving. Make: _____ Model: _____

I believe the winning pigeon will be from the _____ Team. I believe it will take the winning pigeon _____ hours, _____ minutes, and _____ seconds to fly from Lake Charles, La., to San Antonio, Texas on Saturday, April 20, 1957, and be declared the winner."

This entry blank received _____ Signature _____

g'l progr. ✓✓

TO: ALL STATIONS

FROM: Gordon McLendon

DATE: June 25, 1956

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

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

GBM:bp

256
✓

TO: ALL STATIONS

FROM: Cecil Hobbs-KLIF

DATE: September 22, 1955

You will find enclosed KLIF's high school pennants and I think you will agree that they are quite attractive. For your information, we have ordered pennants for twelve Dallas high schools and also Garland, Irving and Grand Prairie high schools. At the present time, we have requests from over a thousand students from the various schools for their particular pennants.

This is strictly a station promotion; however, I don't think we would have had too much trouble selling it to a sponsor. Pennants will be sent to those requesting same and we are planning for the deejays to help in the further distribution of them. You will note that they are antenna pennants and I can assure you that once you get them on, they won't come off.

Incidentally, if you want to see some good success stories, please refer to the September 19th issue of B-T, pages 116, 123 and 125. Letters from these clients have been presented to numerous agencies and we have received new contracts as a result of these success stories.

Business continues to be very good and I trust that you find it the same.

Gordon is out of town but I am sure you will hear from him prior to his return to Dallas.

Bill Stewart, the reports on the trial have been coming in very fine and we have received many comments on them.

Best regards to all of you.

CH:bp

28 b ✓

EXCERPTS FROM AIMS LETTERS FROM WHB:

September 1955:

TOPIC I--WHAT IS YOUR BIGGEST GIVE-AWAY GIMMICK?

As many of you already know, the principle audience promotion on WHB is Lucky House Number. Lucky House Number has been extremely successful for us in Omaha and New Orleans. And while Kansas City's immediate reactions to Lucky House Number have not been as dramatic as in other markets, it is, nevertheless, difficult to minimize the value and intangible worth of the promotion.

Briefly, the reasons we are sold on Lucky House are these. First, it in no way interferes with your regular program format. Therefore, it does not drive audience away. Second, there is, of course, no consideration, inconvenience, or thought process involved which would tend to confuse listeners. Anybody can win, simply by osmosis. Lucky House Number also lends itself to giving away large prizes which are, in my judgement, more dramatic than a lot of little ones. A third advantage to Lucky House Number is that it can be sold or not sold as the station may elect.

In general about give-away gimmicks, it is my feeling that a station should have one self-perpetuating type of give-away on which to hang its hat. However, I am against the use of a lot of different give-aways, most of which clutter the air and cheapen the station. The give-away must be put in its proper perspective. You can use a give-away very successfully as a sort of neon sign to get people into the store. But, if the product is not sound in its own right no amount of gimmicking in the world will save your neck.

TOPIC II--MOST SUCCESSFUL ANNOUNCEMENT GIMMICK

To my knowledge there hasn't been a new announcement gimmick in the last ten years. Singing commercials, sound effects, echo chambers, voices recorded at various speeds--all of these things are standard equipment for stations and agencies. Frankly, we use them all in our own recording. However, it is only fair to say that as of this writing most of our spot business is being done by agencies.

Perhaps this would be a good paragraph to point out what is currently the most popular type of announcement gimmick in the Kansas City market, not only on WHB but on other stations as well. It seems that No. 1 on the spot hit parade at the moment is the screaming, two-voice pitch spot. This, as you know, involves two announcers racing at breakneck speed through a series of short sentences with every third or fourth line being a repetition of the client's name, slogan or current lowest price. These spots may or may not incorporate an attention getter at the outset.

This style seems to be particularly appealing to the appliance boys and the automotive dealers. I suspect that this style of spot is pretty universally popular this year as I have heard a lot of the same thing in other markets.

September 1955 (continued)

By contrast to the above, I think there is also a tendency on the part of more advertisers than ever to give ad lib privileges to personalities and to take greater advantage of the stylized personal approach of each disc jockey.

George W. Armstrong

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

Q1111b

252

TO: ALL STATIONS

FROM: Gordon McLendon

DATE: April 25, 1957

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

GBM:bp

20 26 ✓

II FIRST SET OF SEAT COVERS----courtesy RAYCO and KLIF!

- A. Diapers or plastic diaper/ covers for Newborn children with RAYCO and KLIF message stenciled where it will show....from the rear! Expense absorbed by KLIF and/or RAYCO and exploited with RAYCO copy during daytime shows. "Seat covers" available at sponsor's location or by mail to KLIF!

III NEWS----NOT YET NEWS!

- A. ('Heard this one in Hollywood on vacation) Near conclusion of newscast.....a section of stories that may break in few hours to come...i.e., City Council expected to approve new bond issue.... SMU's injured half-back may be able to start game against Notre Dame etc.....

IV RECORDED TIME SIGNALS with STATION PROMOTION COPY.

- B. (see next page).

20 2

Ideas for use by our dee jays:

WHY AM I A DISC JOCKEY?

