

CONTEST CONTEST PROMO

KL IF

CUT # 2

Annrcr 1:

"This is Eastbrook Van Westbrook, KLIF has
done it again. A contest so original, so zany, so
goofy, only KLIF could think it up. Tell 'em about
it, "Mumbles"....."

Annrcr 2:

"Mumbles??? (surprised -- recovers) Well, it'
the KLIF Contest Contest . It's so simple it should
be illegal. All you have to do is send us a postcard
on which you put your name and address along with the
number of postcards you think we'll receive in this
contest."

Annrcr 1:

"Isn't that a grabber?!?"

Annrcr 2:

"The grand prize in the KLIF Contest Contest is a
year's supply of postcards, one for every day of the
year, including Sundays and holidays!"

Annrcr 1:

"Yikes!!"

Annrcr 2:

"Only KLIF has enough gall, ah, nerve to bring it to
you. The KLIF Contest Contest, Get those postcards
by KLIF. 422 postcards or less postcard
in the mail because it ends at midnight this Saturday
for every day of the year. 422 postcards, one
and all cards must be postmarked by then. Enter
KLIF's Contest Contest!!"

Control;
Control:

(Curtain)

Annrcr 1:

"What a gas!"
to listen to KLIF"

Keyes:

"Thank you, Mrs. ..."

Control:

(humorous curtain)

CONTEST CONTEST FOLLOW-THROUGH PROMO

Control: ("heavy, institutional music, fade for...)

Keyes:" "This is Eastbrook Van Westbrook and
I'm happy to announce that we have a winner
in KLIF's Contest Contest. Here is old
mushmouth to tell you about it...."

Harrigan: "Thank you Mr. Eastbrook..."

Keyes: "Westbrook, Eastbrook Van Westbrook,
please!"

Harrigan: "Yes.....well, the winner in Cliff's Contest
Contest was...."

Keyes: "A little fanfare here please...."

Control: (fanfare)

Harrigan: " Mr. Jessie D. Haynes
of 2720 Grafton
who predicted 422 postcards on ^{her} his postcard
which was ^{closest to the} the exact number of postcards received
by KLIF. ^{her} His fantastic prize was 365 postcards, one
for every day of the year. Mrs. Grafton Haynes
was overwhelmed with emotion upon receiving this
^{news} ~~word~~ and in ^{her} his own words said....."

Control: (telephone beeper insert -- "Does it really pay
to listen to KLIF")

Keyes: "Thank you, Mrs. Haynes"

Control: (humorous curtain)

#

CONTEST CONTEST FOLLOW-THROUGH PROMO

KLIF

CUT # 1

KLIF
mog

Control:

Annrcr 1:

"There was the Old Scotchman Endurance Flight"

Keyes:

Control:

(light plane engine, fade quickly for...)

Annrcr 2:

"There was the KLIF Flagpole Sitter promotion"

Control:

(crown noise, cheering)

Annrcr 1:

"And now, KLIF presents the absolute end in

Harrigan:

"Thank you Mr. Eastbrook..."
contests. The KLIF Contest Contest!"

Keyes:

Annrcr 3:

"Westbrook, Eastbrook Van Westbrook,

Annrcr 1:

"The What?!"

Harrigan:

Annrcr 3:

"Yes... well, the winner in Cliff's Contest
"Howzit work?"

Annrcr 1:

"All KLIF listeners are invited to send us a post-

Keyes:

Annrcr 3:

"A little fanfare here please..."
card with a guess as to how many postcards will

Control:

Annrcr 3:

(fanfare)
be received in the Contest Contest!"

Harrigan:

Annrcr 3:

"Run that by again will ya?"

Annrcr 1:

"Sure, the idea is to send us a postcard and write
down on that postcard how many postcards you think
we'll receive."

Annrcr 3:

"What's the prize?"

Annrcr 1:

"That's the most exciting part... the prize is a year's
supply of postcards, one for every day of the year,
365 in all. Think of all the fun you'll be able to have,

Control:

annrcr 3:

"Wow!" (disgusted tone)

Keyes:

Annrcr 1:

"Please try to curb your enthusiasm. Yes, it's the

Control:

KLIF Contest Contest... get your card in the mail now."

Control:

(curtain)

Annrcr 3:

"Big deal" (disgusted tone)

CONTEST CONTEST FOLLOW-THROUGH PROMO

Control: ("heavy, institutional music, fade for...")

Keyes: "This is Eastbrook Van Westbrook and

I'm happy to announce that we have a winner

October 24, 1961

in KLIF's Contest Contest. Here is old

mushmouth to tell you about it...."

Harrigan: "Thank you Mr. Eastbrook..."

Keyes: "Westbrook, Eastbrook Van Westbrook,

please!"

Harrigan: "Yes.....well, the winner in Cliff's Contest

Contest was...."

Keyes: "A little fanfare here please...."

Control: (fanfare)

Harrigan: "Congratulations on your winning KLIF's Contest Contest!"

We are sending you 365 postcards under separate cover.

of

Thanks for playing our game and for being a good sport.

who predicted _____ postcards on his postcard

Sincerely,
which was the exact number of postcards received

by KLIF. His fantastic prize was 365 postcards, one

for every day of the year. Mr. _____

Vice President, Programming
was overwhelmed with emotion upon receiving this

word and in his own words said....."

Control: (telephone beeper insert -- "Does it really pay

to listen to KLIF")

Keyes: "Thank you, Mr. _____"

Control: (humorous curtain)

#

Annrcr 1: "There was the Old Scotchman Endurance Flight"

Control: (light plane engine, fade quickly for...)

Annrcr 2: "There was the KLIF Flagpole Sitter promotion"

Control: (crowd noise, cheering) **October 24, 1961**

Annrcr 1: "And now, KLIF presents the absolute end in
BCC: Bill Morgan, Jack Sharp
contests. The KLIF Contest Contest!"

Annrcr 3: "The What?!?"

Annrcr 1: "The KLIF Contest Contest"

Annrcr 3: "Howzit work?"

Annrcr 1: "All KLIF listeners are invited to send us a post-
Mrs. Jessie D. Haynes
2720 Grafton
Dallas, Texas
card with a guess as to how many postcards will
be received in the Contest Contest!"

Dear Mrs. Haynes:

Annrcr 3: "Run that by again will ya?"

Congratulations on your winning KLIF's "Contest Contest"!

Annrcr 1: We are sending you 365 postcards under separate cover. Card and write

Thanks for playing our game and for being a good sport. cards you think

Sincerely,
we'll receive

Annrcr 3: "What's the prize?"

Annrcr 1: "That's the most exciting part... the prize is a year's
Donald C. Keyes
supply of Vice President, Programming of the year,
The McLendon Stations
365 in all . Think of all the fun you'll be able to have,
writing to all your friends regularly. "

DCK/ys

annrcr 3: "Wow!" (disgusted tone)

Annrcr 1: "Please try to curb your enthusiasm. Yes, it's the
KLIF Contest Contest... get your card in the mail now, "

Control: (curtain)

Annrcr 3: "Big deal" (disgusted tone)

Ann-cr 1: "There was the Old Scotchman Endurance Flight"
Control: (light plane engine, fade quickly for...)
Ann-cr 2: "There was the KLIF Flagpole Sitter promotion"
Control: (crown noise, cheering)
Ann-cr 1: "And now, KLIF presents the absolute end in
contests. The KLIF Contest Contest!"
Ann-cr 3: "The What?!?"
Ann-cr 1: "The KLIF Contest Contest"
Ann-cr 3: "Howzit work?"
Ann-cr 1: "All KLIF listeners are invited to send us a post-
card with a guess as to how many postcards will
be received in the Contest Contest!"
Ann-cr 3: "Run that by again will ya?"
Ann-cr 1: "Sure, the idea is to send us a postcard and write
down on that postcard how many postcards you think
we'll receive."
Ann-cr 3: "What's the prize?"
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Annrcr 2: "Mumbles??? (surprised -- recovers) Well, it's the KLIF Contest Contest. It's so simple it should be illegal. All you have to do is send us a postcard on which you put your name and address along with the number of postcards you think we'll receive in this contest."

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Annrcr 1: "Yikes!!"

Annrcr 2: "Only KLIF has enough gall, ah, nerve to bring it to you. The KLIF Contest Contest, Get those postcards in the mail because it ends atmidnight this Saturday and all cards must be postmarked by then. Enter KLIF's Contest Contest!!"

Control; (Curtain)

Annrcr 1: "What a gas!"

February 25, 1961

TO: DEEJAYS, STAFF, POLICY BOOK

FROM: JACK SHARP

1. Teasers are now running on the air for our March Hooper promotion, BIRTHDAY BONANZA. Below is an explanation of the contest, and how everyone is to handle their job.
2. ADVANCE: ten teasers have been prepared; they run Saturday and Sunday, twice per hour, along with topical station breaks. Promos start Monday morning at 6AM, run thru Wednesday morning at 6AM. Contest itself runs from 7AM thru 6PM, once per hour. It will start at approximately 15 minutes past each hour. Cut off time for each contest each hour is the hour tone. Listeners have 45 minutes to register. 20 girls have been hired to work two shifts: ~~am~~ Morning from 7-12, and afternoon shift from 12-6PM. Girls will answer all contest calls, and any other calls received within the station should be referred to the contest number...RIVERSIDE 7-9411.

3. MECHANICS

At the start of each contest hour, the deejay on duty reads a month of the year, and urges all listeners who were born during this month to call and register their names, addresses, date and year of birth. Deejay keeps plugging the month, trying to get as many entries as possible for the hour.

After the hour tone, when the contest closes, I will collect the sheets from the telephone operators and give the deejay the two envelopes necessary to sustain suspense. The first envelope contains a day of the month, and that will be announced on the air. The deejay then goes on about his business until the "judges" have found the name in the entries of the first person born on that date to call in. The winner's name is announced, and the deejay opens the second envelope, which contains a year (1931, 1895, etc). If our initial winner was born during this year, he is then the winner of a \$200 Philco transistor portable television set. If not, the winner receives a \$60 transistor radio. There will be a winner each hour, either a TV set or a radio. Please understand that a Bonanza winner does not win both.

DEEJAYS: Success of the promotion depends on you and how hard you push the month while each contest is going on. The excitement stirred up when the envelopes are opened must be genuine.

Incidentally, I think it might be a good bit to refer to the radio winners as "Nugget winners"...and the people who win TV sets as "Bonanza winners".

4. The contest runs Wednesday, Thursday, Friday, Saturday Monday and Tuesday. During all hours when the contest is not running, play the taped promos and lay on the one-liners, to keep interest going until next day.
5. NEWS will again interview "Bonanza" winners of TV sets on beeper and run short interviews on news the remainder of the contest day.

Jack Sharp

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BIRTHDAY BONANZA FORMAT

DAY: _____ HOUR: _____

DEEJAY: PLAY TAPE FORMAT INTRO...(TAG:... "HERE'S THE MONTH FOR THIS HOUR.")

DEEJAY: (LIVE) CALL RIVERSIDE 7-9411 NOW, IF YOU WERE BORN DURING THE
MONTH OF _____. THAT'S _____.

(INTO RECORDS FOR REMAINDER OF HOUR)

DEEJAY: (AFTER HOUR TONE AND NEWS)

HERE'S THE ENVELOPE FOR LAST HOUR'S CONTEST...LET'S SEE WHAT
THE DAY OF THE MONTH WAS....(TEAR ENVELOPE) IT'S THE _____.
JUDGES, TELL ME THE NAME OF THE FIRST PERSON TO CALL WHO WAS
BORN ON THAT DAY?

DEEJAY: THE JUDGES TELL ME THAT _____ WAS THE FIRST
PERSON BORN ON _____ TO CALL AND REGISTER.

_____ HAS WON A \$60 TRANSISTOR RADIO.
NOW, I'LL OPEN THE SECOND ENVELOPE. SINCE _____
WAS BORN DURING THE YEAR _____ (HE) (SHE) WILL WIN A
PHILCO TRANSISTOR PORTABLE TELEVISION SET VALUED AT OVER \$200
IF THE YEAR IN THE SECOND ENVELOPE IS THE SAME. HERE GOES...
(TEAR ENVELOPE LOUDLY) THE YEAR IS _____...

(A) SO _____ DOES NOT WIN THE TELEVISION SET, BUT HAS
WON A \$60 TRANSISTOR RADIO!

(B) SO _____ WINS A PHILCO TRANSISTOR PORTABLE
TELEVISION SET, VALUED AT OVER \$200!

REMEMBER, THERE'S A WINNER EVERY IN CLIFF'S "BIRTHDAY BONANZA"!

BIRTHDAY BONANZA FORMAT

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CONVENTION QUIZ

Convention
Quiz

ook-A-
Thon

Cook-A-
Thon

Copy-Cat-Kit

Cow

Cookout

SOLUTION: Bill Peak, Copywriter, WYNA 1

Large Junior - 1000000 are invited to cook in cards during the first week of the year, 1960, to be held in the month of January.

prize is a cash award of \$1000.00. The prize will be given to the person who has the highest score in the contest.

now is the time to start your preparation for the contest. The contest will be held in the month of January.

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COOK-A-THON

Cook-A-
Thon

Cook-A-
Thon

Copy-Cat-Kit

Cookout

yzh

PROMOTION (Bill Peck, Copywriter, WYNR)

"Snow Job" -- Listeners are invited to mail in cards during the first week of the month, guessing the total snowfall that will occur during that month. First prize will be a snow plow or other device for making it easy to clear the winner's sidewalk. This could be combined with a "Vote for the deejay capable of the biggest snow job." Deejay receiving the most votes would have to shovel snow for a week.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

Once a week on the Bill Atkins Show, the classics are all by one artist. Listeners are asked to write and vote for the artist of their choice. The artist with the most votes for each week is the one selected. Also, on the Elvis day, listeners were asked to send self-addressed envelopes and each received an Elvis pocket calendar.

###

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

"Back to School Supply & Prizes Kit" -- This could be sold to a Variety 5¢ and 10¢ or such type store that handles school supplies. The store makes up a package of everyday type school supplies (paper, pencils, etc.). In the packages will be an autographed picture of each KTSA deejay, along with a 45 rpm hit record and a copy of the KTSA survey. The sponsor will buy the air time to plug these kits.

Also, once or twice a day after the spot, the deejay could call out a "survey number" which might be found in the kits. If the listener that has that number turns his survey to the store before the end of the day, he receives a \$3.00 notebook, or something of this value.

###

Cook-A-Thon

Copy-Cat-Kit

Cookout

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#

Copy-Cat-Kit
Cook-A-Thon

Cookout

Mr. [Name], [Address], Program Director, KILT

"KILT Cook-A-Thon" -- This will be run only during the 9-3 housewife period. KILT will invite ladies to send in their unique, different recipes. The idea

that you've had in a long time and never could quite figure out what to do with. The kind you've quickly prepared if the husband said he was bringing home the base for dinner and you wanted to fix something different. Starting Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday, twice per day one of these recipes will be called on the air. The person sending it in will then have 10 minutes to call KILT and verify their recipe. The first person to call will be the winner and they will be eligible for the \$25.00 grand prize. There will be ten \$25.00 winners and one of these will be the Grand Prize winner also. After the promotion is over, all the recipes will be compiled into a small book and made available to all listeners.

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

Sam Bragdon, who has been tagging along with KILT's 2:00 PM show with the name of one of our advertisers. There are about 10-15 women who are called on the air. The idea is to have a contest and even the audience - women - have a chance to win a prize by calling in.

KILT proposed that we have a contest during the 1:00 PM news (in addition to the 2:00 PM news) and KILT will have a contest in the new 1:00 PM news. The idea is to have a contest and even the audience - women - have a chance to win a prize by calling in.

Cook-A-Thon

Copy-Cat-Kit

Cookout

ryle

PROMOTION (Bob White, Program Director, KILT)

"KILT Cook-A-Thon" -- This will be run only during the 9-3 housewife period. KILT will invite ladies to send in their unique, different recipes. The kind that you've had for a long time and never could quite figure out what to do with. The kind you've quickly prepared if the husband said he was bringing home the boss for dinner and you wanted to fix something different. Starting Monday, August 31st, twice per day one of these recipes will be called on the air. The person sending it in will then have 15 minutes to call KILT and verify their recipe. This immediately makes them a \$25.00 cash winner and they will be eligible for the \$100.00 grand prize. There will be ten \$25.00 winners and one of these will be the Grand Prize winner also. After the promotion is over, all the recipes will be compiled into a small booklet and made available to all listeners.

###

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

Sam Montgomery Olds has been tagging their spots in KILT's 4:00 PM news with the name of one of their salesmen. There are about 15 salesmen who are rotated on the tags. The salesmen's names are on cartridge and even the announcer doesn't know which salesman's name will come up on a given spot.

KILT proposed that in return for Sam Montgomery's sponsorship of the 3:00 PM news (in addition to the 4:00 PM news) KILT will ask listeners to send in the name of one of the salesmen. Shortly before each Sam Montgomery newscast, the announcer will draw a card at random and announce the name of the salesman guessed by the listener.

If the right salesman is guessed, the listener will receive \$6.10. The listener will have to pick the prize up at the Sam Montgomery showroom.

###

Copy-Cat-Kil

Cookout

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#

COOKOUT

Copy-Cat-Kit

Cookout

zph

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

KILT proposed a series of spots to the Jamaica Beach Corporation which sells lots and build summer beach homes on Galveston Bay. It is to be a 13-week campaign with the spots starting Thursday night with a soft, leisure voice and the sound of ships' horns in the background. "Well, here it is Thursday night and you don't have a thing planned for the weekend. Wouldn't it be nice to leave tomorrow night for Jamaica Beach to fish and rest for the weekend?"

The Friday and Saturday spots come out saying, "It's Friday (or Saturday)...what are you going to do? Sit around doing nothing...?" They then hit hard on coming out to Jamaica Beach right now where you can buy a cabana on the water for only \$59.00 per month.

KILT sold the sponsor with the easy approach on Thursdays and the hard sell combination on weekends some houses could be moved for them.

###

COMPETITOR'S PROMOTION (Bruce Hathaway, Program Director, KTSA)

"KONO Cookout" -- Each weekend, KONO gives away an outdoor cookout with the deejays as the cooks. KONO furnishes the winners the Deejays, food and music.

###

HOT COMERS

KLIF

1.) "You Never Can Tell"	Chuck Berry	Chess
2.) "Such A Night" / flip	Ray Charles	ABC
3.) "Worry"	Johnny Tillotson	MGM

KILT

1.) "Only Trust In Me"	Dicky Lee	Smash
2.) "Walk, Don't Run '64 "	Ventures	Liberty
3.) "Handy Man"	Del Shannon	Amy

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

KILT proposed a series of spots to the Jamaica Beach Corporation which sells lots and build summer beach homes on Galveston Bay. It is to be a 13-week campaign with the spots starting Thursday night with a soft, leisure voice and the sound of ships' horns in the background. "Well, here it is Thursday night and you don't have a thing planned for the weekend. Wouldn't it be nice to leave tomorrow night for Jamaica Beach to fish and rest for the weekend?"

The Friday and Saturday spots come out saying, "It's Friday (or Saturday)...what are you going to do? Sit around doing nothing...?" They then hit hard on coming out to Jamaica Beach right now where you can buy a cabana on the water for only \$59.00 per month.

KILT sold the sponsor with the easy approach on Thursdays and the hard sell combination on weekends some houses could be moved for them.

###

COMPETITOR'S PROMOTION (Bruce Hathaway, Program Director, KTSA)

"KONO Cookout" -- Each weekend, KONO gives away an outdoor cookout with the deejays as the cooks. KONO furnishes the winners the Deejays, food and music.

###

HOT COMERS

KLIF

1.) "You Never Can Tell"	Chuck Berry	Chess
2.) "Such A Night" / flip	Ray Charles	ABC
3.) "Worry"	Johnny Tillotson	MGM

KILT

1.) "Only Trust In Me"	Dicky Lee	Smash
2.) "Walk, Don't Run '64 "	Ventures	Liberty
3.) "Handy Man"	Del Shannon	Amy

REJECTED COMMERCIAL (Todd Branson, WYNA)

COPY

For motion picture entitled "Damaged Goods". Commercial was rejected because of teenage sex angle.

#

STATION BREAKS (Johnny Borders, Program Director, KTSA)

1.) "This is 550....the best figure in town....
KTSA, San Antonio...."

2.) "KTSA, San Antonio...where music spends
the day..."

#

CREATIVE SALES IDEA (Jim Hamby, Sales Manager, KTSA)

Jim proposed a one cent sale to Vogue, a ladies shoe store.

"Buy one pair at regular price and get one pair for one cent." They went for it and Jim got a three day schedule out of it.

#

COPI SUGGESTION (Don Kayer)

Someone told me this on a recent trip, therefore, I cannot claim its originality. Some brewery somewhere is advertising "The Beer that made Milwaukee jealous."

#

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

You have seen at various carnivals the contests in which you throw a baseball at the bull's eye target and when you hit the target it hits a lever which drops someone in a tank of water.

Lurie is pitching this to automobile dealers. The victims being Charlie & Harrigan.

#

Copy-Cat-Kit

rych

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Copy-Cat-Kit

ryh

PROMOTION (Stan Richards, Program Director, KLIF)

KLIF found a town in Texas named "Fink" and Charlie & Harrigan were sent to do a remote of their show. KLIF also had an editorial on the subject which was liberally sprinkled with the word "fink". The whole thing was quite funny.

#

COMMERCIAL REJECTION (Al Lurie, Sales Manager, KLIF)

One spot for the campaign on the movie "The Main Attraction" was not aired because of Pat Boone's line, "This is the first time I've been seduced by a knife."

#

LOCAL EDITORIAL (Jack Fiedler, Manager, KTSA)

The San Antonio Police Department has been forced to wear long sleeved shirts even in the summertime. The station ran an editorial suggesting the short sleeves due to the intense heat of South Texas.

#

STATION BREAKS (Johnny Borders, Program Director, KTSA)

"KTSA.....where listening's always a picnic."

"KTSA.....refreshing as all outdoors."

#

COPY APPROACH (Jim Hamby, Sales Manager, KTSA)

Main Bank, advertising with a competitor, has a clever slogan which one of your salesmen may wish to present to one of your local banks. It is: ".....for a loan, see a Main Bank 'Yes Man'....."

#

Copy-Cat-Kit

- 4 -

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#

COPY CAT KIT

CONFIDENTIAL

Copy-Cat-Kit

Cow Correspondent

typed copy under KLIF

zph

Cop Cat Kit: No. 1

" Now, here is an absolutely free offer for the management of any Dallas radio station. The new 50 thousand watt KLIF Copy Kat Kit. It'll be sent to any of our friendly competitors free of charge. The new KLIF Copy Kat Kit contains ten easy lessons on how to teach your dee jays to introduce records in an interesting and entertaining manner, a do-it-yourself programming guide for those of you who don't quite know what to steal from the new KLIF next. Since KLIF is the most imitated radio station in America, we suggest Mr. Competitor that you rush your request for the new KLIF Copy Kat Kit as we anticipate a greater demand than we can fill. This offer is limited to station managers and program directors in the Greater Dallas area. Hurry, it's yours. Free - just write 'Help', ~~that's~~ he-l-p, HELP, KLIF, Dallas.

Dr. Murchison

Copy Cat Kit: #2

1 Perhaps you've noticed that some radio stations whose scissors are sharper than their wits copy the 50 t.w. KLIF like a repeating rifle. KLIF is highly flattered but wishes in justice to observe that some of the stations copying it late are not getting the exact words of all of our ideas correctly. For the convenience of those stations, copies of all those ideas are now available in the new KLIF Copy Cat Kit. For your free copy, and this offer is limited to station managers and program directors only, send off immediately for your KLIF KKK, send a postcard to HELP, that help, H-E-L-P, KLIF, Dallas

Keep KKK - "3"

May we ask your indulgence for a moment? This announcement is not directed to the listening public but is intended as a ~~public~~ service to other radio stations now monitoring KLIFF for ideas. We sincerely regret to tell these stations that there will be no new ideas until tomorrow, so it will be ~~more~~ unnecessary for you to monitor any further today. ~~Oh~~ And oh... by the way, while on the subject, why waste time ~~and~~ and money monitoring at all... As a service to local broadcasters, the program department at KLIFF has come up with a free booklet that we feel will be of some help. It's called the KLIFF KKK and is offered free to all local station managers and program directors. Why waste time trying to take down an idea in shorthand as you listen to KLIFF. Simply send a card or letter and this free program guide will be sent to you. Address your cards to KLIFF that's help-H-E-L-P, KLIFF, Dallas.

Copy Cat Kit #4

Here's a message of importance not for the listening public but especially for other radio stations who are trying desperately to copy KLIF's program innovations. KLIF is offering free to these ~~and~~ friendly competitors the KLIF Copy Cat Kit. This handy guide answers such questions as ~~"How"~~ "How did Art Nelson become the dean of southwestern disc jockeys", "How to get the best gas mileage out of your mobile news units", "When to find talented dee jays like Ken Knox", "Is Red Miller for real or is Ken Reed a ventriloquist." ^{"and of course" (how to make copy. essential + moment)} It's the chance of a life time to copy cliff to the letter. Station managers and program directors, don't delay, send today. ~~Address your cards~~ Send your requests for the KLIF NKK & HELP, that's help, H-E-L-P, KLIF, Dallas.

R.S. B

COPY CAT KIT: - 1 -

Now, here is an absolutely free offer for the management of any Dallas radio stations. The new 50 thousand watt KLIF Kopy Kat Kit. It'll be sent to any of our friendly competitors free of charge. The new KLIF Kopy Kat Kit contains ten easy lessons on how to teach your dee jays to introduce records in an interesting and entertaining manner, a do-it-yourself programming guide for those of you who don't quite know what to steal from the new KLIF next. Since KLIF is the most imitated radio station in America, we suggest Mr. Competitor that you rush your request for the new KLIF Kopy Kat Kit as we anticipate a greater demand than we can fill. This offer is limited to station managers and program directors in the Greater Dallas area. Hurry, its yours freejust write HELP, that's H - E - L - P, HELP, KLIF DALLAS,

- 2 -

Perhaps you've noticed that some radio stations whose scissors are sharper than their wits copy the 50 thousand watt KLIF like a repeating rifle. KLIF is highly flattered but wishes in justice to observe that some of the stations copying of late are not getting the exact words of all of our ideas correctly. For the convenience of those stations, copies of all those ideas are now available in the new KLIF Kopy Kat Kit. For your free copy, and this offer is limited to station managers and program directors only, send off immediately for your KLIF Kopy Kat Kit, send a postcard to HELP, that's HELP, H - E - L - P, KLIF, Dallas.

KLIF Copy Cat Kit - 3 -

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- 4 -

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It's the chance of a life time to copy KLIF to the letter. Station managers and program directors, don't delay, send today. Send your requests for the KLIF Kopy Kat Kit to HELP, that's HELP, H - E - L - P, KLIF, Dallas.

Sent to all stations
7/25
BP

copy cat promo

KLIF IMITATION PROMO

#1

July 25, 1956 - thru July 31st
(one per hour)

Perhaps you've noticed that some radio stations, whose scissors are sharper than their wits, copy KLIF like a repeating rifle. KLIF is highly flattered, but wishes in justice to observe that some of the stations copying of late are not getting the exact words of all our KLIF ideas correctly. For the convenience of those stations ... copies of all KLIF ideas are now available to those who write.

Cow
Correspondent

Sent to all stations 7/25/60

Copy cat

KLIF IMITATION PROMO

#2

July 25, 1956 thru July 31, 1956

(one per hour)

CORRESPONDENT

May we ask your indulgence for a moment. This announcement is not directed to the listening public, but is intended as a service to other radio stations now monitoring KLIF for new ideas. We regret to tell these stations that there will be no new ideas until tomorrow, so it will be unnecessary for you to monitor any further today.

Cow
Correspondent

CORRESPONDENT

Cow
Correspondent

SPEC SPOT SOLD (Dickie Rosenfeld, Sales Manager, KILT)

apb

Tennox Bar-B-Q Restaurant and Catering Service was sold a schedule from a spec spot featuring a stagecoach robbery. The strongbox was filled with nothing but empty Tennox Bar-B-Q sandwich wrappers. After smelling the aroma of the hickory smoked Bar-B-Q coming from the wrappers, the bandit surrenders, saying, just take me to Tennox for some of that delicious Bar-B-Q. The stagecoach guard tells the bandit that he can't take him to Tennox but Tennox Catering Service will bring him some of that delicious Bar-B-Q even in jail.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

Old idea that might be worth reinstating... KLIF Correspondent...

Have kids write in if they want to represent their school in this manner. DeeJay chooses winner at each school then sends them formatted sheet they fill before phoning in 30-sec report from their school. Things like scores, beauty queens, school dances, etc. In this way each report will sound similar, will not "ramble" but will be informative.

Good for night deeJay.

###

HOT KLIMBERS

KLIF

- 1.) "The Reason Why"
- 2.) "Woman"
- 3.) "Husbands and Wives"
- 4.) "She Said Yeah"

Dolls
Peter & Gordon
Roger Miller
The Tracers

Toy
Capitol
Smash
Sully

Cow
Council of

REJECTED COMMERCIAL (Al Lurie, Sales Manager, KLIF)

Copy rejected for the Jane Mansfield movie "Promises , Promises".

Copy was re-written and schedule retained.

###

PUBLIC SERVICE IDEA (Al Lurie, Sales Manager, KLIF)

Give excess records to childrens wards of area hospitals for Christmas.

This is an old idea but tailored here for Christmas specifically.

###

PROMOTION IDEA (Rex Jones (P. D.) / Russ Knight, KLIF)

"KLIF Correspondent" -- Promotion invites students to write the station if they would like to be the KLIF Correspondent in their school. A boy and a girl will be chosen from each high school and they will supply weekly beeper phone reports of school activities.

Rex will send details to you upon request.

###

SALES IDEA (Ron Ruth, Sales Manager, WYSL)

Ron points out that this is not a particularly creative sales idea but he was able to sell WYSL's all night show to Iroquois Beer starting January 1st.

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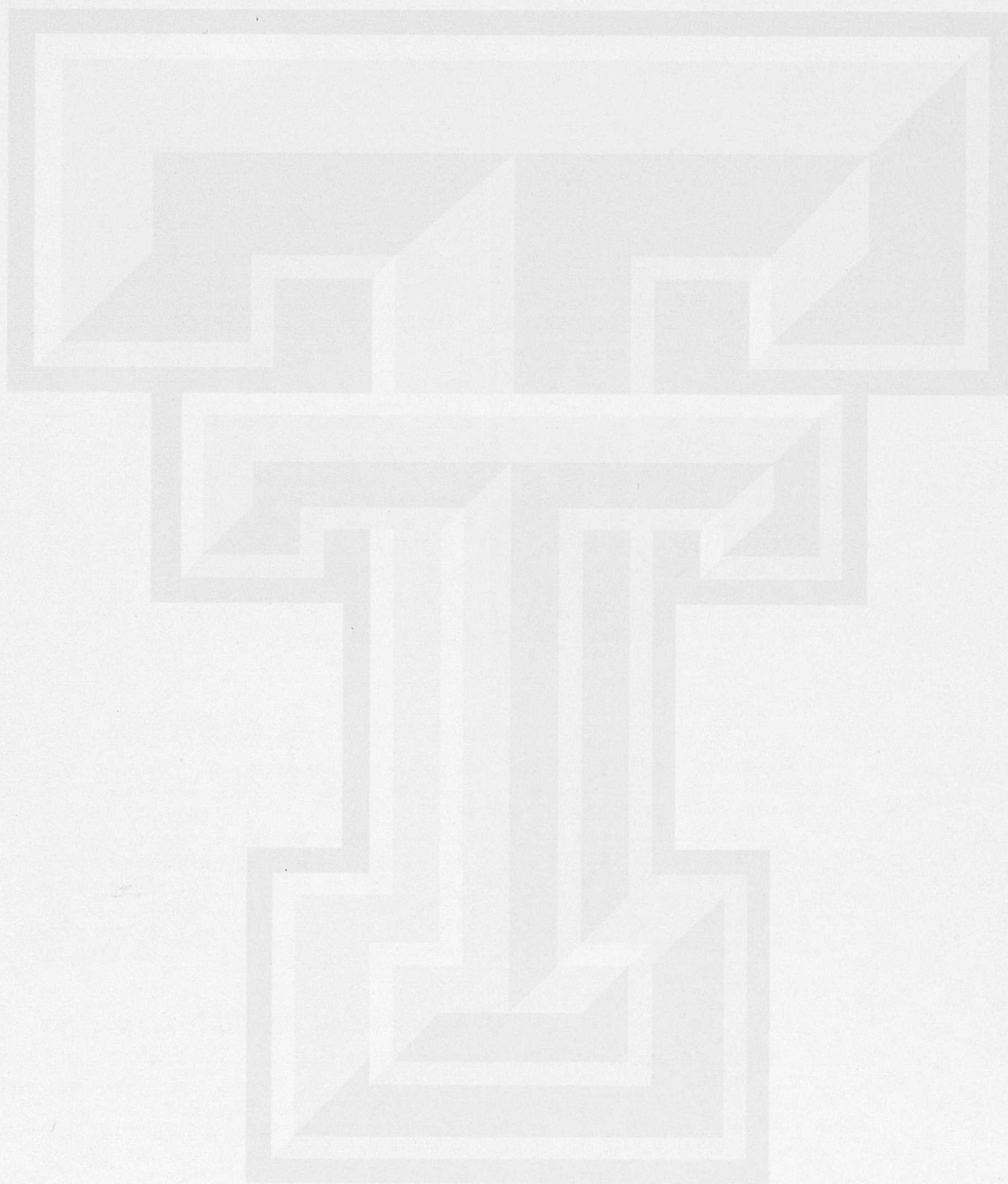
Count the
Records

"COUNT" Promo

Cow
Council of
Homemakers

Form

9 COUNCIL OF HOMEMAKERS (KLIF)



Count the
Records

"COUNT" Promo

Cow

Council of
Homemakers

rom

Count the
Records

"COUNT" Promo

Cow

Crater Prom

for 200,000 yen. If you have a yen for a lot with all the same conveniences for much less, come to South Shores, etc."

BEST ON-THE-AIR PROMOTION

KDWB in Minneapolis is running a "Count on KDWB" promotion. They have a cart which runs less than 30 seconds with a conglomeration of voices saying "KDWB" over and over again. The first person to call in with the correct count of "KDWB's" wins.