~~Send questionnaires to famous disc jockeys in all parts of USA,
Hawaii, Phillipines^(SP), US Armed Forces radio overseas and elsewhere.
Read their answers on the air. Some of them ought to be beautys.~~

Listeners forecast the Weather

GBM

At an "off the air" period the dee jay tape-records a telephone conversation with a listener whose name was chosen from cards sent in by those wishing to be tele-interviewed. Ask the person what he or she thinks the weather will be "one week from this morning." Then ask what she plans to do today. A week later the few tapes made a week earlier are played on the air. The fun comes when the lady says she's going to wash and the weather turned out to be rain. Get a sponsor to offer a product like a quart of ice cream etc. as a prize for each tape used.

*I plan to start promotion of this on MON,
APRIL 22 — then I'll record some tapes for use
beginning May Hooper period.*

KK

2020
FROM: Saul

SUBJECT: Movie, and Theatre Reviews in a Nutshell

These can be sold as 30 second or 1 minute reviews.

The subject matter can include movies, local little theatres, ~~State~~
State Fair Musicals, and Broadway road companies playing Dallas.

The review can be formatted thus:

Now - KLIF's Movie Review in a Nutshell - courtesy of _____

We'll take a look at Cecil B. DeMille's new production THE TEN
COMMANDMENTS- which opened last night at the Palace Theatre--in
just 30 seconds.

COMMERCIAL

REVIEW (TO FIT 30 SECOND Format, PLUS COMMERCIAL---1 MINUTE FORMAT,
PLUS COMMERCIAL.

(INCLUDES KLIF RATING: FAMILY, ADULT, STRICTLY A TEENAGE FEATURE,
ETC.))

KLIF's Movie Review in a Nutshell came to you courtesy of _____
_____. Listen for more of KLIF's Movie and
Theatre Reviews ~~in~~ throughout the day.



FRANK BELL K T S A

san antonio, texas

Howdy,

Late again due to ten days in bed with the flu... variety unknown. (The doctor said all types treated the same and it cost \$25 extra to find out what type it was. I told him to forget it.) Kept in touch with audience by calling deejay doing my show each day on beeper phone and yakking on air for minute or two.

Lessee what's been happening. Buck Stapleton in for couple of days pushing Capitol sides. Hal Bakke formerly PD at KGKO in Dallas, now promotion man for Columbia distrib, Medaris Co. Hal will work out of Austin. Calls from George Jay in Hollywood and Walt McGuire of London Records in New York. Als calls from Artie Wayne (Sign Your Name With Love) and Paul Anka (Diana). Paul was in town with Biggest Show of Stars for 57 and caled at home due to yours truly's being bedridden. (Horrible word) Got a lot of rest during ten days. FOUR FRESHMEN played to 10,000 at the University of Texas Monday night. These guys are four of the finest anywhere. Real showmen in addition to musical talents.

MODERN MAN is one who drives mortgaged car over bond financed roads on credit card gas.

K T S A deejays Hal Murray (Braves) and Ed Dunn (Yankees) have bet on World Series. Loser has to push peanut up main drag at 5 o'clock with nose. Lee Perkins (Braves) and yours truly, longtime Yankee fan, same bet with loser pushing winner up drag in wheelbarrow at 5. Loser to wear uniform of winner while doing same. Go get 'em Yanks.

Many thanks to those who sent records for giveaways at hops, etc. Latest to come through are Victor Selsman of Atlantic Records, Buddy Friedlander at Epic, and Bob Kerr of Robert Kerr Organization. Still need all I can get as this is continuous thing. Any old records lying around warehouse, whether hits are not will be appreciated. Thankeee.

Tahnks too to several deejay around country for responding to my plea for tapes for gimmick for my 3 to 6 pm show. Tom Edwards, WERE, Cleveland, Don Bell, KIOA, Des Moines, Don Wallace, KTUL, Tulsa, Sam Blessing, KOSI, Denver, Bob Wells, WEBR, Buffalo, and Jack Jackson, British Independent Telsvision and Radio Luxembourg, London, England. Several others promised tapes.

K T S A Program Director Don French, (who MUST have been under some sort of influence) bid \$200 for grown male African lion and cage at auction by S.A. Lions Club. Unfortunately he won. Lion weighs more than Don who is rather plump, eats more than Don who is no piker, and roars louder than Don whose early morning show rates tops by far in SA. Lions eat 3 to 4 dollars of food daily. Don is offering "Lover Boy" for sale...CHEAP.

Frank Bell's Top Ten Plays this week included: 1. You Send Me-Sam Cooke; 2. Sign Your Name With Love-Artie Wayne; 3. Wake Up Little Suzie-Everly Brothers; 4. Silhouettes-Diamonds; 5. With You On My Mind-Nat "King" Cole; 6. Tell Me You Love Me-Paul Anka; 7. Jailhouse Rock-Elvis Presley; 8. Mr. Lee-Bobbettes; and Just Between You and Me-Chordettes; 9. Where Have You Been My Love-DeCastros; 10. My One Sin-Four Coins. *mas tarde. FD*

HELL'S BELL'S

... another newsletter

10 October 1957

Good - KILT Book

SERVING THE DELAWARE VALLEY AREA

Promo-gl.

RADIO STATION

WBUD

TRENTON, NEW JERSEY

1260 ON YOUR DIAL

P. O. BOX 158
EWINGVILLE ROAD
TRENTON, N. J.
TELEPHONE EXPORT 4-7191

September 23, 1957

KILT Book

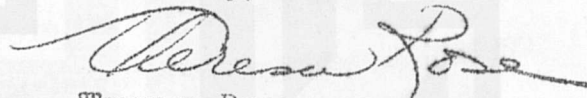
Miss Billie Page
Radio Station KLIF
2104 Jackson
Dallas 1, Texas

Dear Miss Page:

I would like to thank you for the interest you expressed concerning our auto ad disk promotion. The patent on these disks is owned by the Auto Ad Disk Company, 812 Melrose Avenue, Trenton, New Jersey.