BEST PROMOTION IDEA -- WDGY

Right after their St. Patrick's Day promotion they are planning a "Think Warm" promotion. The idea is to promote a little warmth for that cold part of the country. On the air they will give away prizes that tie in with the warmth idea (electric blankets, bathing suite, etc.). They will also get a window in one of the downtown department stores and will have the disc jockeys broadcasting from there in bathing suits with sun lamps beaming on them. They also plan to have heat lamps outside the windows so that anyone standing and looking in can share the warmth.

BEST NEW CREATIVE SALES IDEA - WHB

The largest local appliance dealer (Jack Boring) has made arrangements with a local financial house to finance purchases by the "under 21" age group. Boring is running four spots a night on our 7-10 pm show pitching this new credit plan whereby a teenager can buy up to \$200 worth of merchandise on credit for as little as \$1.75 a week. The copy pitches portable TV's, stereos, etc. Incidentally, young marrieds in this group can buy up to \$600 worth. Naturally, in either category the person must be working and have a record of incoming money.

BEST NEW COMMERCIAL APPROACH - WHB

A local Pontiac dealer was pitched a good campaign theme and is very interested in it. It is "A Deduction Sale" which is actually a spoof on the give-aways that car dealers are using to attract new customers. Following is a copy of the two spec spots he was pitched.....

ANNCR: We now take you inside a special sales meeting at Laner Pontiac.

Count the
Records

Cowboy

Cow

Crater Prom

for 200,000 yen. If you have a yen for a lot with all the same conveniences for much less, come to South Shores, etc."

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ANNCR: We now take you inside a special sales meeting at Laner Pontiac.

Count the
Records

Cowboy

Cow

Crater Prom

Billie:
See that copies of this sent to all
Stas.
sent to Stas.
3/13/54
Don
BP

K-L-I-F COUNCIL OF HOMEMAKERS

A. General Idea

1. To increase sales on KLIF afternoon show.
2. Create more at home listening to George Singer Show.
3. Provide a promotion and merchandising plan that requires a minimum of expense and effort on the part of KLIF.
4. This vehicle would be an even greater incentive to National Accounts to sign with KLIF in the Dallas-Ft. Worth Area.
5. This idea would involve the audience of women even more in the activities of KLIF.
6. This plan is based on the similar ideas being used by CBS with their Housewives Protective League and NBC spot food merchandising plan. These are only being conducted in metropolitan cities with 50,000 watt stations, owned or affiliated with the chain.
7. This idea takes the best from both with added touch and thus becomes something KLIF could begin in Dallas.

B. Plan

1. Begin promotion to get women to write in requesting more information about the KLIF Council of Homemakers. The stipulation being made that the number of members on the testing council would be restricted to a certain figure. For the purpose of outline say 500.
2. After a brief idea is given on the air of our plan a more detailed explanation would be sent by mail to those interested.
 - (a) In this letter explaining the function of the council, an application for membership is included which the women fill out and return to KLIF.
 - (b) Those that return the application receive membership cards to the council.
3. These 500 women then actually become a testing committee to sample the sponsors product and fill out a standard question and answer form stating how they liked the product.
 - (a) These forms are sent to the sponsor so he will know what a cross section of his buying public thinks of his product. Thus, we have another service to the sponsor and a valuable one for him.
4. The women will receive a sample of the product by presenting a letter to a cooperating food market or chain.
5. Naturally, promotion will go with the sponsors product.
 - (a) Standard banners mentioning George Singer Show on KLIF and the Homemakers Council would be displayed with the product in the store.
 - (b) Various other forms of promotion could be incorporated. Mailings, market bags, etc.
6. Actual Spots on the Air
 - (a) The actual spot on the air would be placed on the George Singer Show just as they are now.
 - (b) This would permit us to plan this campaign without any deviation from the established program policy and format.
 - (c) Actually, the only addition to what is now on the air would be talk of the council and some promotion thereof.

7. Cost
 - (a) Naturally, a premium show such as this with the features of the plan would make it necessary to charge a higher rate to cover all the added costs.
8. Who would buy this?
 - (a) Food Brokers
 - (b) National Accounts
 - (c) Food Chains
 - (d) Any product involved in keeping up a home.
9. This plan has an exclusive feature.
 - (a) If we have a sponsor of a particular product, say coffee, we would restrict all other coffee brands for the length of his contract.
 - (b) This, of course, would only apply to the sponsors on this deal and only to this one show or segment thereof.
10. Naturally, promotion by George Singer would be included. Personal appearances, demonstrations, openings, etc. or any part of the council activities.

C. Cross Section of What This Show and Idea Offers.

1. To the Sponsor
 - (a) It gives him a testing group to try his product and to do their brand of selling to friends, relatives, neighbors.
 - (b) He sees in writing the opinions of actual users of his product. Tried and tested in Dallas homes.
 - (c) Gives him a chance to actually promote KLIF. He pays the increased cost of our promotion by buying this feature.
 - (d) Gives him a three way pitch at the buying public; on the air, by actual trial, and by promotion.
2. To the Station
 - (a) Number one would naturally be more sponsors.
 - (b) Paid promotion.
 - (c) A greater involvement with listener possible; pulling up our afternoon number of sets in use tuned to KLIF.
 - (d) Another first for us in Dallas.
3. To the Public
 - (a) The assurance that the product has been tried and approved by local Dallas women; not by Mrs. Offenglote of Upper Left Armpit, Ohio.
 - (b) A closer tie with KLIF; a feeling of having us provide them with an added service.
 - (c) The chance at least for the women on the council to sample a product free.

D. Summation

This idea was hit upon keeping uppermost in mind the established format and policy prevailing at KLIF. This plan in it's present form would allow us to take on the best features of the CBS and NBC deal, but without the great cost of added help, expenses and extensive work involved with their plan. But, we would be able to extend to the sponsor all the features that the CBS and NBC plan extend to him only on our local level which primarily is the most important.

Count the
Records

Cowboy

Cow

Crater Prom

Naturally, much thought and effort would go to get the ball rolling initially, but once the ground is broken, all things are standardized and the requirements of time, expense and work involved are reduced to a minimum.

Count the

Cowboy

Cow

Crater Prom

COUNT THE RECORDS

Count the
Records

Cowboy

Cow

Crater Prom

normally used in bingo games. The cage is filled with little wooden balls which have numbers on them. He picks out four of these, one at a time, and thus determines the number that will be used that hour. It is best to have him refer to one of these numbers as a "mystery" number and thereby encourage ten people to participate rather than just one. The person, as I say, now has three minutes or whatever time, to call in for the hourly prize. This can be run twice an hour if you desire.

4. SELLING ONE DOLLAR BILLS FOR FIFTY CENTS: This is strictly an off-the-air promotion and can be used to draw any kind of crowd for any occasion whether it be a sales promotion for a sponsor or simply a station promotion. You promote heavily on the air where your disc jockeys will be at what time and the fact that they will be selling one dollar bills for fifty cents and I caution you that in a market where this has never been done, or where there is little or no active radio programming, it will be comparable to a small riot. The jockeys should be in a position where they will not be jostled or crushed or for that matter, have the hands-full of bills snatched from their grasp by unsavory-type characters. We did this once with all our jocks standing on a wooden platform on top of one of our mobile news units. This way, all they had to do was bend down and take the fifty cent pieces from the outstretched arms and give them a dollar bill in return. You can do this any way you want. You can sell fifty cent pieces for a quarter or you can sell one dollar bills for 98¢. Obviously, the latter gets awfully confusing due to the amount of silver and copper that must exchange hands in the middle of the crushing mob. I think you could have a successful promotion out of this with as little as \$400.00 because actually you only spend \$200.00. Possibly after all the bills are sold, you could then announce that the fifty cent pieces you now have will be sold for quarters. Either way, it doesn't cost an awful lot of money and it will really block traffic.

5. COUNT THE RECORDS: The title here just about explains the contest completely. You announce on the air that from a certain time on a certain day to a certain time the terminating day, your station will conduct its "Count the records" contest. The grand prize is so & so and in order to win, all you have to do is count the records your station plays within that time period. If you are operating 24 hours a day, you include the all-night show. No portion of your musical programming is left out of this contest time segment. The object is obvious. We expect the listeners to stay tuned constantly for a week or so and actually count every single record that is played and you'll be amazed to find that some of them actually do it. We have known families to arrange shifts whereby the father maintains a count for several hours, then the mother takes over, then the kids, etc. Be sure to announce here that all entries must be postmarked by 24 hours from the close of the contest. Obviously, you cannot have them postmarked sooner because the records are still being played and counted and that wouldn't be fair. Matter of fact, you should also state that any entries which are postmarked before the termination time of the contest will not be eligible since they are obviously guess-work.

It is also important to state in your promos exactly what a record is. The best way to explain it is to say that they are only to count those phonograph records that the disc jockeys play that are of the variety available for public consumption at record stores, such as the play of a Fats Domino record would count as one and the play of one cut from an LP album would also count as one. Explain also that singing commercial jingles, disc jockey themes, and anything else of this type musical nature is not to be counted as a "record". The only thing the listener has to send in is a postcard with his name and address and his numerical count as to the number of records played in that time period. He does not have to send a list of the records.

Obviously, it is most important here for your disc jockey to maintain an extremely accurate play list and to turn in copies of it to their P.D. as soon as they get off the air.

Agel

- 4 -

SUMMER SOUNDS OF THE CITY (Stan Richards and Russ Knight, KLIF)

COW

Russ sent me a separate memo on this since it was something he had used in Atlanta in the past and KLIF will soon be using it.

While the idea tends to get somewhat sophisticated, I think it is basically good and I am attaching a copy of Russ' memo in order that you might get the benefit of the various approaches he suggests.

COW MILKING PROMO (Al Hart, Program Director, KABL)

If you'll recall, I discussed the cow milking promotion during the recent Managers' Meeting and told you it was being done by WAIT in Chicago.

KABL is investigating the promotion for San Francisco and is checking with a local milk company about the possibility of their participation.

Al also points out that June is "Dairy Month", which might give you an added sales approach with your local Dairy Association or a specific booth.

TS
2/5/63

Cowboy

Cow

Crater Promo

Rph

SUMMER SOUNDS OF THE CITY (Stan Richards and Russ Knight, KLIF)

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#

ys
6/5/63

Cowboy
Promos

Crater Promos

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ys
6/5/63

Cowboy
Promos

Crater Promos

PROMOTION (Dickie Rosenfeld, Sales Manager, KILT)

SPOT SPOT (Dickie Rosenfeld, Sales Manager, KILT)

Sold a package to Evans Music City built around band instruments for school students. The spots stress the fact that many times parents buy a clarinet for the student and three months or so later it is discovered they are best suited for a tuba. If you deal with Evans Music City you will never be faced with the problem of having these instruments on your hands because you can rent any instrument for only \$5.00 a month and if you decide to buy the rental fee will apply to the purchase price.

###

COMPETITIVE COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

"Help McRoberts Chevrolet save the United States"...and stop inflation. McRoberts Chevrolet is offering a 1967 Chevrolet at 1966 prices by placing your order today.

###

SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

New TV season is here and in Houston, as elsewhere, competition between 3 Houston TV stations is fierce for audiences at beginning of season. This situation was taken advantage of and resulted in sale of good spot schedules on KILT, to two out of three of these stations.

###

PROMOTION (John Borders, Program Director, KILF)

"Cowboy football, and pranks"...combined with disc jockey spots, plays, produced. These would be voiced by best known Houston football players, some straight others in comedy style, commenting on disc jockeys, characters on their program, times on the air, etc.

###

Cowboy
Promo

Crater Promo

npl

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###

SAN FRANCISCO

CRATER PROMO

Crater Promo

KABL

SAN FRANCISCO

TO: Yolie

DATE: October 1, 1963

FROM: Al Hart

SUBJECT: Joliet Currie Crater Promo

Yolie baby...here is the promo that Don requested I send to you.

Another copy has been forwarded to him in LA...care of Peter Frank organ.

Al

nyb

*"Crater
Promo"*

"KABL MUSIC"

MOON CRATER PROMO

MUSIC: UP FULL TO ESTABLISH, THEN FADE UNDER FOR:

ANN 1: Now radio station KABL is proud to announce Cable's
annual givaway contest.

ANN 2: The contest of contests!

ANN 1: For the best card or letter on the subject explaining
the Joliet Currie crater on the back side of the moon...

ANN 2: KABL offers...25¢ in cash!

MUSIC: COMIC STINGER.

ANN 1: Don't miss the most fabulous of all San Francisco radio
contests.

MUSIC: BUTTON.

"KABL MUSIC"

MOON CRATER PROMO

MUSIC: UP FULL TO ESTABLISH, THEN FADE UNDER FOR:

ANN 1: Now radio station KABL is proud to announce Cable's
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the Joliet Currie crater on the back side of the moon...

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MUSIC: COMIC STINGER.

ANN 1: Don't miss the most fabulous of all San Francisco radio
contests.

MUSIC: BUTTON.

Color Radio

July 28, 1967

WNUS - Crossroads - World (from O'Hare Field.) Another W-NUS first.
A McLendon Station

Gentlemen:

W-NUS is launching a series of capsule reports from world wide travelers at O'Hare Airport. We will be using the combined facilities of all the airlines in cooperation with the public relations staffs throughout the nation and in many cases world wide.

Will you please have someone from your company call Miss Sheila Hayden at W-NUS and she will send you the necessary information on how to participate in this exciting broadcast.

Because W-NUS is an all news operation, we know that these drop-in travel capsule reports from celebrities and outstanding personalities from all over the world will provoke a brand new listening interest throughout Chicagoland on 1390 and 107.5. We want to use the Seven Continents Restaurant operated by Carson, Pirie Scott & Company as one of the most functional points for the telephonic travel reports.

The McLendon Corporation has excellent contacts in business, industry and the amusement world and we at W-NUS will use these contacts to make the Chicago travel reports a big success.

THE SE REPORTS WILL BE HEARD EVERY HOUR FROM 6:00 AM to 10:00 PM, SEVEN DAYS A WEEK.

Sincerely,

Cliff Johnson
Executive Assistant to General Mgr.

✓ KILT - TEXAS GIANI FURNITURE

This idea is to set a new world's record for "Rocking in a Rocking Chair." Various salesmen will be rocking the chair around the clock without stopping. A 100 spot package has been presented to keep the public informed as to the progress of the marathon and sell rocking chairs at a good lead item price. Rocking will take place in front of store to add to outside publicity.

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SALES PROMOTION for December/January (Jim Hamby, Sales Mgr., KTSA)

A tie-in with the local Jaycee Christmas CROSSWORD Shopping Tour. A special Christmas spot package for retailers only. Sold on the basis of giving 5% of the gross to the Jaycees for the Orphan's Tour. The money would be given in the name of the client purchasing the schedule. This, of course, can be adapted to any charity in your area. This can also be construed as a public service of sorts.

OBJECTIONABLE COPY (Jim Hamby, Sales Manager, KTSA)

They rejected a schedule and copy on the movie "I Hate Your Guts". Jim says the spots are grossly misleading and the copy is strictly "sex" with implication of race issues.

STATION BREAKS (John Borders, Program Director, KTSA)

"KTSA--Taking out the Yak-belonging music back"

"KTSA--The Radio Glass of '41, where our Principal is much more music!"

PROMOTION (Stan Richards, Program Director, KLIF)

They are running a very interesting, required listening contest called the "KLIF Crossword Contest". Each hour from 7 am through 6 pm they play four songs, appropriately introduced as "Crossword Records". The first person calling in after the last record is played with a sentence utilizing every word in all four titles wins \$11.99. Stan reports a phenomenal response.

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Crow
Promo

Cue
Ball

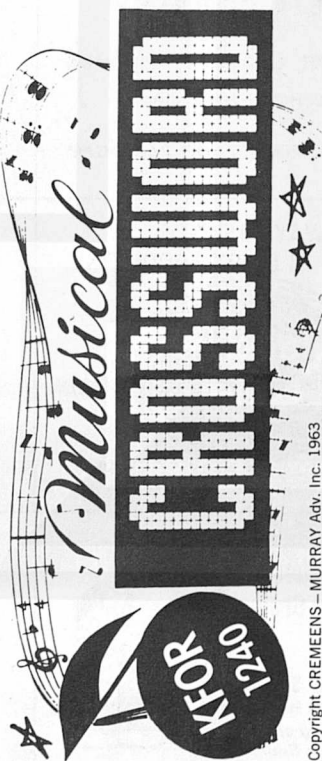
Color Radio

U.S. Postage
PAID
Blk. Rt.
PERMIT NO. 809

WIN
\$1,240.00
IN
PRIZES!

File Policy Book

PLAY



ON

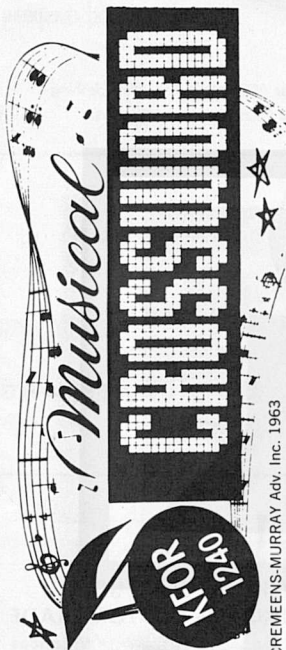
KFOR
RADIO

The Quality Station with the Music,
Programs and Features Lincoln-Land likes!

YOUR
"LUCKY"
NUMBER

No 44942

Home of Big Red, Little Red and ALERT CENTER NEWS



Copyright CREMEENS-MURRAY Adv. Inc. 1963

CONTEST RULES

1. Listen to Radio Station KFOR (1240 on your dial) every day for musical clues enabling you to complete the "Puzzle of the Week." All clues necessary to complete the "Puzzle of the Week" will be given at least once each day on KFOR between the hours of 7 AM and 8 PM, daily.

2. When you have filled as many empty blanks in the puzzle as possible, count the letters inserted in the puzzle (include those letters already printed in the puzzle), and enter the total of all letters in the box provided. ENTER THIS SAME NUMBER ON THE OUTSIDE OF THE ENVELOPE IN WHICH YOU MAIL YOUR ENTRY. Failure to do so disqualifies your entry.

3. Clip out the "Puzzle of the Week" along the solid line; place in an envelope and mail to Radio Station KFOR, Lincoln, Nebraska. BE SURE YOU HAVE COMPLIED WITH RULE 2 ABOVE.

4. There will be a new contest each day. Entries will be judged for the daily contest of the day on which they are postmarked.

5. Winner of each day's contest will be chosen on the basis of (a) most nearly correct puzzle solution; (b) earliest post mark; (c) neatness. Puzzles need not be complete to win. Daily winners

will be announced seven (7) days from date of each daily contest. Only one winner per family in any contest week; however, any family can submit as many entries each week as desired. In case of tie, duplicate prizes will be awarded.

6. All entries submitted in a Puzzle Week become eligible for the Weekly Prize, which will be awarded in the following manner; The 7 Daily Winners will be judged on the basis of correctness and neatness. The one judged to be the best will be declared the weekly winner. The Grand Prize winner will be chosen during the 13th week, in the same manner, from among the 12 Weekly Winners.

7. Cash prizes awarded are as follows: Daily Winners, \$5.00 each, Weekly Winners, \$25.00 each, and the Grand Prize Winner, \$520.00. There will be 84 Daily Winners, 12 Weekly Winners, and 1 Grand Prize Winner for a total of \$1,240.00.

8. Submission of any entry blank signifies acceptance of the contest rules by you. Employees and relatives of employees of this station are ineligible to compete. Decision of the judges is final. All entries become the property of Radio Station KFOR to use as they see fit.

Crow
Promo

Cue
Ball

Color Radio

CUT ON DOTTED LINE, MAIL IN ENVELOPE TO:

KFOR

RADIO

Box 391

Lincoln, Nebr.

CUT ON DOTTED LINE, MAIL IN ENVELOPE TO:

KFOR

RADIO

Box 391

Lincoln, Nebr.

CUT ON DOTTED LINE, MAIL IN ENVELOPE TO:

KFOR

RADIO

Box 391

Lincoln, Nebr.

Qualifies For Many Prizes! Dial 1240

CUT ON DOTTED LINE, MAIL IN ENVELOPE TO:

KFOR

RADIO

Box 391

Lincoln, Nebr.

CUT ON DOTTED LINE, MAIL IN ENVELOPE TO:

KFOR

RADIO

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Crow
Promo

Cue
Ball

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KFOR

RADIO

Box 391

Lincoln, Nebr.

CUT ON DOTTED LINE, MAIL IN ENVELOPE TO:

KFOR

RADIO

Box 391

Lincoln, Nebr.

Enter Often! Every Puzzle Received

CUT ON DOTTED LINE, MAIL IN ENVELOPE TO:

KFOR

RADIO

Box 391

Lincoln, Nebr.

CUT ON DOTTED LINE, MAIL IN ENVELOPE TO:

KFOR

RADIO

Box 391

Lincoln, Nebr.

CUT ON DOTTED LINE, MAIL IN ENVELOPE TO:

KFOR

RADIO

Box 391

Lincoln, Nebr.

Crow
Promo

Cue
Ball

Color Radio

ONE GALLON FREE

When You Purchase 10 Gallons of
CREST REGULAR OR CREST ETHYL

PRESENT THIS COUPON AT
CREST OIL CO.

545 Cornhusker Highway—Lincoln

OPEN 24 HOURS
PAYROLL CHECKS CASHED FREE!

Aunt Betty

Lincoln's Leading Bread

A HOMETOWN BUSINESS
GROWING WITH LINCOLN!

Wendelin Baking Company 1430 South Street



...the label that's
always in good company

For 60 years fine quality clothing
for men, women, and boys.

Ask your Doctor to call...

Wagey Drug Co.

Lincoln's Oldest Name in Drugs
3 Convenient Locations

South at 17th 423-2327 Washington at 17th 423-2321 Vine at 27th 432-3341

Free Prescription Delivery

IMMEDIATE CASH LOAN CONSOLIDATION

Federated Finance

2104 O St. Ph. 477-3737



DELICIOUS

AND

REFRESHING

H

HARCO-VAN SICKLE
GLASS INC
143 South 10th
Lincoln, Nebraska
HE 2-4431

Return this coupon to Harco
and receive 10% discount on any
retail purchase ... Good April
15 thru May 15, 1963.

SHOP AT YOUR FRIENDLY

IGA

FOOD STORES

free!

IN-THE-HOME MEASURING,
ESTIMATING FOR CUSTOM-MADE

• Draperies • Bedspreads • Valances
• Slipcovers • Cornices

MONTGOMERY WARD
Gateway 434-5921
satisfaction guaranteed

Present this Coupon and receive \$1.00
credit toward any service work including
lubrication or oil change.



14th & M 432-5308

Save \$1.00 with this Coupon

Watson-Brickson

LUMBER COMPANY

660 N STREET, LINCOLN 8, NEBRASKA
TELEPHONE HE 2-3304

"YOUR HOME-REMODELING PACKAGER"

Reach
for the



TWO GREAT NAMES
REDDISH BROS., INC.
601 WEST VAN DORN
AND Westinghouse

NOW YOUR EXCLUSIVE DEALER
FOR CONTRACTORS BUILT-IN UNITS
ALSO
COMPLETE WESTINGHOUSE APPLIANCE LINE
"YOU CAN BE SURE IF ITS WESTINGHOUSE"

ALWAYS ASK FOR
THE BEST IN DAIRY PRODUCTS



"AT YOUR DOOR or NEAREST STORE"

YOU CAN DEPEND ON
MAYFLOWER



SULLIVANS
301 N 8 ESTABLISHED 1891 432-2737

PRESENT THIS COUPON

Receive One FREE Admission
with One PAID Admission AT

84th and 4th DRIVE-IN Theatre
Phone 4-88-5353

VOID AFTER MAY 28, 1963

CUT COUPON FOR FREE ADMISSION

That's Where
Your Money Grows!

UNION LOAN & SAVINGS
209 South 13th Street
Watch for spring opening
of our Drive-in Branch,
56th and O.

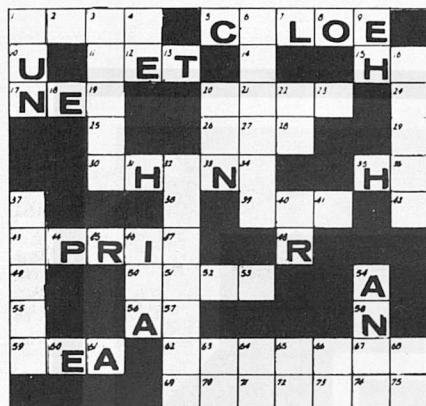


Mr. Green Thumb

UNMATCHED Lightning Protection at
Surprising Low Cost. \$14.95 Installed



MASON ELECTRIC CO.
3901 TOUZALIN AVE. 466-1964

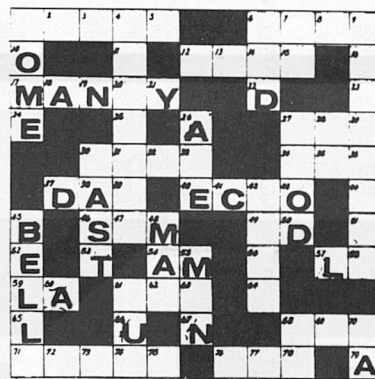


Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

PUZZLE NUMBER
6

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Mar. 3-9

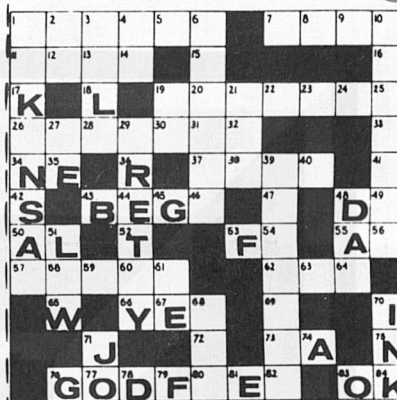


Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

PUZZLE NUMBER
5

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Feb. 24-Mar. 2



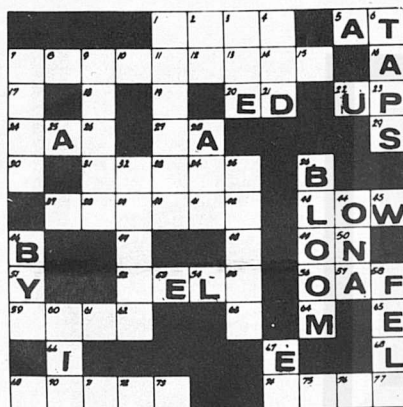
Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

PUZZLE NUMBER
4

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Feb. 17-23

Enter Often! Every Puzzle Received



Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

PUZZLE NUMBER
12

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Apr. 14-20



Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

PUZZLE NUMBER
11

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Apr. 7-13



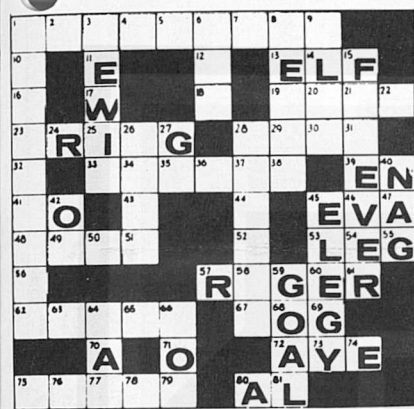
Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

PUZZLE NUMBER
10

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Mar. 31-Apr. 6

Musical
KFOR 1240
CROSSWORD



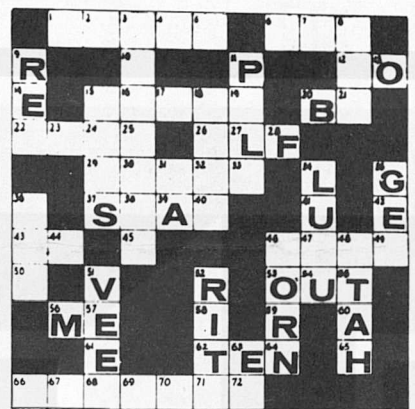
Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

3

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Feb. 10-16

Musical
KFOR 1240
CROSSWORD



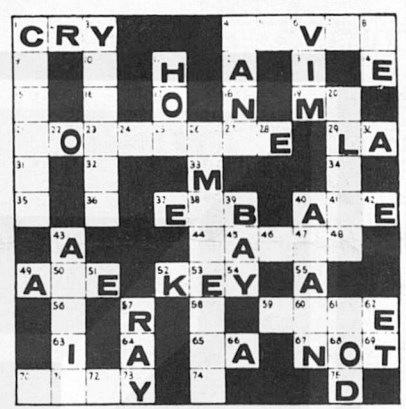
Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

2

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Feb. 3-9

Musical
KFOR 1240
CROSSWORD



Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

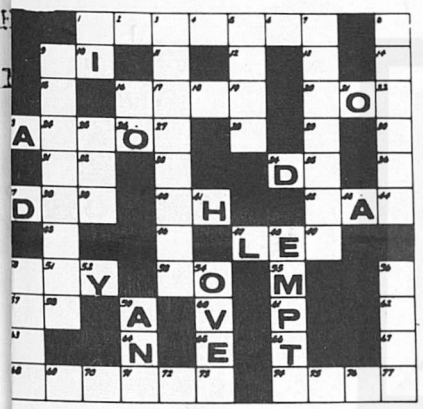
1

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Jan. 28-Feb. 2

Qualifies For Many Prizes! Dial 1240

Musical
KFOR 1240
CROSSWORD



Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

9

Name: _____
Address: _____
City & State: _____

Use this puzzle week of Mar. 24-30

Musical
KFOR 1240
CROSSWORD



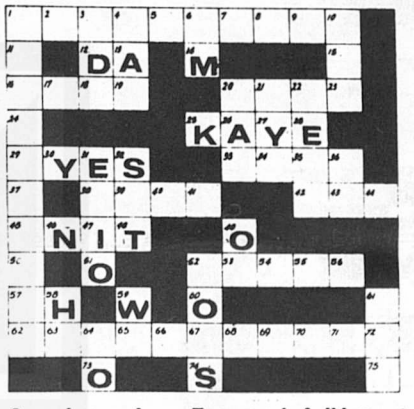
Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

8

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Mar. 17-23

Musical
KFOR 1240
CROSSWORD



Count letters above. Enter total of all letters in box below, and on the front of the outside of your envelope.

7

My Name: _____
Address: _____
City & State: _____

Use this puzzle week of Mar. 10-16

Crow
Promo

Cue
Ball

Color Radio

KFOR IS WOW 'EM WITH



Copyright CREMEENS-MURRAY Adv. Inc. 1963

22.2% of all homes listening to all local and regional radio stations in Lincoln, Nebraska (Lancaster County) are playing and sending in weekly entries for KFOR'S "MUSICAL CROSSWORD".
HERE ARE THE FACTS!

MUSICAL CROSSWORD Entries Mailed: 41,000*
MUSICAL CROSSWORD Started On KFOR: January 28, 1963
MUSICAL CROSSWORD Entries Received: 1st Week - 1,641
2nd Week - 1,123
3rd Week - 963
4th Week - 1,245
5th Week - 1,006

5 Week Average - 1,195

HERE'S HOW WE ARRIVED AT 22.2%

41,000 Homes multiplied by 13.1% Hooper Radio Sets In Use = 5,371
Homes Listening To All Radio Stations.

1,195 Average Weekly Entries divided by 5,371 Homes Listening To All
Radio Stations = 22.2%

WHY HOOPER? Hooper measures "in home" listening only. Pulse measures
"out of home" listening, and who can play MUSICAL CROSSWORD while driv-
ing a car?

Our 13.1% Hooper Radio Sets In Use is the 7 A.M. to 6 P.M. average for
Des Moines, Iowa since no survey figures were available for Lincoln.

This 22.2% figure is directly comparable to any radio survey "Share
Of Audience"!

REMARKABLE? YOU BET!

All facts in this report can be verified by contacting either:

Mr. Richard Chapin
Executive Vice President
Stuart Stations
% Radio Station KFOR
Lincoln, Nebraska

or

Mr. Roger Larson
Manager
Radio Station KFOR
Lincoln, Nebraska

* * * * *

In addition to KFOR, MUSICAL CROSSWORD has now been purchased by:

KMEO - Omaha, Nebraska
KRGH - Grand Island, Nebraska
KSAL - Salina, Kansas
KODY - North Platte, Nebraska

ALL MUSICAL CLUES ... CORRECT PUZZLE SOLUTIONS ... ART FOR MAILERS ...

furnished by:

Creemeens
Murray Advertising, Inc.
4021 PLEUR DRIVE • DES MOINES 21, IOWA
Phone 283-0149

GEORGE W. CREMEENS
PRESIDENT

ROBERT B. MURRAY
VICE PRESIDENT

* 41,000 homes is the total homes listed by Mail Advertising Corp-
oration of America for Lancaster County, Nebraska.

Crow
Promo

Cue
Ball

Color Radio

What do the letters KSFO really mean?



Knishes Smell Funny, Oiving!

Do the call letters of KSFO really mean "Knishes Smell Funny, Oiving!"? It's remotely possible. But we suspect that KSFO means many things to many people. And we are particularly anxious to know what it means to you. Please tell us. But first, listen.

KSFO *The World's Greatest Radio Station*
—560 on everybody's radio dial.

Crow
Promo

Cue
Ball

Color Radio

CROW PROMO

CROW PROMO

Crow
Promo

Cue
Ball

Color Radio

CROW PROMO

Are you tired of eating turkey on Thanksgiving? Then, eat crow!

Eating crow is a fulfilling experience...makes you feel better
and your troubles seem light as a feather. When your friends
ask you..."What's for dinner on Thanksgiving?"....Say....

"I'm eating crow." After all, it's better than eating humble
pie!

#

Cue
Ball

Color Radio

~~JAMES BOND~~

Cue
Ball

Color Radio

R.R.B

CC CUE BALL PROMO

IS YOUR THATCH THINNING? HAIR FALLING? DOES YOUR WIFE CALL YOU...

CUE BALL!?