Your letter has been referred to them for a reply. If I could be of any further service to you please feel free to call on me.

Cordially,



Theresa Rose
Assistant Manager

TR/pl

RADIO STATION KLIB

2104 Jackson St.

Promos - gl.

RADIO KIDO

(VERY DIGNIFIED DELIVERY)

Ladies and Gentlemen, for the very finest drive-in-tanking, we invite you to try the old reliable First National Stinker Saving Stations. The very minute you start to patronize this dignified Idaho institution, you'll find savings you can Bank on --- here Regular savings add up fast ... and so do Ethyl Savings. Why, do you know that you currently earn a big eight and three tenths percent savings at friendly First National Stinker! So you see, where you save does make a difference - especially to Farris! Yes, it pays in many ways to save at the Stinker Saving Stations. No banker's hours to worry about - They're open early and late. Gasoline is always readily available for a quick withdrawal. They offer a complete free checking service, too, check your tires, check your oil, check your battery and radiator. And their trust department is one of the busiest; you see, they accept most all credit cards. Financed Motoring. Interest Free. So why not make the switch where EXTRA service makes saving a profitable pleasure. Be a thrifty thinker ... save with the dignified Stinker ... Join the parade to the taxpayers friend; The Old Reliable First National Stinker! Fearless Farris, President. (OFF BEAT LIKE JERRY LEWIS). Remember, you ain't never gonna' buy no better gas...no how, REGARDLESS!

STOP AT THE BIG STINKER SIGN FEARLESS FARRIS STATIONS --

Boise, Nampa and Caldwell -- you COMMUNITY CLUB AWARDS STATIONS!

RADIO STATION KLIF
2104 Jackson St.
Dallas, Texas
5000 watts 1190 KC

FEBRUARY AIMS LETTER

PERSONAL & CONFIDENTIAL

TOPIC 1. PREMIUM TIME

Nationally, we have no premium time periods beyond those listed in SRDS as normal A and B classifications. We are thinking about establishing premium times for national advertisers but this is complicated by the fact that we sell nationally as a combination with KFJZ, Fort Worth, the number one rated station in that market.

Locally, we list the periods from 7-9 AM and 4-6 PM as premium periods and add \$3.00 to our local rate card for any spot within those two segments. This amounts to a 20 percent premium over rate card based upon our maximum frequency discount. However, within the near future we plan to extend our premium time periods to include the 6-7 AM and 6-7 PM periods.

We've always got a waiting list for both premium periods. All stations in Dallas consider the 7-9 AM slot as premium time but for some reason some of them do not so view the 4-6 PM area. We hope they never wake up.

TOPIC 2. BEST NEW SALES IDEA FOR AUTOMOTIVE ACCOUNT

We haven't had any new sales ideas for automotive accounts for some time--doubtless because we haven't had to. We stay sold out at all times as far as automotive business is concerned. This is due in part to the fact that we permit only four automotive accounts per hour, guaranteeing at least 15-minute protection. Furthermore, we allow no automotive client more than one spot per hour. Our only complaint on automotive business is that there aren't more hours in the day. Because of our policy of restricting automotive business, we have been able to keep the percentage of auto business within reason. Therefore, if we lost all auto business we would not be disastrously hurt. As I write this, on Thursday, February 16, 1956, I note that tomorrow we will have the biggest day in the history of the station and our accounts are widely diversified. It is a healthy situation--one brought about in part by our winning our fight to get the department store business. On Sunday, three of the four major department stores in Dallas are all running saturation schedules.

We've been forced to turn down some fine national automobile business but hope we can somehow handle it soon. Most of the automotive business we have is local although, like most of you, we did have some good national schedules last fall from Cadillac, Ford, Lincoln-Mercury, Plymouth and Studebaker. Dallas dealers were doubtless instrumental in swinging most of these our way. Remotes are not new, and generally we shy away from them, but we did have good luck with a remote we did for a Pontiac dealer here. This dealer has sponsored our 12-6 AM "Nightbeat" for several months and we did the all night bit from his floor for the last five days in January. Result: 60 Pontiacs sold.

Gordon McLendon



INFORMATION FROM BMI NEWSLETTERS

FEBRUARY, 1955

Special Days and Weeks:

Entire month	American Heart Month
2	Ground Hog Day
6-12	Boy Scout Week
14	St. Valentine's Day
20-26	National Beauty Salon Week
22	Mardi Gras

Interesting Dates in February

2, 1876	National Baseball League formed
12, 1877	First News Dispatch by telegraph
15, 1898	Battleship Maine destroyed
19, 1870	Edison patented phonograph
22, 1630	Popcorn introduced to English Colonists
23, 1927	Federal Radio Commission created

MARCH, 1955

Special Days and Weeks:

Entire month	Red Cross Membership and Fund Campaign
4	Presidents Day
13	Spring Millinery Promotion
17	St. Patrick's Day
18	Dried Fruit Week
27	National Laugh Week
28	National Mother-in-Law Day

Interesting Dates in March

3, 1931	Star Spangled Banner officially designated National Anthem
6, 1836	Siege of the Alamo, San Antonio, Texas
15, 1925	First Radio Commission organized
27, 1884	First long distance telephone - New York to Boston

DON'T SELL YOUR STATION SHORT

--so says Don Reeves, Gen. Mgr. of KMOD, Modesto, California...and so station identification announcements carried the added letters "TNP." And what is TNP?... Why, terrific nighttime programming. Did you ever listen to your programs objectively? It is important that we fairly evaluate what we term "entertainment." And if we will get the other fellow's perspective, perhaps it would seem indicated to plan a little TNP-- with a little TDP added.