SOUND EFFECT, MUSIC UP

THEN GET READY, BALDY...YOUR MOMENT HAS ARRIVED! KABL IS LOOKING FOR THE ONE BALD HEADED MAN IN THE BAY AREA WHO SUFFERS MOST FROM JIBES AND INSULTS - ONE WHO IS TIRED OF THE SUPERIOR ATTITUDES OF THOSE WITH THICKER THATCHES. JUST WRITE KABL A LETTER DESCRIBING THE ABUSE AND RIDICULE YOU SUFFER, ENCLOSING A PHOTOGRAPH. YOU WON'T GET YOUR HAIR BACK, BUT YOU WILL GET A COMPLETE TONSORAL OVERHAUL FROM MAC-BLUMS, SAN FRANCISCO'S UNIQUE GENTLEMEN'S GROOMING ESTABLISHMENT. SO, DON'T BE ASHAMED OF THAT BALD HEAD...DO SOMETHING ABOUT IT. WRITE TODAY TO "HAIRLESS JOE", KABL, SAN FRANCISCO.

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Coffee Classic" -- Housewife sends in card with name, address, etc. and throughout the day KTSA dedicates the classics to them for cash and prizes.

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CREATIVE SALES IDEA (Ron Ruth, Sales Manager, W-NUS)

I quote from Ron's Weekly Report:

"We pitched the Boulevard National Bank on the idea of buying a 52-week campaign and they would in turn be afforded a tag line on the bottom of the news sheets we will soon distribute daily in area restaurants. Decision is pending."

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CREATIVE SALES IDEA (Art Holt, General Manager, WYSL)

WYSL proposed and sold a tie-in with rental helicopter device (Cost \$65.00 for use for the day) for kiddie rides at Plaza. Got \$500.00 schedule with this plus a personal appearance by Fred Gage on October 10th.

Spending a fairly small amount such as this to get a good schedule where none exists looks like it will work well in the future.

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WEEKEND REVENUE (Art Holt, General Manager, WYSL)

Sold three day weekend schedule to local car wash by pitching an "every second car free" campaign. That is, each pair of cars must be together. The idea being that if you want your car washed, you'll get your wife or the guy next door to come with you and split the cost of the washing.

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COMPETITOR'S PROMOTION (Don Newbury and Homer Odom, XTRA NEWS SALES)

KNX is staging a race between a donkey and an elephant on the six mile stretch of closed highway at the end of the San Diego Freeway. Prizes are given for choosing the correct time lapse and the winner. See attached clipping.

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COLOR RADIO

KLIF goes color radio on Tuesday, January third. This announcement is an effort to set down on paper all of the various innovations and changes we will wish to introduce. I will ask your complete cooperation in helping me get everything done, written, logged and announced before January third.

First of all, we will introduce to the press in the week between Christmas and New Year the selection of "Miss Color Radio", Martha Hyer, the Universal International star of "Cabin in the Sky", "Kiss of Fire", etc. She is a hometown Dallas gal but we are footing the bill to bring her from Hollywood. I'll welcome all suggestions on how we can use her most advantageously. These thoughts occur right now:

1. cocktail party for agencies, theatre people, advertisers, prominent citizens, press.
2. award as "Miss Color Radio" by Shivers, Thornton, or other dignitary.
3. parade celebrating "Color Radio".
4. half-hour introduction of "Miss Color Radio" at Cotton Bowl January first.
5. other gatherings around the New Year where she might put in an appearance.
6. releases to all wire services, trade magazines, with pictures.
7. any ideas you suggest.

Here are other ideas and plans for color radio January third which we will want to get away on right away:

1. write color station breaks for January third start; use each half-hour.
2. Harrison is preparing for us three special color singing jingles; use one per half-hour starting January third.
3. repeat program (by wire only) from 10:15 p.m. to 11:00 p.m. starting January third--Bruce and Cecil.
4. Dallas Lives With Cliff--promotional spots by us, already written.
5. Lucky Telephone Numbers--announcements issued on this; Bubbes please see us.
6. new promotionals on our new programs--I will write these.
7. Elmer Allen safety spot--Les please get copy from us and see that this is made, ready to go and logged several times January 3, 4, 5, 6 and 7.
8. Bear With Final giveaway--Cecil will take care of this.
9. Buffalo giveaway--we'll announce that if fifteen kids will come to the studio we'll give away five times in succession. I'll take care of this and we'll do it during late afternoon January third.
10. Get away from other cities--the Milwaukee and St. Paul--Bruce will do this and I can provide him with formats to send these jingles.
11. Use TIME Magazine news style--Routt will convert our writers to this style effective January 3.
12. Begin to use weather jingles in 5-minute rotating time after each hour on January 3. Bruce will brief announcers on this.
13. Effective January third, Bruce to make use of his pretty "wake up" jingle once an hour for the next several days.
14. We will begin to use our celebrity breaks in promotion starting January third.
15. We are considering taking a small ad in newspaper but with the word "COLOR" actually in color.
16. In all international stories, we will begin using time after dateline, thus "Boston--10:46 p.m.". These are the actual foreign time of filing.
17. Rents will announce for County Weigher on January third.
18. For headlines as well as weather on half-hour. Ed, Bubbes redo weather and headline format--let's have something considerably changed.
19. New news format--I'll do the sample format and then we'll all have to plan to get these done.

TO: ALL STATIONS, Cecil, Bill Morgan, Bubbles, Les Vaughan, Edd Routt.

PLANS FOR COLOR RADIO

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Here are other ideas and plans for color radio January third which we will want to get busy on right away:

- ✓ 1. write color station breaks for January third start; use each half-hour.
2. Merriman is preparing for us three special color singing jingles; use one per-half-hour starting January third.
- ✓ 3. request program (by wire only) from 10:30 p.m.-6 a.m. starting January third--Bruce and Cecil.
- ✓ 4. Dallas Lives With Cliff--promotional spots by me, already written.
- ✓ 5. Lucky Telephone Numbers--memorandum issued on this; Bubbles please see me.
6. new promotionals on our news programs--I will write these.
- ✓ 7. Elmer Allen safety spot--Les please get copy from me and see that this is made, ready to go and logged several times January 3, 4, 5, 6 and 7.
8. Rear Window final giveaway--Cecil will take care of this.
9. Buffalo gimmick--we'll announce that if fifteen kids will come to the studio we'll play some record five times in succession. I'll take care of this and we'll do it during late afternoon January third.
- ✓ 10. Get deejay intros from other cities--ala Milwaukee and El Paso--Bruce will do this and I can provide him with formats to send these jockeys.
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- ✓ 20. news promotionals--already written.
21. Weaver's famous slogan breaks--already written. Bruce institute these January 6.
22. 30-40 middle night phrases. I'll write these.
- ✓ 23. 2 o'clock feeding time with daytime billboards. I'll write these.
24. sponsoring newscasts by disc jockeys--do this for seven days. Bruce to write variations on formats.
25. production spots on color radio for use before January 3rd and some others for use on and after that date--Bubbles will write these.
- ✓ 26. mobile unit call-in transcriptions--Les will record five different versions; Bruce will produce them.
27. Some of the new and old station breaks we'll use: something wonderful happens when you listen to Cliff, compatible color radio, TV with an inside antenna, ^{color} without eyestrain, the pause that refreshes, Cliff--The Belle of Dixie, KLIF has run away with Dallas' radio day, KLIF color radio, Dallas, etc.
28. choose songs with "blue", "red", "yellow", and other colors to be played frequently during the week starting January third--Bruce.
29. new vignettes--we may do some of these.
30. new mobile intros and closes--Bubbles will write these.
31. re-institute INS lines on our newscasts and also lines giggling the newspapers--Bruce.
32. change weather formats--Bubbles.
33. On January 7th, Art will give away dollar bills for ninety-five cents on a specified corner, reserving right to restrict number per customer.
- ✓ 34. Les will insert new Fidler intros and closes for one week only starting the 3rd.
35. We will begin to make use of weather jingles as outlined in 12., and also other jingles we've used infrequently.

This will give you a list of all the things we've got to do. We will have a fifth salesman and probably two new disc jockeys by January third.

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Gordon McLendon

Hello everybody, everywhere, this is the Old Scotchman, Gordon McLendon. Color is a part of your life--you've been in a blue funk, you've been dyed in the wool, you've painted the town red, you've dragged a red herring, or seen pink elephants, or worn a yellow ribbon, or been on the black list, on a red-letter day--and now color comes to radio. On Tuesday, January third, KLIF begins the most color-ful radio schedule in Dallas history--new times for many old personalities, new formats, new vignettes--new color--vivid radio with all the intense and flaring color that is show business. Join Cliff on January third.

Hello everybody, everywhere, this is the Old Scotchman, Gordon McLendon. Radio has always had its deficiencies. Take the Railroad Hour, for instance--been on the air for twenty years and never sold a single railroad. But nowadays you can hear a new type of radio--color radio on KLIF, starting January third. We're calling it color radio because with old personalities at new times, and new personalities in old times, and new vignettes and formats, and new music, we believe you'll agree that radio has hit a new high in entertainment--with color radio, color-ful radio, on KLIF starting January third.

Hello everybody, everywhere, this is the Old Scotchman, Gordon McLendon. Radio has always been not only brightened with brilliance by great performers, but brightened also by blunders. Like the night Betty Furness asked her audience "have you ever tried your Westinghouse washer with a full load on?" ...or Betty Crocker, who gave her favorite recipe for fricken chicasee...and now, to brighten radio once again, comes KLIF's version of color radio--new times for great KLIF personalities like Art Nelson, Don Keyes and Larry Monroe, new formats, new programs, new everything on January third on Cliff--the station that has run away with Dallas' radio day.

Hello everybody, everywhere, this is the Old Scotchman, Gordon McLendon. Fred Allen once said that radio is called a medium because nothing is well-done. With that in mind, Cliff is going to change the pattern January third with color radio, the most color-ful radio in history. Familiar personalities will be in new times--Art Nelson, Don Keyes, Larry Monroe, and others--there'll be a week of the top 14 Old Scotchman vignettes of all time, you'll hear KLIF's Miss Color Radio of 1956, Martha Hyer, new and spectacular contests like Cliff's new Lucky Telephone number contest--so many new things that we can't even list them all--on KLIF color radio, starting January third--radio painted with all the vivid hues and splashes of the rainbow.

ALL STATIONS

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. To some extent, KLIF has always had color radio--colorful, anyway. Like the time one of KLIF's early announcers, Doc Hull, was ad libbing a commercial for a laundry company and said, "all of you ladies who drive by and drop off your clothes will receive immediate attention," or the time one of our announcers said that in a recent speech, the President had hit the nail with his head... these have been colorful years for Cliff, all right, but not as colorful as what's to come--color radio, on January third--new jingles, new contests, new times for Cliff's top personalities, new formats, and a brand-new KLIF "Miss Color Radio of 1956"... it'll be color radio, color-ful radio January third on Cliff.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. You know, I suppose one of the greatest pleasures in business is doing what your competitors say can't be done. Like the little girl wrote in the thank-you note at the end of the Christmas season: "thank you for your nice present. I always wanted a pin cushion although not very much." Well, we always wanted color radio, and a great deal, and it starts on Cliff January third--the most color-ful radio you've ever heard--a great new contest, Lucky Telephone Numbers, brand new times for some of your favorite Cliff deejays, the KLIF Kwik Kwiz, new formats, a most important announcement by Bruce Hayes, the introduction of Miss Color Radio of 1956, all this and much more on KLIF color radio, January third.

ALL STATIONS

1/6/56

ADDITIONAL KLIF COLOR RADIO BREAKS

This is KLIF, always a colorful program--never a test pattern.

This is Color Radio Dallas, KLIF, where the whole family can watch.

This is KLIF in Dallas, color radio, where there's never trouble on the cable.

This is color radio in Dallas, KLIF, where the commercials are always right side up.

This is CLIFF, in Dallas, color Radio, where all shows are live, no film.

This is Cliff in Dallas, color radio, where the picture tube never explodes.

This is KLIF in Dallas, where more name personalities appear every day than on all television stations combined.

This is KLIF in Dallas, your 24-hour a day spectacular.

This is KLIF in Dallas--no fringe area, we just peter out completely.

This is color radio in Dallas, KLIF, where Dragnet will be seen on another channel.

This is color radio Dallas, KLIF where nobody will be murdered all evening.

This is color radio Dallas, KLIF, no panel shows.

This is KLIF in Dallas, covering twice as many people as all four Dallas and Fort Worth television stations combined.

This is color channel one nineteen with right up front listening.

Gordon - how about
some others?
File in memo file

COLOR STATION BREAKS

-----THE STATION WITH COLORATION
-----COLORIFIC RADIO
-----WITH TECHNICOLOR COMMERCIALS
-----PAINTIN' THE TOWN WITH COLOR SOUND
-----THE DYE ON YOUR DIAL
-----BRIGHT!...DAY AND NITE.
-----WITH MAKE-UP
-----AN EASEL FULL OF ENTERTAINMENT

-----KALEIDOSCOPIIC RADIO

-----WHERE BLACK-AND-WHITE RADIO IS A THING OF THE PAST...
CAUSE WE'VE GONE TO RADIO THAT'S COLOR-FAST
-----COLOR-FAST RADIO....WON'T FADE
-----WITH SAPPHIRE SOUNDS
-----GOLDEN-VOICED RADIO
-----WITH LAVENDER LISTENING
-----THE EMERALD DIAL
-----YOUR ROSY COMPLEXTION
-----WITH LILAC LISTENING
-----WHERE YOU HEAR TOPAZ TUNES ON TURQUOISE TURNTABLES
-----WITH RED-HOT NEWS FROM THE RED AND BLACK KLIF MOBILE
NEWS UNITS 24 COLORFUL HOURS A DAY

-----FOR PLAID EARS

-----A YELLOW RIBBON 'ROUND THE TOWN, IN RADIO'S FIRST COLOR SOUND
-----WHERE THE KILOCYCLES ARE CHLOROPHYLED
-----RADIO WITH ROUGE
-----THE STATION WITH SCARLET LETTERS

(over)

policy

ALL STATIONS

1/6/56

TO: ALL STATIONS
(Attn: All-night men)

FROM: Gordon McLendon

DATE: December 15, 1955

WNEW in New York has a very cute gimmick, and evidently has had it for quite a long time, which I want to point out to you. They have "two o'clock feeding time" where from 2:05 til 2:30 AM, they play very beautiful soothing music. Naturally, they billboard this during the day. I would suggest in the case of KLIF that we start this January 3 as part of our Color Radio promotion. Naturally, the big benefit you get out of it is in the daytime promotionals and the talk it will cause.

GBM:bp

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Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. To some extent, KLIF has always had color radio--colorful, anyway. Like the time one of KLIF's early announcers, Doc Hull, was ad libbing a commercial for a laundry company and said, "all of you ladies who drive by and drop off your clothes will receive immediate attention," or the time one of our announcers said that in a recent speech, the President had hit the nail with his head... these have been colorful years for Cliff, all right, but not as colorful as what's to come--color radio, on January third--new jingles, new contests, new times for Cliff's top personalities, new formats, and a brand-new KLIF "Miss Color Radio of 1956"... it'll be color radio, color-ful radio January third on Cliff.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. You know, I suppose one of the greatest pleasures in business is doing what your competitors say can't be done. Like the little girl wrote in the thank-you note at the end of the Christmas season: "thank you for your nice present. I always wanted a pin cushion although not very much." Well, we always wanted color radio, and a great deal, and it starts on Cliff January third--the most color-ful radio you've ever heard--a great new contest, Lucky Telephone Numbers, brand new times for some of your favorite Cliff deejays, the KLIF Kwik Kwiz, new formats, a most important announcement by Bruce Hayes, the introduction of Miss Color Radio of 1956, all this and much more on KLIF color radio, January third.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. Fred Allen once said that radio is the best medium for selling anything well-done. With that in mind, Cliff is going to bring the most colorful radio in January. Familiar personalities will be in new time slots. Nelson, Kayak, Larry Jensen, and others will be a part of the colorful Scotchman's new format. All this and much more on the Miss Color Radio of 1956. Martha Hyer, and many other beautiful women will be in the new format. Lucky Telephone Numbers, contest, and new jingles. This is the most colorful KLIF color radio starting January third--brand new times and formats with all the new and exciting personalities of the radio.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. ~~Even though much about color~~ Color is a part of your life--you've been in a blue funk, you've been dyed in the wool, you've painted the town red, you've dragged a red herring, or seen pink elephants, ~~or worn a yellow ribbon on a red letter day~~ or been on the black list, and now color comes to radio. On Tuesday, January third, KLIF begins the most color-ful radio schedule in Dallas history--new times for many old personalities, new vignettes, new color--vivid radio with all the intense and flaring color that is show business. Join Cliff on January third.

* * * * *

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. Radio has always had its deficiencies. Take the Railroad Hour, for instance--been on the air for twenty years and never sold a single railroad. But now--days you can hear a new type of radio--color radio on KLIF, starting January third. We're calling it color radio because with old personalities at new times, and new personalities in old times, and new vignettes and formats, and new music, we believe you'll agree that radio has hit a new high in entertainment--with color radio, color-ful radio, on KLIF starting January third.

* * * * *

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. ~~Not only at the high times of performers such as Godfrey and Allen and~~ Radio has always been ~~not only~~ brightened with brilliance of great performers, but brightened also by blunders. Like the night Betty Furness asked her audience if "have you ever tried your Westinghouse washer with a full load on?"...or Betty Crocker, who gave her favorite recipe for fricken chicasee...and now, to brighten radio once again, comes KLIF's version of color radio--new times for great KLIF personalities like Art Nelson, Don Keyes and Larry Monroe, new formats, new programs, new everything on January third on Cliff--the station that has run away with Dallas' radio day.