APRIL, 1955

Special Days and Weeks:

1	April Fools Day
1-30	Spring Showing Gas Ranges
6	Army Day
10-16	National Noise Abatement Week
24-30	National Secretaries Week
27	National Social Hygiene Day
29	Arbor Day

Interesting Dates in April

16, 1941	German bombers destroyed London offices of NBC and CBS for second time (Note: they knew what they were aiming at)
----------	---

WDVA NIGHT TRAIN--SOLD OUT

--The show is entitled WDVA Night Train, Number 1250 (kilocycles), running on track 8 (eighth year), leaving at 9:05 PM. Earl Stogner, one of DEJAYS, is the conductor, and the trainman is Ned Richardson, the librarian. The format, itself, is complete with sound effects of the train starting and traveling. Most of the live action takes place in the Club Car even to the extent of some clients doing their own commercials via 'beeper' on the car telephone. Requests (literally hundreds) are taken from the Mail Car, and periodic newscasts are made with the aid of the Press Car and radio beam signals.

The Dining Car is utilized for advertising certain food products. As the train halts for station, passengers' telephone requests are accepted (which number in the hundreds each night). A town or locality is saluted, theoretically the town in which the stop is made. Finally, the trip is completed and the train comes to a stop with hissing steam and sound of brakes.

The Thing that keeps men broke isn't the wolf at the door but the silver fox in the window.

MAY, 1955

Special Days and Weeks:

Entire month	United Cerebral Palsy Month
" "	Milk Festival
" "	National Motel Month
1	May Day
1-7	Be Kind to Animals Week
2-9	National Hearth Baked Bread Week
8	Mother's Day
10	National Tax Freedom Holiday
13-20	Foot Health Week
15	Straw Hat Day
21-29	VFW Buddy Poppy Week
30	Memorial Day

MAY (continued)

Interesting Dates in May

6, 1851	Linus Yale patented his lock
6, 1916	First ship-to-shore telephone conversation
6, 1935	Works Progress Administration created
12, 1908	First radio patent granted to N. B. Stubblefield
17, 1875	First Kentucky Derby
20, 1927	C.A. Lindbergh took off from New York on solo flight to Paris
24, 1935	First major league baseball game at night
30, 1848	Ice cream freezer first patented

RECORD GIMMICK

--KPUG in Bellingham, Washington files the top twenty recordings for use, as needed. Jim Hamstreet facetiously refers to it as their "gimmick." At any rate, the records, in their jackets, are bound together, in right order, in a loose leaf binder. Certainly no chance here for anyone's making a mistake?

PROGRAMS FOR A MORTUARY

--And why not? Perhaps it's quite as logical to have confidence in such a sponsor as in any other. In fact, it might be a bit old fashioned to think otherwise. We recall a program that used a male quartet with organ accompaniment as its theme. It reflected happiness, joy and confidence in the services of a friend which would ultimately and inevitably be needed. There's no sense in hiding or whispering about undertakers. For goodness' sake, let's be practical, and above all let's not be morbid. All this is the theme of programs sponsored by a mortuary over KSUN in Bisbee, Arizona, as reported to us by Arlo Woolery. At Christmas, their client sponsored a performance of the Messiah, and at Easter a production of the Seven Last Words. Throughout the year it sponsors a safety campaign, about which Arlo writes: "The very incongruity of a mortuary sponsoring safety tips only serves to emphasize the impact of these safety messages."

KNOW YOUR PRODUCT

--a year ago, we told you of WORL's policy of making every announcer visit the store, factory or outlet of the product he described over the air--where possible, of course. We wondered if the policy was still in effect. Arthur Haley has just assured us that it most definitely is. In fact, he states that it may be one reason for the unusual, large number of year-round accounts enjoyed by the station. WORL is in Boston.

Anybody can be the toast of the town if he has the right kind of dough.

Some of our most successful friends have musicianly traits--fit as a fiddle and tight as a drum.

JUNE, 1955

Special Days and Weeks

5

International Shut-ins Day

JUNE (Special Days and Weeks-continued)

8	Expectant Father's Day
20-26	Natl. Bow Tie Week (we'd be happy to propose you for membership)

Interesting Dates in June

2, 1883	First ball game played at night
4, 1922	First President to broadcast - Harding
8, 1786	Ice cream first advertised
15, 1752	Benjamin Franklin demonstrated lightning
17, 1928	First women airplane passengers to cross Atlantic
19, 1934	FCC created

CHRISTMAS IN JUNE

--We think this promotion is one of the most unusual we had the privilege of reporting during 1954. It was the original idea of Earl Harper, Gen. Mgr. of WNOR, Norfolk, Va., and Bill Montgomery reports this year that they wouldn't miss the chance of repeating it. And why shouldn't the Christmas spirit be promoted in June--or any other month? In this case the whole town cooperates. So, on June 25, a huge Christmas tree will be erected in the center of town and decorated with as much care as in December. The music? Why, carols of course and other Christmas songs that everyone knows and loves. Last year the band from the U.S.S. Pittsburgh performed at a Civic Lawn Party; the Piedmont League Baseball Club was on hand to help entertain the kiddies. Refreshments were supplied by sponsors...and, in the true spirit of Christmas, donations were accepted for local charities.