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Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. You know, I suppose one of the greatest pleasures in business is doing what your competitors say can't be done. ~~Like when you talk about color radio and then someone says~~ Like the little girl who wrote in the thank you note at the end of the Christmas season: "thank you for your nice present. I always wanted a pin cushion although not very much". Well, we always wanted color radio, and a great deal, and it starts on Cliff January third--the most color-ful radio you've ever heard--a great new contest, Lucky Telephone Numbers, brand new times for some of your favorite Cliff deejays, the KLIF Kwik Kwiz, new formats, a most important announcement by Bruce Hayes, the introduction of Miss Color Radio of 1956, all this and much more on KLIF color radio, January third.

Handwritten signature: P. L. L. L.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon, and this is KLIF color radio. Color radio means color-ful radio: radio which suggests to you, by a range of musical sound, all the multi colors of the spectrum. In the very highest frequencies of consciousness, certain musical sounds are blue, certain are red, some are green and some are yellow. KLIF now presents color-ful radio, radio with all the tremendous color range of the sound spectrum.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon, and this is KLIF color-ful radio. Color is merely a wave high above the sound spectrum, and sound within our range, it has been scientifically proved, impresses the conscious mind with actually visible hues. Certain voices create certain seeable mind colors, musical chords bring to mind discernible combinations of red, green, blue, yellow--and all the vivid splashes of the rainbow. KLIF color-ful radio is an endeavor to capture in sound that world of color beyond the sound spectrum.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. You are in tune with KLIF color radio, operating on color channel 119 on your radio dial. Beyond our intention of experimenting with color impressions of the mind which are beyond the sound spectrum, an important part of Cliff's color-ful radio is its new programming: Art Nelson now at nine, Don Keyes at three, our new personality Bill Jenkins, and Jack Reynolds to debut soon. There are new news introductions, new jingles, new contests in this color-ful new radio. This is the color captured in sound, that unexplored world of the sense beyond the mind and the sound spectrum, in the very highest frequencies of consciousness.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon, and this is KLIF color radio, channel 119 on your radio. Just as Duke University experiments have proved to many that thought transference is possible, it has also been scientifically proved that color transference is possible without the human eye. For in that vast and uncharted land of the human sense, beyond the mind itself, is a reaction in color to sound. For sounds can create reds, and blues, and yellows in that limitless psychical land of sense beyond the mind. This, then, is color radio.

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19---THIS IS CHANNEL ONE-NINETEEN IN DALLAS, KLIF, THE COLOR CHANNEL ON YOUR RADIO DIAL.

20---THIS IS KLIF DALLAS, COLOR RADIO... NO OLD MOVIES.

21---THIS IS KLIF COLOR RADIO IN DALLAS, THE STATION THAT HAS RUN AWAY WITH DALLAS' RADIO DAY.

22---THIS IS KLIF COLOR RADIO IN DALLAS, THE MIDDLE AISLE ON YOUR RADIO DIAL.

KLIF STATION BREAKS - EFFECTIVE JAN 3, 1956
(USE EVERY HALF HOUR)

- 1----THIS IS KLIF DALLAS, COLOR RADIO, WITH LAVENDAR LISTENING.
- 2----THIS IS KLIF DALLAS, COLOR RADIO, THE EMERALD DIAL.
- 3----THIS IS KLIF DALLAS, COLOR RADIO, A YELLOW RIBBON 'ROUND THE TOWN IN RADIO'S FIRST COLOR SOUND.
- 4----THIS IS KLIF DALLAS, COLOR RADIO, THE STATION WITH TECHNICOLOR COMMERCIALS.
- 5----THIS IS KLIF DALLAS, COLOR RADIO, PAINTIN' THE TOWN WITH COLOR SOUND.
- 6----THIS IS KLIF IN DALLAS, COLOR CHANNEL ONE-NINETEEN ON YOUR RADIO.
- 7----THIS IS KLIF COLOR RADIO IN DALLAS, RADIO WITH MAKEUP.
- 8----THIS IS KLIF COLOR RADIO IN DALLAS, AN EASEL FULL OF ENTERTAINMENT.
- 9----THIS IS RADIO DALLAS, KLIF, RADIO THAT SPARKLES WITH A SPLASH OF COLOR.
- 10---THIS IS KLIF DALLAS, COLOR RADIO, WHERE YOU HEAR IT IN COLOR.
- 11---THIS IS KLIF COLOR RADIO IN DALLAS, WITH RED-HOT NEWS FROM THE RED AND BLACK KLIF MOBILE NEWS UNITS 24 COLORIFIC HOURS A DAY.
- 12---THIS IS KLIF DALLAS, COLOR RADIO, TV WITHOUT EYESTRAIN.
- 13---THIS IS KLIF COLOR RADIO IN DALLAS, NO OUTSIDE ANTENNA NEEDED.
- 14---THIS IS RADIO DALLAS, KLIF, NOT ULTRA-VIOLET, NOT INFRA-RED, NOT X-RAY OR GAMMA RAY---BUT COLOR RADIO.
- 15---THIS IS KLIF COLOR RADIO, DALLAS--RED, FOR RED-HOT NEWS - BLUE, FOR GREAT BLUES MUSIC - GREEN, FOR GET-UP- AND-GO MUSIC ON THE BRUCE HAYES SHOW... RADIO WITH ALL THE COLORS OF THE RAINBOW.
- 16---THIS IS KLIF IN DALLAS, COLOR-FUL RADIO.
- 17---THIS IS RADIO DALLAS, KLIF, NOW BROADCASTING IN COMPATIBLE COLOR-FUL RADIO.
- 18---THIS IS KLIF DALLAS, COLOR RADIO, NO RABBIT EARS NECESSARY---IN OR OUT ~~OF~~ OF THE HOUSE.
- 19---THIS IS CHANNEL ONE-NINETEEN IN DALLAS, KLIF, THE COLOR CHANNEL ON YOUR RADIO DIAL.
- 20---THIS IS KLIF DALLAS, COLOR RADIO... NO OLD MOVIES.
- 21---THIS IS KLIF COLOR RADIO IN DALLAS, THE STATION THAT HAS RUN AWAY WITH DALLAS' RADIO DAY.
- 22---THIS IS KLIF COLOR RADIO IN DALLAS, THE MIDDLE AISLE ON YOUR RADIO DIAL.

-----KLIF STATION BREAKS - EFFECTIVE JAN 3, 1956---(CON'T PAGE 2)-----

23---THIS IS KLIF DALLAS, COLOR RADIO---NO SOB STORIES, NO SOAP OPERAS, NO
OLD MOVIES.

24---THIS IS COLOR RADIO DALLAS, KLIF--WITH NEWS WHILE IT'S STILL NEWS AND
NOT NEWSREELS.

25---THIS IS YOUR COLOR RADIO CHANNEL, ONE-NINETEEN IN DALLAS, KLIF--NO
OLD NEWSREELS, JUST FRESH NEWS.

26---THIS IS KLIF, DALLAS' MAXIMUM POWER COMPATIBLE COLOR RADIO.

27---THIS IS KLIF COLOR RADIO IN DALLAS, WHERE THE PICTURE TUBE NEVER FAILS.

28---THIS IS KLIF COLOR RADIO IN DALLAS, WHERE THE FILM NEVER BREAKS.

29---THIS IS KLIF COLOR RADIO IN DALLAS, A PERFECT PICTURE WITHOUT SNOW.

30---THIS IS KLIF COLOR RADIO IN DALLAS, NO BALLETS.

31---THIS IS KLIF COLOR RADIO IN DALLAS, THE SOUTHWEST'S ONLY 24-HOUR A DAY
CHANNEL.

32---THIS IS KLIF DALLAS, COLOR RADIO...WHERE THERE'S NEVER TROUBLE ON THE
CABLE.

33---THIS IS KLIF COLOR RADIO IN DALLAS, NOW BROADCASTING FROM THE WORLD'S
SMALLEST TOWER.

34---THIS IS COLOR RADIO, KLIF IN DALLAS, RATED NUMBER ONE BY C.E. HOOPER,
NATIONALLY RECOGNIZED AUDIENCE
MEASUREMENT AGENCY.

35---THIS IS KLIF DALLAS, COLOR RADIO, FIRST! ACCORDING TO BOTH PULSE AND
HOOPER, THE NATION'S RECOGNIZED
AUDIENCE MEASUREMENT ORGANIZATIONS.

Dec. 28, 1955
Radio Station KLIF
2104 Jackson Street
Dallas, Texas
RA 7121

RELEASE 6 P.M. WEDNESDAY, Dec. 28:

Curvaceous Martha Hyer, Universal-International star of "Sabrina" and "Kiss of Fire," arrived in Dallas today to accept an award as "Miss Color Radio of 1956" from KLIF, widely-known Dallas independent radio station.

KLIF officials announced last week that the first broadcasts on color radio would begin Jan. 3. They described the "color radio" process as "the newest entertainment miracle," but declined to divulge technical details until Jan. 3.

Miss Hyer, a native of Dallas and daughter of Col. Julien Hyer, assistant district attorney, accepted the award as Miss Color Radio at a party of celebrities and prominent Dallas business leaders Wednesday night.

R. J. O'Donnell, Interstate Theatres chief, made the presentation on behalf of Gordon McLendon, president of McLendon Investments Corp., which operates KLIF and other radio and television properties.

"The selection of Miss Hyer as Miss Color Radio was not too difficult," McLendon said.

"We just decided to pick what we regard as the most beautiful girl in Hollywood and after consideration of about 100 stars, we decided that Martha was the most beautiful star in the movie capital.

"We just hope color radio is as pretty," he said.

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FOR IMMEDIATE RELEASE

Dec. 23, 1955

Dallas, Texas--Radio Station KLIF, widely-publicized Dallas independent, has announced that on Tuesday, January third, it will begin broadcasting in "color radio."

Terming the development "the newest electronic miracle," KLIF refused to reveal the details of its plans to broadcast aurally in color. Gordon McLendon, president of the Trinity Broadcasting Corporation which operates KLIF and numerous other radio and television properties, would say only that following January third details of the new KLIF "color radio" signal would be published.

"We want people to listen to the new look," McLendon said, "and then we will reveal what we are doing to create such an extraordinary new thing in radio.

On January third, we are mailing circuit designs to the proper persons."

KLIF also announced that it is importing from Hollywood an outstanding

feminine star who will, on January third, be crowned "Miss Color Radio of 1956" at appropriate ceremonies.

FOR IMMEDIATE RELEASE

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AC-3

STATEMENT

Universal Pictures Company, Inc.

PACIFIC COAST STUDIOS
UNIVERSAL CITY, CALIFORNIA

Color Radio

3-6-56

19

IN ACCOUNT WITH

January 6, 1956

March 10, 1956

Mr. H. G. Fearnhead
Accounting Department
Universal Pictures Co., Inc.
Universal City, California

D. Gentlemen:

In reply to your statement dated March 6, 1956, addressed to Mr. Gordon McLendon, please be advised that payment has been made covering this statement.

Check No. 3184, in the amount of \$175.64, was mailed to Universal Pictures Co., Inc., on January 16, 1956. This check was endorsed by the Bank of America and Universal Pictures Co. and was cleared through our bank on January 25, 1956.

I realize that in view of your letter you will probably be right on saying that we stole Sincerely, but I do want you to know the correct facts in the back of your mind when you make such allegations and at least not be kidding yourself.

Relax, Jock. Best regards
Cecil Hobbs
General Manager
Sincerely,

CH:bp

Gordon McLendon

GBM:bp

File



January 6, 1956

FAIRMONT HOTEL
San Francisco, Calif.
Douglas 2-2536

January 4, 1956

Mr. H. G. Fearnhead
Radio Station KYA
Fairmont Hotel
San Francisco, California

Dear old Jock:

Thanks for your letter. As early as last June, our station in Milwaukee, WRIT, was identifying itself as "WRIT, color radio in Milwaukee." I did steal the idea, but from my own station WRIT in Milwaukee. The moment I heard it on a visit there last July, we determined to use the idea ourselves. The funny part about the whole bit was that upon inquiry last summer I learned that WRIT had got the idea from WCFL in Chicago. I realize that in view of your letter you will probably go right on saying that we stole it from you but I do want you to know the correct facts in the back of your mind when you make such allegations and at least not be kidding yourseff.

Relax, Jock. Best regards to you.

Sincerely,

H. G. Fearnhead
Vice President and
General Manager

Gordon McLendon

HGF:jmc

GBM:bp



ONE OF AMERICA'S 2 GREAT INDEPENDENTS . . . IN N.Y. USE W-I-N-S

File

K2LA

FAIRMONT HOTEL

San Francisco, Calif.

DOuglas 2-2536

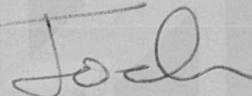
January 4, 1956

Mr. Gordon B. McLendon
Radio Station KLIF
2104 Jackson
Dallas 8, Texas

Dear Gordon:

I see by the current issue of Broadcasting that you have released "Color-radio" in Dallas and would probably have appreciated reading this release more had it been preceded by a letter from you asking our permission. I seem to remember a discussion at San Antonio in which I protested ideas propounded by yourself in which an element of commercialism was introduced into the AIMS group in connection with exchange of ideas. I don't want you to misunderstand me in that I would have been delighted to have had you develop this idea in your own market and it was with this intent that I sent all the AIMS members full details on this idea. I do think however that somebody at your station should have the courtesy to acknowledge this as our brainchild.

Yours sincerely,



H. G. Fearnhead
Vice President and
General Manager

HGF:jmc



ONE OF AMERICA'S 2 GREAT INDEPENDENTS . . . IN N.Y. USE W·I·N·S

File

for color

January 3, 1956

Mr. Gordon MacLendon
Radio Station KLIF
Dallas, Texas

Dear Sir:

Been listening to KLIF Coloradio since mid-night of January
3, 1956.

Congratulations on bringing back to our musical memories
the good old instrumentals and vocals that are now and
will always be music lovers' standards.

But KOMMERCIAL LISTENING ISN'T FUN.....

Very truly yours,

S. M. Wallace
S. M. WALLACE

INTER-OFFICE COMMUNICATION

NEWS

From

1/4/56

CINERAMA

News Bureau

202 Tower Petroleum Bldg.

Dallas 1, Texas

Phone RI-6122

Please Release

January 5, 1956

Dear mister McLennon

When I first herd your speil about your color radio I
though Mr. milToN overmaN so I went to my op-tommy-trist & he
cinerama newS buro
said U 202 Towr Petrolium bldg. e KING who was tooken in by 2
dallas ONE teXas
taylors who sold him a bill of goods. They told him mister
KING we are gona to nit u a soot so wonderfull that only your
wife we eye hav receeved a lot of letters in the radeeo bizness but, what
urs iz the funiest i hav evr red in my Life. we hav it
it will posted on our bulleton bord. pure in hert will see it.

Cum on up to see us. long time no sea.

Best regards,

Gordon

GBM:bp

NEWS

1/4/56

From

CINERAMA

News Bureau

202 Tower Petroleum Bldg.

Dallas 1, Texas

Phone RI-6122

Please Release _____

Deer mister McLennon

Wen I first herd your speil about your color radio I thought it wood be grate so I went to my op-tommy-trist & he said U no the fabel about the KING who was tookeen in by 2 taylors who sold him a bill of goods. They told him mister KING we are fixin to nit u a soot so wonnerful that only your wife will reconize u in it. It will be a miracle thats what it will be & only those who are pure in hart will see it.

So the taylors killed a lot of time & make moshuns like they were weeving & then they made like they were trying the soot on the KING & they asked the KING how he liked the soot & he said yes. But the KING was lying as he coodent see the soot at all on account of there wasnt any soot but the KING thot there was a soot that he coodent see on account of he was not pure in hart as he had a strong hankering for a gorjus lady in waiting who was getting powerful tired of waiting.

At last the grate day broke wen the KING was to ware his soot in publik. All his subjeks lined the street and the band was playing and every one was having a high old time when the word was passed here comes the KING. And there he was prancing down the center of the main stem waving his hands to his people and smiling like awl git out. And he was naked as a j bird.

NEWS

From

CINERAMA

News Bureau

202 Tower Petroleum Bldg.

Dallas 1, Texas

Phone RI-6122

Please Release _____

It was quite a site but no one wood tell the KING on account of each one thought I am not pure in hart or I could see the soot the KING is waring but no one wood admit it so they cheered the KING & told him his soot was wonnerful and the KING thought gee here I am the KING & awl but I feel that I am naked or as my wife says nood. Yet here are my subjeks awl waving like mad & raving about my new soot which means that I must be the only one in the hole land who is not pure in hart. No matter how much he waved and smiled he felt mighty lousy inside and goose bumpy outside.

But just as he got to the end of the street a loyal subjek snuck up to him & said mister KING I am very small & of tender years & not to brite but your going to catch your death of cold at least put on your shorts.

So the KING new that the 2 taylors had took him in and he wanted there heads but the high judge said no the 2 taylors said they wood make you a soot so wonnerful that only your wife wood reconize you in it and thats a fack. Only your wife wood reconize you in your birthday suit. Case dismissed.

So the KING got ahold of his 1 loyal subjek who was small & of tender years & not to brite and said I want to reward you so I dub you my press agent for life. When ever my wonnerful taylor made invisible soot needs pressing you are to press it & thats awl you have to do. Then he put his arms around the young and tender persons shoulders and smiled & said thats a joke son.

NEWS

From

CINERAMA

News Bureau

202 Tower Petroleum Bldg.

Dallas 1, Texas

Phone RI-6122

Please Release _____

So the young and tender press agent who had nothing much else to do except eat and sleep and play around took to telling the story about the KING and kept blowing it up until it became what is known as a fabel.

The moral of awl this mister Mclennon is that alas my own hart must not be as pure as driven snow as I cant see your color radio with my ears any better than I can here black & white radio with my eyes. Do you think I maybe should see a doctor about this.

But I do want to say mister Mclennon that youve got 2 of the best taylors I ever herd of & maybe your color radio will become a fabel to. Being a very small & of tender years & not to brite I can be honest with you & say that I now wate with bated breth until you can sell a l3 week kontrak to certain auot dealers for 1 minute high fidelity silent commercials.

I dont no wether color radio is here to stay mister Mclennon but it sure has made a impak on me & I think it is grate even though my hart is not pure enough to take it.

In closing as they say in letters I offer my gratest congrat you lations & most deepest regards.

Unit

INTER-OFFICE COMMUNICATION

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(wp)
(COLOR RADIO)

A YOUNG HOLLYWOOD MOVIE STAR FROM DALLAS HAS BEEN CHOSEN MISS COLOR RADIO OF 1956 BY DALLAS' RADIO STATION K-L-I-F.

THE DALLAS INDEPENDENT STATION CHOSE MARTHA HYER TO HELP K-L-I-F PUBLICIZE ITS NEW FORMAT CALLED COLOR RADIO.

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DX4 COLOR RADIO

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DALLAS, TEX., DEC. 29--(INS)-- RADIO STATION KLIF IN DALLAS HAS ANNOUNCED PLANS TO BEGIN BROADCAST OF WHAT IT CALLS "COLOR RADIO", ON JAN. 3.

THE NEW FORMAT, MADE PUBLIC LAST NIGHT, IS BASED ON THE IDEA THAT DIFFERENT SOUNDS AND NOTES SUGGEST VARIOUS COLORS.

GORDON MCLENDON, GENERAL MANAGER OF KLIF EXPLAINED THE NEW PLANS THIS WAY:

"JAZZ CREATES A REDDISH BLUE IMPRESSION. SOFT WHISPERING-TYPE MUSIC BRINGS TO MIND A LUMINOUS COMBINATION OF BLACK, GREY AND BLUE.

"SWING USUALLY BRINGS TO MIND THE LIGHTER ELEMENTS OF THE SPECTRUM, SUCH AS PASTEL BLUES, GREENS, IVORIES AND RED.

"COMBINE MUSIC WITH MUSICAL VOICES AND YOU HAVE AUDIO-COLOR AS VIVID AS THE RAINBOW."

THE ANNOUNCEMENT WAS MADE AT A RECEPTION AND NEWS CONFERENCE.

MARTHA HYER, MOTION PICTURE ACTRESS WHO HAS APPEARED IN "SABRINA" AND "SO BIG" WAS NAMED "MISS KLIF OF 1956" AT THE RECEPTION WHICH WAS ATTENDED BY PUBLIC OFFICIALS, AND PROMINENT PERSONS.

MISS HYER IS A NATIVE TEXAN, THE DAUGHTER OF JULIAN HYER, DALLAS COUNTY ASSISTANT DISTRICT ATTORNEY. B801ACS

FOURTH PGH READ FIRST LINE X X X SOFT WHISPERING ETC

ES DX

h-29 8A.

INTER-OFFICE COMMUNICATION

To: MARTHA HYER

From: GEORGE LAIT

Date DECEMBER 23, 1955

Martha dear,

Here is your ticket to Dallas, leaving Los Angeles International Airport Saturday, December 24, on American Airlines Flight 902, departing at 9:55 a.m. and arriving in Dallas at 4:00 p.m.

This is a round-trip ticket and you will notice that we have you booked for a return flight on Thursday, December 29. However, as we discussed, you will be needed in Dallas until the evening of January 2, and therefore it will be necessary for Mr. McLendon to change your return reservations so that you depart Dallas the morning of January 3. It was felt, however, that by booking the return on the 29th, which you can give up when you make the new return reservation, it might have some "trading" advantages when Mr. McLendon comes to book your January 3 return.

By now you have spoken to Mr. McLendon on the phone and unquestionably have more detail concerning the trip than I do. Mr. McLendon has written me a preliminary letter, but his second letter with details has not yet arrived.

I spoke on the phone to H. H. "Hy" Martin, who is the Universal-International District Manager in Dallas (his home phone is Emerson 4829). Hy is fully aware of all details and is working closely with Mr. McLendon. In addition to Hy, the Universal-International exploitation man in the Dallas area, Julian Bowes (his office is the U-I Exchange, 810 S. St. Paul Street, Dallas, telephone Sterling 5871), likewise is fully in touch with the whole situation and will be handling much of your publicity work along with Mr. McLendon and his people. As I told you on the phone, Mr. McLendon prefers we issue no publicity in advance concerning your presence in Dallas until he and his people are ready to break it. In accordance with this the U-I transportation department has requested American Airlines not to give any publicity to your arrival in Dallas or to your departure from Los Angeles, and I would suggest you be quiet as a mouse about your presence in Texas until Mr. McLendon and his people are ready to break the news.

By a copy of this memorandum I am asking Mr. McLendon to see that a car, or a car and driver preferably are furnished you during the time period you are engaged in their publicity work.

Martha Hyer

- 2 -

Dec. 23, 1955

As I say, Hy Martin and Julian Bowes are working closely with Mr. McLendon and anything you need or want to make your visit pleasant and successful, I am sure they will provide.

Have a good trip, a Merry Christmas and a wonderful New Year.

Universal International Pictures
Hollywood City, California

Dear George

Here are some of the final plans we are available at the moment:

- cc: D. Lipton
J. Diamond
Hy Martin
Julian Bowes
G. McLendon
- 1) A party will be held to introduce "Miss Color Radio" radio, TV and prominent Dallas citizens on Wednesday 24th, between 5 and 8 PM. Press releases will be issued at this party. It is important that nothing be said about it before this time. Of particular importance, we ask that there be no feature whatsoever concerned with Martha's arrival in Dallas December 24th. We do not want coverage of this. We do not want to have it known that Martha is merely coming here for a visit with her parents and that our promotion is simply a part of her being home anyway. We want it to appear that she is coming here solely and particularly to accept the award of "Miss Color Radio." Wire service stories will be issued at this party and following the night of December 24th, we will keep up a steady flow of material here and hope that you will share.
 - 2) A cocktail party at the Chalet, Dallas copper club, between 5 and 8 PM Thursday evening, December 29th, for advertising agency executives and leaders in the local entertainment field.
 - 3) Introduction at the Texas Sports Hall of Fame luncheon on December 31st which will install Rogers Hornsby and several other celebrities in the State Hall of Fame.

Coca-Cola Bottles

Coddled Co-Ed Contact

4) We have held up attempting to arrange anything with the Cotton Bowl since Jimmie Fidler indicated that Martha might go to the Sugar Bowl. I hope that she does not go.

December 22, 1955

5) We plan to accompany Martha to meet both the Mississippi and T.C.U. teams as they arrive at Love Field here. No times yet available.

Mr. George Lait

Universal-International Pictures on the air, TV appearances, etc.

Universal City, California et said whether he'll want Martha for movie appearances.

Dear George:

7) We've a special stunt planned for 5 PM January 3rd--the day we Here are as many of the final plans as are available at the moment: whole Dallas business area.

1) A cocktail party will be held to introduce "Miss Color Radio" to the press, radio, TV and prominent Dallas citizens on Wednesday, December 28th, between 5 and 8 PM. Press releases will be issued at this party. It is important that nothing be said about it before this time. Of particular importance, we ask that there be no fanfare whatsoever concerned with Martha's arrival in Dallas December 24th. We do not want coverage of this. We do not want to have it known that Martha is merely coming here for a visit with her parents and that our promotion is simply a part of her being home anyway. We want it to appear that she is coming here solely and particularly to accept the award of "Miss Color Radio." Wire service stories will be issued at this party and following the night of December 28th, we will keep up a steady flow of material here and hope that you will be there.

By Martha

2) A cocktail party at the Chalet, Dallas supper club, between 5 and 8 PM Thursday evening, December 29th, for advertising agency executives and leaders in the local entertainment field.

Jimmie Fidler

3) Introduction at the Texas Sports Hall of Fame luncheon on December 31st which will install Rogers Hornsby and several other celebrities in the State Hall of Fame.

Here are Xerox as many of the final plans as Xeroxable are available at
and prominent Dallas citizens

- 4) We have held up attempting to arrange anything with the Cotton Bowl since Jimmie Fidler indicated that Martha might go to the Sugar Bowl. I hope that she does not go.
 - 5) We plan to accompany Martha to meet both the Mississippi and T.C.U. teams as they arrive at Love Field here. No times yet available.
 - 6) There'll be a dozen interviews on the air, TV appearances, etc. Bob O'Donnell has not yet said whether he'll want Martha for movie appearances.
 - 7) We've a special stunt planned for 5 PM January 3rd--the day we go "color radio," which we expect to jam traffic throughout the whole Dallas business area.
- That's it for the moment, George. Let's hit it hard after December 28th.

With best regards,

Gordon McLendon

We have held up attempting to arrange anything with the Cotton Bowl since Jimmie Fidler indicated that Martha might plan to go to the Sugar Bowl. I hope that she does not go.

We plan to accompany Martha to meet both the Mississippi and T.C.U. teams as they arrive at Love Field here. No times yet available.

There'll be a dozen interviews on the air, TV appearances, etc. Bob O'Donnell has not yet said whether he'll want Martha for movie appearances.

We've a special stunt planned for 5 p.m., January third--the day we go "color radio," which we expect to jam traffic throughout the whole Dallas business area.

That's it for the moment, George. Let's hit it hard after December 28th.

CC:
Bob O'Donnell
Hy Martin
David Lipton
Cecil Hobbs
Bill Morgan
Jimmie Fidler

With best regards,

Gordon McLendon

Bob O'Donnell
Hy Martin
David Lipton
Cecil Hobbs
Bill Morgan
Jimmie Fidler

Coca-Cola Bottles

Coddled Co-Ed Contact

Dear George:

Here are ~~kind~~ as many of the final plans as ~~invaluable~~ are available at the moment:

- and prominent Dallas citizens
radio, and TV,
1. A cocktail party will be held to introduce "Miss Color Radio" to the press, on Wednesday ~~night~~ ~~evening~~ evening, December 28th, between 5 and 8 p.m. Press releases will be issued at this party. It is important that nothing be said about it before this time. Of particular importance, we ask that there be no fanfare whatsoever concerned with Martha's arrival in Dallas December 24th. We do not want coverage of this. We do not want to have it known that Martha is merely coming here for a visit with her parents and that our promotion is ~~merely~~ simply a part of her being home anyway. We want it to appear that she is coming here solely and particularly ~~from the presentation~~ to accept the award of "Miss Color Radio". Wire service stories will be issued at this party and following the night of December 28th we will keep up a steady flow of material here and hope that you will there.
 2. A cocktail party at the Chalet, Dallas supper club, between 5 and 8 p.m., Thursday evening, December ~~28~~ 29th, for advertising agency executives and leaders in the local entertainment field.
 3. Introduction at the Texas Sports Hall of Fame Luncheon on December 31st which will install Rogers Hornsby and several other celebrities in the state hall of fame. ~~This is a definite plan, and is continuing on~~
 4. Introduction at the Cotton Bowl luncheon ~~which will~~ on December ____.
 5. We have held up attempting to arrange anything with the Cotton Bowl since Jimmie Fidler indicated that Martha might plan to go to the Sugar Bowl. I hope that she ~~cannot~~ does not go.
 6. We plan to accompany Martha to meet both the Mississippi and T.C.U. teams as they arrive ~~back~~ at Love Field here. No times yet available.
 7. There'll be a dozen interviews on the air, TV appearances, etc. ~~Exxx~~ Bob O'Donnell has not yet said whether he'll want Martha for movie appearances.
 8. We've a special stunt planned for 5 p.m., January third--the day we go "color radio", which we expect to jam traffic throughout the whole Dallas business area.

That's it for the moment, George. Let's hit it hard after December 28th.

With best regards,

Bob O'Donnell
Hy Martin
~~George Lait~~
David Lipton
Dec 21 H bbs
Bill Morgan
Jimmie Fidler

Gordon McLendon

Coca-Cola Bottles

Coddled Co-Ed Contact

at halftime in the Cotton Bowl. On January third, we would like Miss Hyer to be our guest on several different KLIF programs since we will officially inaugurate "color radio" on that day.

December 19, 1955

It is going to be a great promotion for Miss Hyer, for our stations and for radio in general. I will write you in the next couple of days to give you final details on dates for the parties and other events connected with our promotion.

We are handling any return reservations from here. I would suggest that you call your publicity the moment you receive my letter.

Dear George:

Thank you for your letter of December 17, 1955.

Simply forward us a bill for Miss Hyer's transportation costs and we will defray all expenses. The arrangements you have made for contact in Dallas are fine.

As you will notice in the enclosed advertisement, there are five radio and two television stations in our NOEMAC group. All are number one in their respective cities as illustrated by KLIF's figures in the enclosed Dallas Hooperating. As a promotion of our radio stations, we have announced in all of our five cities--as well as our newly acquired sixth station in Atlanta, Georgia--that on January third our stations are going "color radio." We'll have dozens of original program gimmicks starting that day. We have arranged with all three national news wires for carriage of several stories. And in connection with the event, Martha Hyer in Dallas will be crowned "Miss Color Radio." We expect radio stations throughout the country to give this enormous publicity.

We will arrange here a cocktail party for leading agency and theatre people and prominent local citizens for appropriate award ceremonies. We hope that we are able to secure either Governor Allan Shivers or Mayor Robert Thornton to make the award. We also hope that we are able to engineer an appearance for Miss Hyer

-2-

UNIVERSAL-INTERNATIONAL PICTURES
UNIVERSAL CITY, CALIFORNIA

at halftime in the Cotton Bowl. On January third, we would like Miss Hyer to be our guest on several different KLIF programs since we will officially inaugurate "color radio" on that day.

It is going to be a great promotion for Miss Hyer, for our stations and for radio in general. I will write you in the next couple of days to give you final details on dates for the parties and other events connected with our promotion.

We can handle any return reservations from here. I would suggest that you release your publicity the moment you receive my next letter with final dates.

With Season's Greetings.

Sincerely,

RADIO STATION KLIF

Gordon McLendon

It is our understanding you will assume Martha's transportation costs. We have already secured Los Angeles to Dallas reservations for her departing from December 24, which will permit her a couple of days with her family prior to the time you will need her. Her phone number in Dallas is JN 4322. I am asking her to call you on Monday, December 26 in case you do not call her.

I am asking her to bring wardrobe which will include a formal long evening gown, a somewhat less formal short evening gown, as well as a smart suit and furs for whatever outdoor activity you plan.

I am not quite clear as to the Cotton Bowl plans. Is Martha to be Queen of the Cotton Bowl, and if so, what will her duties be as Queen?

Coca-Cola Bottles

Coddled Co-Ed

Contact

UNIVERSAL PICTURES COMPANY, INC.
UNIVERSAL-INTERNATIONAL PICTURES
UNIVERSAL CITY, CALIFORNIA



December 17, 1955

Mr. Gordon McLendon, President
The McLendon Stations, Station KLIF
Dallas, Texas

Dear Mr. McLendon:

Pursuant to various conversations between yourself and Jimmy Fidler and me, and our Vice-President David Lipton with Bob O'Donnell, we are proceeding with arrangements for Martha Hyer to be available for you for various activities from December 27 or 28 through January 2 or 3.

Several details in connection with her visit are not quite clear, however, and I would appreciate it if you could give me clarification.

It is our understanding you will assume Martha's airplane transportation costs. We have already secured Los Angeles to Dallas reservations for her departing from here the morning of December 24, which will permit her a couple of days with her family prior to the time you will need her. Her telephone number in Dallas is JUSTIN 9432 should you care to reach her, and I am asking Martha to call you at KLIF on Monday, December 26 in case you do not call her earlier.

I am asking her to bring wardrobe which will include a formal long evening gown, a somewhat less formal short evening gown, as well as a smart suit and furs for whatever outdoor activity you plan.

I am not quite clear as to the Cotton Bowl plans. Is Martha to be Queen of the Cotton Bowl, and if so, what will her duties be as Queen?

Gordon McLendon

- 2 -

December 17, 1955

I am also interested in some of the details of the meeting or the dinner at which theatre and radio people will be in attendance and any other details of her planned activities that you can give.

I would like to prepare some publicity for the trade papers at this end, but cannot do so until you clarify these points for me.

While we have booked Martha's Los Angeles to Dallas passage, we are leaving her return reservation open at this writing, not knowing exactly when your activities will finish. In view of the seasonal holiday jam on the airlines, we may have to depend upon you and Bob O'Donnell to assure her of a return reservation when the time comes, although the moment I hear from you when her duties will be completed in Dallas, I will try to clinch a return reservation from this end.

I have already given Jimmy Fidler some of Martha's new photographs and some biographical material, but if you need anything further along this line, don't hesitate to let me know as quickly as possible as time is comparatively short.

Sincerely,

George Lait
George Lait

GL:vh

cc: D. Lipton
J. Diamond
J. Fidler

Coca-Cola Bottles

Coddled Co-Ed

Contact

Dear George:

Thank you for your letter of December seventeenth.