The stunt, dollar-wise, for merchants and station, was good, but of even greater importance the spirit of good will and brotherly love was everywhere evident. Our sincere congratulations to Norfolk for WNOR and to all at the station for this unusual and most worthy contribution to happier living.

Of all fine words of tongue or pen, the best are these: And now, again, amessage from our sponsor.

JULY, 1955

Special Days and Weeks

25-31	National Inventors' Week
-------	--------------------------

Interesting Dates in July

1, 1362	Bureau of Internal Revenue started
1, 1821	Spain surrendered Florida to U.S.
8, 1933	Public Works Adm. (U.S.) effective
9, 1872	Doughnut cutter patented
11, 1798	United States Marine Corps created
14, 1874	Chicago fire - 346 buildings burned
18, AD-64	Rome burned; Nero fiddled
19, 1848	Bloomers introduced - Seneca Falls
19, 1937	Guglielmo Marconi died
25, 1854	Paper collar patented

SALES DEPARTMENTS, PLEASE NOTE:

Sales usually held in July: Hosiery - handbags - shoes - appliances - men's furnishings...

Clearance sales include: summer furniture - sportswear - men's suits - coats and dresses.

Some women have not only kept their school girl figures, but have doubled them.

If you would live longer, cut out smoking, drinking, over-eating, late parties and girls. Well, at any rate, it will seem longer.

AUGUST, 1955

Special Days and Weeks

7	Friendship Day
15	Cherry Pie Time

Interesting Dates in August

17, 1786	David Crockett born
22, 1902	First President to ride in an automobile - Theodore Roosevelt
23, 1838	First American college for women - Mt. Holyoke
23, 1859	First elevator in hotel - New York City
24, 1869	Waffle iron patented
28, 1904	First automobilist jailed for speeding - Newport, R.I.

Girls who wear slacks should not turn their backs.

Special sales in August: Coats - furs, millinery - furniture - rugs - carpets

Nothing makes a man go places like a women who likes to.

The fellow who let George do it is now working for George.

Don't worry about finding your station in life; somebody will tell you where to get off.

SEPTEMBER, 1955

Special Days and Weeks

12-18	National Soft Water Week
15	Felt Hat Day
18-24	National Dog Week
19-25	National Sweater Week
19-25	Anthracite Week

Interesting Dates in September

1, 1878	First woman telephone operator
11, 1928	First auto bus - coast to coast
25, 1690	First newspaper - printed by Benjamin Harris

Special sales for September: - Housewares - tires
Clearances: - China - glassware

If you see good in everybody, you may be an optimist;
then again you may be nuts

4, 029 people died of gas last year; two inhaled it, 27
put a lighted match to it and 4, 000 stepped on it.

TREASURE HUNT

--At Station KTRY in Bastrop, La. And we can well believe Manager Bill Davis when he writes: "The thing was a sensation."

The show was sold to 24 sponsors at an equal figure for each sponsor. The prize was \$1, 000. Each sponsor received three announcements per day. Clues were given throughout the day and in this connection Davis further comments, "Business activity was almost paralyzed because clerks in all stores clung to the radio to get the latest clues on the hidden treasure chest." The hunt lasted about two weeks.

And we must add Bill's concluding remark that, all in all, it was one of the best stunts they ever tried, which they are planning to do again. There can be no doubt that for two weeks the whole town listened to KTRY.

According to a recent survey, the five sweetest phrases in the English language are: "I love you," "dinner is served," "all is forgiven," "sleep til noon," and "keep the change" --to which we respectfully add a sixth: "and now a word from our sponsor."

Anger is but one letter short of danger.

OCTOBER, 1955

Special Days and Weeks

6	Save a Wife Week - Paper Plates
9	Grandparents and Grandmothers Day
9-15	Save the Horse Week
10-16	Oil Progress Week
15	Poetry Day
16-22	Pass the Laugh Week
17-23	Donut Week
20-29	Macaroni Week
23	Winter Millinery Promotions Begin
23-29	Cleaner Air Week
24-31	Popcorn Week
30	Beggars Night (Tricks or Treats)

Interesting Days in October

1, 1781	James Lawrence died (officer who said, "Don't give up the ship.")
5, 1921	First World Series Baseball game broadcast
8, 1871	Chicago Fire (remember the cow?)

Interesting Dates in October (continued)

11, 1910	First President to fly - Theodore Roosevelt
19, 1781	Lord Cornwallis surrenders at Yorktown
24, 1901	First person to go over Niagara Falls in a barrel
28, 1919	National Prohibition Law enacted

THE SUMMER SHOW (BUT GOOD ANYTIME)

--Sorry we're so late in reporting, but the idea should be equally good the year around. (or perhaps you'll want to make note for next summer)

The program, carried by WKNE in Keene, New Hampshire, and reported by Ted Sawyer, is basically similar to those carried by other stations and directed to motorists -- but with one, important addition. An afternoon show, it includes news, safe-driving advice, weather, sports and other pertinent features...the addition being reports by a local doctor who gives advice to mothers regarding conditions associated with a particular month, : care concerning poison ivy and poison oak; care near the water; what to do regarding certain accidents and other emergencies.

TODAY IN BUSINESS

--As sent to you by Mgr. Howard C. Caine of Station CKFH, Toronto, Canada. Included as part of late stock quotations are five-minutes of "business" news, such as plant expansion, announcements of new products, trade union news and up to the minute personals. Mgr. Caine writes, "This program seems to fill a spot not covered by any other station in the area, and we have found it to be fairly attractive to sponsors...I certainly recommend it to any station, particularly those in metropolitan areas." Based on the success of this program, "Business News for Women" has been introduced in a morning program which includes women's club news, prices of food, and statistics concerning prices of all products of interest to women. ; in fact, any type of news with a financial flavor of direct interest to women.

THE FUN DIALERS

On a morning show on WSB Atlanta, listeners are asked to call the station if they meet certain qualifications; for example: someone with a famous name; a housewife celebrating her anniversary; or even someone who can speak Chinese. First person to call receives a prize, and the station has an unusual interview. It is remarkable how many ideas can be developed by using a little imagination -- all of which add up, in the final analysis, to increasing and holding the station's audience.

A FOOTBALL PROMOTION OF NOTE

--We are indebted to Gen. Mgr. Ted Woods of KOSE, Oseola, Arkansas, whose letter we quote: "I took my portable tape recorder out to the practice field and had each of the players record a brief message, previously prepared. 'This is Doak Walker. I play left halfback for the Oseola Seminoles, and I'd sure like to see the stands full of friendly faces when we play, etc., etc.'"

"Then I sold spots something like this: 'here, a special message from Tim Bowles Motors - real champions - that's what the Oseola Seminoles are...and that's what the Chrysler and Plymouth automobiles are, etc., etc.'"

"Since the production of the spots entailed extra effort and considerable time, we got a premium rate. Sold out, too, I might add. Hope this helps some stations to pick up a few hundred extra bucks. We pick up some excellent ideas from the Newsletter and I'm happy to have the opportunity to repay the contributors in some small way."

Every little American boy has a chance to be President when he grows up--it's just one of the risks he has to take.

THOUSANDS OF ANNOUNCERS

--That's the boast of KTIL, Tillamook, Oregon, for every visitor to the station is invited to record a station break. Each gives his (or her) name, hometown, place of business, grade in school (if students) and anything else that can be quickly stated. "The appeal of a small fry's voice, haltingly giving a station break, is terrific," writes Mgr. Tom Hoover. "Some are bold, some shy, some poor readers, some good readers--but all pack a terrific wallop." "Listeners love it. Much the same goes for businessmen, tourists, as well as local residents. We may play them for a week. Listeners are intensely interested and rush home to listen to their own voices."

NOVEMBER, 1955

Special Days and Weeks

1-6	National Fresh Cranberry Month
6-12	Cat Week
6-12	Optimist Week
20-26	National Cage Bird Week
24-30	National Baking Soda Week
28-Dec. 3	National Prosperity Week

INTERESTING DATES IN NOVEMBER

1, 1870	U. S. Weather Bureau - first observations made
2, 1734	Daniel Boone born
2, 1929	First newsreel theatre opened - New York
3, 1883	WCTU organized - Detroit, Mich.
4, 1879	Cash register patented
6, 1869	First intercollegiate football contest - New Jersey
8, 1837	First college for women - Mt. Holyoke Seminary
10, 1775	American Marines organized
15, 1806	Pikes Peak discovered
19, 1863	Lincoln's address at Gettysburg
19, 1850	Magic lantern slides patented
21, 1918	National Prohibition Law enacted
26, 1867	Refrigerating Car patented
29, 1890	First Army and Navy football game

IDEA FOR RECEPTIONIST

--It seems, according to Virginia Wade Ryder of KCIL, that time is of prime importance to the residents of Houma, La. Consequently, when answering the telephone calls, their technique is simply: "9:30 AM, KCIL." Mrs. Ryder says that nine out of ten callers will say, "Thank you... that's what I wanted to know."

TALK ABOUT STUNTS

--Promotional stunts have always been a regular practice of original, theatrical, publicity agents. Why, then, should anyone be surprised at the entrance of Pandit Bunion.

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The Pandit's card read "Pakistani Delegate International Barefoot Society." The reverse side carried this verse: "my toes repeat, how sweet, how sweet, to go through life with naked feet."

"No creed, no cult, no other ism offers as much as bare-footism. Join the Barefoot Society on Shel's Show--7:35 to 10:00 AM, KVAN" (Vancouver, Wash). Space does not permit adequately doing justice to stunt that had the city talking. Suggest you ask Sheldon Allman of KVAN to send you a copy of the folder which tells the story of Pandit Bunion. Again, we say, some stunt!!

TWO THOUGHTS FROM KTFS

--That's Texarkana, Texas. Les Eugene writes that instead of the phrase "As a public service," they now use "As a community service." It seems a bit more intimate and friendly.

Another idea: While on vacation, Les was intrigued with the singing of a canary from a station in New Mexico. So now, listeners to KTFS also enjoy the friendly singing of a canary as background atmosphere on certain programs. (We seem to personally recall that twenty-odd years ago a station created quite a reputation through similar practice) Are there other stations?