~~Waxwith~~

Simply forward us a bill for ~~Martha's transportation~~ Miss Hyer's transportation costs and we will defray all expenses. The arrangements you have made for contact in Dallas are fine.

~~As you~~

As you will notice in the enclosed advertisement, there are five radio and two television stations in our NOEMAC group. ~~Add more with xxam xxm with xxam xxm in~~ All are number one in their respective cities as illustrated by ~~the men shown in KLIF's~~ figures in the enclosed Dallas Hooperating. As a promotion of ~~radio participation~~ our radio stations, we have announced in all of our five cities--as well as our newly acquired sixth station in Atlanta, Georgia--that on January third our stations are going "color radio". We'll have dozens of ~~new xxm~~ original program gimmicks starting that day. We have arranged with ~~new xxm services from~~ all three national news wires for ~~extension xxm xxm xxm~~ carriage of several stories. And in connection with the event, Martha Hyer in Dallas will be crowned "Miss Color Radio". We expect radio stations throughout the country to give this enormous publicity.

and theatre

We will arrange here a cocktail party for leading agency figures and prominent local citizens for appropriate award ceremonies. We hope that ~~Mayor Robert Thornton~~ we ~~will xxm xxm xxm~~ are able to secure either Governor Allan Shivers or Mayor Robert Thornton to make the award. We also hope that we are able to engineer an appearance for Miss Hyer at halftime in the Cotton Bowl. On January third, we would like Miss Hyer to be our guest on ~~promotional xxm xxm~~ several different KLIF programs since we will officially inaugurate "color radio" on that day. ~~Product~~

It is going to be a great promotion and for Miss Hyer, for our stations and for radio in general. I will write you in the next couple of days to give you final details on dates for the parties and other events connected with our promotion.

We can handle any return reservations from here. ~~Please xxm xxm xxm xxm~~ I would suggest that you release your publicity the moment ~~xx~~ you receive my next letter with final dates.

With season's greetings,

Sincerely,

cc: David Lipton
Jimmie Fidler
Decil Hobbs
Bill Morgan
Bob O'Donnell

REATIVE SALES IDEA (Doug McCall, Sales Manager, WYSL)

Topic: Doug's Weekly Report

In week extension Shepard is active that the Ford Mustang is a
 rock's roll mentioned the Friday A Go Go in San Antonio. Shepard called it to the
 of the owner who signed a contract (and has agreed to pay cash in advance
 on a weekly basis). Perhaps some of the other McCallen cities are mentioned too.

CONTEXT IDEA (J. Tyler Dunn, Program Director, WYSL)

"WYSL Complaint Desk" -- WYSL has worked an arrangement where
 anyone with a civic complaint (street needs paving, dead tree, etc.) may write the
 station and they will see that their letter is placed in the proper hands at city
 hall. This is an election year locally so letters should get good attention.

HOT KLIMBERS

KLIF

- 1.) "I Got You Babe"
- 2.) "To Know You Is To Love You"
- 3.) "Such An Easy Question"

James & Chas
 Peter & Gordon
 Elvis Presley

Jack
 Capitol
 RCA

KILT

- 1.) "Do The Boomerang"
- 2.) "Theme From A Summer Place"
- 3.) "Tiger Woman"

Fr. Walker
 Carmen
 Claude King

Real
 Capitol
 Columbia

5/1/65

CREATIVE SALES IDEA (Doug McCall, Sales Manager, KTSA)

uph
Contact

I quote from Doug's Weekly Report:

"It took salesman Shepard to notice that the Time Magazine article on rock'n'roll mentioned the Frisky A Go Go in San Antonio. Shepard called it to the attention of the owner who signed a contract (and has agreed to pay cash in advance on a weekly basis). Perhaps some of the other McLendon cities are mentioned too."

CONTEST IDEA (J. Tyler Dunn, Program Director, WYSL)

"WYSL Complaint Desk" -- WYSL has worked an arrangement where anyone with a civic complaint (street needs paving, dead tree, etc) may write the station and they will see that their letter is placed in the proper hands at city hall. This is an election year locally so letters should get good attention

#

HOT KLIMBERS

KLIF

- | | | |
|----------------------------------|----------------|---------|
| 1.) "I Got You Babe" | Sonny & Cher | Atco |
| 2.) "To Know You Is To Love You" | Peter & Gordon | Capitol |
| 3.) "Such An Easy Question" | Elvis Presley | RCA |

KILT

- | | | |
|---------------------------------|-------------|----------|
| 1.) "Do The Boomerang" | Jr. Walker | Soul |
| 2.) "Theme From A Summer Place" | Lettermen | Capitol |
| 3.) "Tiger Woman" | Claude King | Columbia |

#

VS

5/23/65

Coca-Cola Bottles

Coddled Co-Ed

Coffee

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PROMOTION (Larry Vance, Program Director, WYSL)

###

HOT KLIMBERS

KLIF

- | | | |
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| 1.) "I Got You Babe" | Sonny & Cher | Atco |
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- | | | |
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###

vs
6/23/65

upb

PROMOTION (Larry Vance, Program Director, WYSL)

A large number of Indian tribes originate in this area (Mohawk, Seneca, Iriquois). Currently thinking about station i.d.'s in Indian language for this day (September 23rd).

###

PROMOTION (Larry Vance, Program Director, WYSL)

Am sending letters to all area High School Cheerleader Captains requesting that cheerleaders visit station and record brief "fight" yell for school attended. Cheers of course would include WYSL call letters. This may not have the production benefits of jingles available for same purpose but will have personalized "endorsement" sound from actual student cheerleaders themselves.

###

PROMOTION (Larry Vance, Program Director, WYSL)

"WYSL Dynamic Duo" -- Have begun twin spin feature at 45 minutes past every hour. Feature entitled "WYSL Dynamic Duo". Minute news now at 15 and 43. Dynamic Duo of course takes place during WKBW news.

###

PROMOTION (Larry Vance, Program Director, WYSL)

"Contact" -- Currently promo-ing "contact" feature coming to WYSL. Feature simply a "sound off" type of service. Bob Harper will make daily calls to area residents in various walks of life and record their views on matters of local concern. These of course will be trimmed and "staged" with production. Total feature to last 45-60 seconds. Will run every third hour.

###

Coca-Cola Bottles

Coddled Co-Ed

Coffee

CONTEST CONTEST PROMO

KLIF

CUT # 1

Annex 1:

"There was the Old Scotchman Endurance Flight"

Control:

(High plane engine, fade quickly for...)

Annex 2:

"There was the Old Scotchman Endurance Flight"

CONTEST CONTEST PROMO

Control:

(crowd noise cheering)

Annex 1:

"And now, KLIF presents the absolute and is
contests. The KLIF Contest Contest!"

Annex 3:

"The What?!"

Annex 1:

"The KLIF Contest Contest!"

Annex 3:

"How it work?"

Annex 1:

"All KLIF listeners are invited to send us a post-
card with a guess as to how many postcards will
be received in the Contest Contest!"

Annex 3:

"Run that by again will ya?"

Annex 1:

"Sure, the idea is to send us a postcard and write
down on that postcard how many postcards you think
we'll receive."

Annex 3:

"What's the prize?"

Annex 1:

"That's the most exciting part... the prize is a year's
supply of postcards, one for every day of the year.
365 in all. Think of all the fun you'll be able to have,
writing to all your friends regularly."

Annex 3:

"Wow!" (disgusted tone)

Annex 1:

"Please try to curb your enthusiasm. Yes, it's the
KLIF Contest Contest... get your card in the mail now."

Control:

(contest)

Annex 3:

"Big deal!" (disgusted tone)

Coca-Cola Bottles

Coddled Co-Ed

Coffee

CONTEST CONTEST PROMO

KLIF

CUT # 1

COCA COLA BOTTLE (Gimmick)

1961
promos

Ann cr 1: "There was the Old Scotchman Endurance Flight"

Control: (light plane engine, fade quickly for...)

Ann cr 2: "There was the KLIF Flagpole Sitter promotion"

Control: (crown noise, cheering)

Ann cr 1: "And now, KLIF presents the absolute end in contests. The KLIF Contest Contest!"

Ann cr 3: "The What?!?"

Ann cr 1: "The KLIF Contest Contest"

Ann cr 3: "Howzit work?"

Ann cr 1: "All KLIF listeners are invited to send us a post-card with a guess as to how many postcards will be received in the Contest Contest!"

Ann cr 3: "Run that by again will ya?"

Ann cr 1: "Sure, the idea is to send us a postcard and write down on that postcard how many postcards you think we'll receive."

Ann cr 3: "What's the prize?"

Ann cr 1: "That's the most exciting part...the prize is a year's supply of postcards, one for every day of the year, 365 in all . Think of all the fun you'll be able to have, writing to all your friends regularly. "

ann cr 3: "Wow!" (disgusted tone)

Ann cr 1: "Please try to curb your enthusiasm. Yes, it's the KLIF Contest Contest...get your card in the mail now."

Control: (curtain)

Ann cr 3: "Big deal" (disgusted tone)

Coca-Cola Bottles

Coddled Co-Ed

Coffee

018

COCA COLA BOTTLE (Gimmick)

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: APRIL 20, 1959

Bill Morgan has just achieved some fantastic success with a gimmick adapted to his Coca Cola show in the evenings. He invites listeners to send in or bring by Coca Cola bottles from remote locations and as you probably know these locations are marked on the bottom of each Coca Cola bottle. The result has been staggering. KLIF is literally bogged down with empty, dirty, filthy Coke bottles. Some from foreign countries. At the end of a week's time or two weeks he plans to give away a \$100 camera which he has traded out as a prize to the person who presents the bottle from the most distant location.

Gordon and Morgan and I have conferred on this and are of the opinion that this gimmick might sway the Coca Cola advertising to your station which is now on stations like KONO, KNUZ, etc. Even if it doesn't, it might get some additional budget from the local Coca Cola bottler. Since Morgan thought of this gimmick, I suggest you drop him a line if you need any further information.



Don Keyes

DK/p

cc: Gordon McLendon
B. R. McLendon

Coca-Cola Bottles

Coddled Co-Ed

Coffee

Prom

CODDLED CO-ED

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FROM: DON KEYES

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Don Keyes

Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

Coddled Co-Ed

Coffee

CODDLED COED

CODDLED CO-ED

The copy on this promotion is pretty much self-explanatory. I would run this for a week or ten days and then draw a card from those received and announce the winner. The only details left to work out are the mechanics of awarding the prize.

You will have to obtain a limousine, the flowers, and schedule for the disc jockeys to perform the chauffeur service. It is a small teenage promotion but it is an excellent one.

I suggest, by the way, that the limousine have signs on each side stating very simply that the car contains the "WYNR Coddled Coed". Obviously, this should only be run when school is in session. Therefore, if you're going to do it in Chicago, you'd best get on with it.

5/10/63

Coddled Co-Ed

Coffee

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#

ys
5/10/63

Coffee

KLASSIC WEEK

This idea has a proven track record in increased ratings and tremendous telephone response. For one entire week, preferably rating week, you abandon your regular music format and play only Klassics, or as they are called in Chicago, Dusty Discs.

You can promote this any number of ways ahead of time. For example, you can refer to "...the Top 500 hits of the past five years...", "Dusty Discs Week"..., "The Favorite records of all time...". You can even ask listeners to send in postcard requests for their favorites of past years and that you will try to include them.

Actually, you should start this a couple of days before rating week begins and continue it through midnight of the last day of rating week.

It is a very simple promotion and requires no more than I have outlined here.

#

ys

5/9/63

Coffee

THE BIG CONTEST

The script on this contest does not stipulate deadlines for the same reason as stated on previous explanations; that is, the fact that you will wish to wait and see what kind of response you are going to get to the promotion. When you wish to terminate the contest, simply recut the promos and announce the deadline.

The biggest prize of all, as mentioned in this contest, is something that is actually, physically big. It does not pertain to large amounts of money.

For example, in Dallas we gave away an acre of land on top of a mountain somewhere in the Southwest. We billed this as the entire mountain; that is to say, when we announced the winner's name, we said that he had won a mountain--the biggest prize of all--when actually he was given a deed to the land on the summit.

In Houston, Bill Weaver gave away a freight car.

#

ys

5/9/63

Coffee

DOLLAR SCHOLAR

Like other contests aimed primarily at teenagers, this contest should be restricted to those hours in which teenagers are available to listen. And, as a matter of fact, we have been most successful with this when we have restricted this to one disc jockey show, specifically the 7:00 to 12:00M segment. I believe anything else pertinent to this contest is covered on the attached explanation.

#

ys

5/9/63

Coffee

ALLOWANCE CLUB

This is a promotion geared specially to the teenage audience and during those months of the year when school is in session, should only be run during those times of the day when kids are available to listen.

Note that the copy does not stipulate a deadline for this contest. This is done deliberately in order that we might allow the contest to continue if entries are slow, or should we wish to eliminate the contest, we can simply change the copy with a fresh promo and indicate a deadline.

After 50 postcards are received, one should be drawn from the lot and that person should be announced as the winner. You should then write yourself a reminder to have a \$10.00 check issued each week to the winner, or you may wish to have a \$40.00 check issued and get the whole thing out of the way in one move.

#

ys
5/9/63

CHILD PROMOS

These were first used by KLIF in 1961 and incorporate not only humorous writing, but the charm of a child's voice. They receive much comment and were extremely successful.

They are to be logged at the rate of three per hour for ten days to two weeks and then either eliminated or recorded again with fresh copy. As in any humorous situation, jokes and punch lines grow old rapidly and, therefore, items such as this demand frequent copy changes lest they become irksome. With fresh copy constantly supplied, this gimmick can run almost indefinitely.

They are especially easy to work with in that they require no preparation on the part of the disc jockey. They stand alone, all by themselves within the format or, at the disc jockey's option, can be introduced or commented upon.

It is important to have a young child, say between 5 and 7 years of age, record these because before that age, chances are that the diction will be sloppy, and after the age of 7, the voice will tend to lose the charm which is found during earlier years. We have usually used the child of an employee who repeats the words of the parent during the recording session. This way the child will imitate the parent's inflection. After the session, the tape is edited to remove the parent's voice and to splice together the voice of the child.

#

ys
5/9/63

CODDLED CO-ED SPOT #1

PROMO #2

Voice No. 1 - Some lucky Dallas high school girl

#2 - is going to be KLIF's "Coddled Co-ed".

#1 - What do you mean "Coddled Co-Ed"?

#2 - Well, you've read of movie stars being driven to their sets in luxurious limousines.

#1 - Well, the same way KLIF is going to send a lucky Dallas high school co-ed to school in style.

#2 - KLIF is going to draw the name of a Dallas high school girl and every morning for a whole week a different KLIF disc jockey will call for her at her home in a huge limousine, with flowers.

#1 - and escort her to her school.

#2 - She'll be KLIF's Coddled Co-ed.

#1 - If you want to be KLIF's Coddled Co-ed, just write KLIF Coddled Co-ed.

#2 - We'll draw the lucky card and announce KLIF's Coddled Co-ed soon.

CODDLED CO-ED SPOT

Annrc 1: Hollywood stars will have nothing on you.....

Annrc 2: If you're the winner in KLIF's "Coddled Coed Contest"

Annrc 1: Cliff is going to draw the name of a high school girl
and every morning for a whole week a different KLIF
deejay will call for her at her home in a luxurious
limousine.

Annrc 2: ...present her with flowers

Annrc 1: ...and will drive her to school as

Annrc 2: KLIF's Coddled Coed

Annrc 1: If you want to be KLIF's "Coddled Coed", just send a card
to KLIF Coddled Coed, just send a card to KLIF Coddled
Coed Contest

Annrc 2: We'll draw the card and announce KLIF's Coddled Coed soon!!

CODDLED CO-ED SPOT

Annecr 1: Hollywood stars will have nothing on you.....

Voice No. 1 - Some lucky Dallas high school girl

Annecr 2: If you're the winner in KLIF's "Coddled Coed Contest"

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Annecr 1: Cliff is going to draw the name of a high school girl

#1 - What do you mean "Coddled Co-Ed"?

and every morning for a whole week a different KLIF

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Annecr 2: KLIF's Coddled Coed

#1 - and escort her to her school.

Annecr 1: If you want to be KLIF's "Coddled Coed", just send a card

#2 - She'll be KLIF's Coddled Co-ed.

to KLIF Coddled Coed, just send a card to KLIF Coddled

#1 - If you want to be KLIF's Coddled Co-ed, just write KLIF Coddled Co-ed.

Coed Contest

#2 - We'll draw the lucky card and announce KLIF's Coddled Co-ed soon.

Annecr 2: We'll draw the card and announce KLIF's Coddled Coed soon!!

- Anncr 1: Hollywood stars will have nothing on you.....
- Anncr 2: If you're the winner in KLIF's "Coddled Coed Contest"
- Anncr 1: Cliff is going to draw the name of a high school girl
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- Anncr 2:present her with flowers
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- Anncr 2: KLIF's Coddled Coed
- Anncr 1: If you want to be KLIF's "Coddled Coed", just send a card
to KLIF Coddled Coed, just send a card to KLIF Coddled
Coed Contest
- Anncr 2: We'll draw the card and announce KLIF's Coddled Coed soon!!

COFFEE CLASSIC

Coffee
Classic