PORTABLE RADIO MONTH

--A campaign that had the support of local dealers and was most successful was conducted by CFBC in Saint John, New Brunswick. This followed a similar promotion for car radios, and in September for clock radios. Mgr. Hugh T. Trueman writes, "Not only does this campaign encourage sales of these extra-curricular sets, but I have found that it helps to point out to potential advertisers the great mobility and fantastic number of radio sets." And we emphasize the last line of Mr. Trueman's letter: "What a terrific boon to the radio industry it would be if we could get together on both sides of the border and make these special monthly campaigns national." To which we add, WHY NOT?

Money isn't everything but it's way ahead of whatever is in second place.

GIVE A RADIO FOR CHRISTMAS

--A promotion that is legitimate and healthy for all stations. Perhaps this is the opportunity to stress a PORTABLE RADIO. As a further reminder--in addition to making a wonderful Christmas gift, it is an investment toward SAFETY IN THE HOME when power has been disrupted. How, otherwise, can anyone listen to announcements from CONELRAD.

Compliments go to the Southern California Broadcasters Association which has done an outstanding job in the promotion of this idea, even to the extent of making available to you a special, transcribed message at cost (\$10.00). The address is 6047 Hollywood Blvd., Los Angeles 23, California, Attn: Frank W. Crane.

Poise is that quality which enables you to buy a new pair of shoes while ignoring the hole in your stock sock.

DECEMBER, 1955

Interesting Dates in December

2, 1823

The Monroe Doctrine enunciated in a message to Congress

Interesting Dates in December (continued)

5, 1782	First President born a citizen of U.S. - Martin Van Buren
6, 1923	First presidential message broadcast - Calvin Coolidge
7, 1938	First radio facsimile transmission
10, 1869	First state to grant Woman Suffrage - Wyoming
12, 1800	Wash., D.C. becomes permanent home of U.S. Government
12, 1901	First Transatlantic radio signal - Marconi
16, 1773	Boston "Tea Party"
17, 1903	First airplane flight by Wright Bros.
21, 1913	First crossword puzzle published
23, 1809	Christopher (Kit) Carson born
25, 1776	Washington crossed the Delaware to attack Trenton
29, 1851	Young Men's Christian Assn. organized

Glass, china and reputation are easily cracked and never well mended.

NEWS PROMOTION

--No matter how large the news staff it is often a problem to obtain complete coverage. A promotion initiated by Mgr. Joe Wilder of WBAW, Barnwell, S.C., has paid off. Joe writes: "when we see a story that should have been ours we dispatch a post card to remind the new source that a call to the news station, WBAW, would be appreciated." (The card is an invitation to call the station as an aid to better serve the community." "I feel that this has paid off. We plan to couple the card promotion with a contest, offering a weekly prize for the best news story sent in."

TEEN-PINNERS

--This is a program designed to bring together the finest teen-age bowlers in the Chicago area, and it is seen Saturdays over WBBM-TV from 4 to 5 PM. The first seven weeks of competition determine the four winners who meet for an additional four weeks. Prizes frun from a \$500 savings bond for highest score to a \$250 bond for second place and \$100 and \$50 bonds for third and fourth. There are other individual prizes as well.

Audrey Lazik, who gives you the details, calls it "The number one Saturday afternoon show." Open for sponsorship, it is announced by Ray Rayner who makes it a virile performance.

TREASURE HUNT--KAGH

--This time in Crossett, Ark., as reported by station owner Julian Haas. We like his statement, "It really created listeners. Actually everybody listened from the Colonel's Lady to Judy O'Grady. ***If radio is dead, it's the liveliest corpse you've ever seen because it brought out many, many persons, day and night, with shovels and spades. If evidence were necessary, the advertisers saw the proof that there were plenty of listeners."

WABI ESTABLISHES A FIRST

--That's WABI AM and TV in Bangor, Maine. By calling a number, you may have the weather (15 seconds), plus a plug for the station or client (15 seconds)--every hour of the day or night--every day of the week. The recorder playback is installed in the studios, as Gen. Mgr. Leon P. Gorman, Jr. writes us, "directly in the news room."

The unusual service, which we honestly believe is a radio "first" was first brought to our attention by our "rep" Lin Pattee (whose home is in Maine).

The subject of weather has become increasingly important, as we all know. This is an outstanding and practical manner to capitalize on a real service--twenty-four hours a day--seven days a week.

JANUARY, 1956

Special Days and Weeks

1-31	Super Market month
1-31	National Egg month
1-7	Odorless Decoration week
2-31	March of Dimes

Interesting Dates in January

4, 1923	First network broadcast - WEAJ-WNAC
5, 1942	Blue network begins as separate entity
7, 1789	First U.S. Presidential Election held
15, 1907	First three-element vacuum tube patented--Lee deForest
16, 1920	18th Amendment (Prohibition) in effect
17, 1706	Benjamin Franklin born
19, 1807	Robert Edward Lee born
29, 1900	American League (Baseball) organized

General Sales: China - glassware - coats - furs - hosiery - handbags - shoes - men's furnishings - white sales - toiletries - drugs
Clearances: Men's suits - coats, appliances

This is the big month for white sales; 18% of year's business occurs in January; and don't forget National Crochet Week. Merchants also capitalize on National Thrift Week, beginning January 17. All furniture stores are planning for their February clearances. Better see them NOW.

Now comes a letter from Earl Katz of WJAG, Norfolk, Neb., outlining a fine campaign for National Egg Month (January). Six firms participated in 155 spots during the month, which not only promoted business for the farmer and retailer but was quite profitable to the station.

One way to curb delinquency is to take parents off the streets at night.

Women live longer than men, and it serves them right.

If a kiss speaks volumes, it probably isn't a first edition.

A wife is someone who loyally stands by her husband through all the troubles he wouldn't have had if he hadn't married her.

FEBRUARY, 1956

Special Days and Weeks

2	Ground Hog Day
2-11	Kraut and Frankfurter Week

Interesting Dates in February

9, 1870	U. S. Weather Bureau authorized
10, 1933	Singing telegram first introduced
11, 1847	Thomas A. Edison born
23, 1905	First Rotary Club - Chicago
25, 1836	Pistol patented by Samuel Colt

Two people can live as cheap as one what?

ANOTHER PRACTICAL SERVICE

--And sponsored by an insurance company over WVPO, Stroudsburg, Pa. When the fire signal is sounded the station immediately gives a news announcement stating the location, etc. It is a practical service to all, including motorists who might otherwise be delayed. Mgr. Chester S. Miller tells that this service has been sponsored for over two years.

Here's how the television actor's wife marked their towels--
"Ham" and "Her"

WOW PARTY LINE

--The lines of WOW (Omaha, Neb.) are "plenty busy" each evening when the listeners personally call the station and are heard as they express their opinions concerning everything from adequate baby sitters' fees to the traffic situation. "It has got so now that often public officials call to answer or explain certain topics under the discussion, and the station has received letters from all points in Nebraska and western Iowa." David A. Lindsey says that "The success of the program is proving fabulous."

FEBRUARY IS NATIONAL HEART MONTH

--And last year WHIM, Providence, R. K., raised \$500 for the Heart Fund merely by dedicating quarter hours to contributors for a dollar or more. Bruce L. Williamson wrote that for the fun of it, they announced that they would dedicate a whole day to anyone contributing one hundred dollars. They had two takers.

11-7-57

CHECK LIST FOR PROMOTIONS

When you launch a new promotion, contest or other gimmick designed to attract attention to the station, it is not enough merely to start the promotion. Promotions are, at best, less effective, and sometimes worthless, without proper follow-through before, after and during the promotion. Too many times, good promotions have failed through poor execution. Proper preparation for any promotion should mean two or three days of intensive interest in the interest of avoiding any repetition of this, the following check list is offered to you.

CHECK LIST (Promos)

- 1.) Have I issued a complete fact sheet for disc jockeys and other personnel? ☐
- 2.) Have I instructed deejays in how to handle ad-lib promos and how often? ☐
- 3.) Have I recorded production promos for the promotion? ☐
- 4.) Have I logged enough of this each day before the promotion? (On big promotions, 2 an hour for 7 days before the promotion is not too much; on smaller promotions, an intensive 2 or 3 day buildup can be enough). ☐
- 5.) Am I using my i. d. 's to promote the contest before, after and during? ☐
- 6.) Have I written stories for my newscasts which will hype the promotion? ☐
- 7.) Have I sent stories to trade publications? ☐
- 8.) Have I tied the contest in to any other possible media available to me: newspaper trade-out, spectacular, taxi backs, etc. ? ☐
- 9.) Have I set up a heavy enough schedule on the actual promotion itself? ☐
- 10.) Have I written the actual promotion-format? ☐
- 11.) Have I scheduled follow-up new promos after promotion has started? What about follow-up i. d. 's and newscasts? ☐
- 12.) Have I instructed staff in how to handle telephone calls, mail etc., pertinent to the contest? ☐

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THE TRICK OF PROPER PHRASING

1. Proper phrasing is fresh phrasing.

- a. Avoid trite, hackneyed, overworked expressions.
- b. Avoid "elegant" or pompous phrasing.

2. Proper phrasing is picture phrasing.

- a. Use figures of speech.

Similes: Comparing objects of some resemblance.

Metaphors: Implied comparisons.

Antithesis: Expressed contrasts.

Personifications: Giving quality of life to inanimate objects.

- b. Use mental imagery that appeals to the seven senses.

Visual: Recollection of things seen--shapes, colors, sizes, glares, movements.

Auditory: Recollection of sounds heard--hisses, roars, hoots, toots, shrieks, cries, mumblings.

Olfactory: Recollection of things smelled--as the stench of rotten eggs, the perfume of roses, the sinister odor of escaping gas.

Tactile: Recollection of things touched or felt--hardness, softness, roundness, squareness, roughness, smoothness.

Gustatory: Recollection of things tasted--sweet, sour, bitter, tangy, salty.

Thermic: Recollection of sensations of heat and cold--warmth of a fire, a chilling fear.

Motor: Recollection of muscle sensations--contact in a crowded elevator, the strain of lifting a box of books.

3. Proper phrasing is friendly phrasing.

- a. Plain, friendly words make listeners comfortable, like old shoes.
- b. Don't develop favorite words that are noticeable to your audience by your over-use.
- c. Don't use technical language unless you are talking to specialists.
- d. Don't use words that are over most people's heads.

4. Be sure statistics are explained in terms your audience can understand.

- a. If you describe physical characteristics, liken your subject to someone your audience knows.
- b. If you describe a place, talk about it in terms of a place the audience already knows.
- c. If you describe an object, do so in language that lets the listener compare it with an object familiar to him in everyday life.

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