

X-TRA NEWS FORMAT PROCEDURE -- 15-minute

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:00:00	R	News Intro ( Tape )
00:00:12	L	( Three headlines followed by "live intro " )
00:00:22	R	Commercial
00:01:22	L	Newscast ( 1st portion )
00:07:30	R	Commercial, preceded by "time check" and "billboard teaser"
00:08:30	R	X-TRA NEWS Station I. D.
00:08:40	R	Commercial
00:09:40	L	Newscast ( 2nd portion --- lead item should be one "teased" previously by previous newsman )
00:13:15	R	Commercial, preceded by "weather teaser"
00:14:15	L	Weather
00:14:25	L	Name credits and billboard teaser
00:14:35	R	Promo or X-TRA NEWS Station I. D.
00:14:55	L	Time -- "X-TRA NEWS Time, 15 minutes past _____ o'clock."

# X-TRA NEWS FORMAT PROCEDURE -- 15-minute

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00:00:00	R	News Intro ( Tape )
00:00:12	L	( Three headlines followed by "live intro " )
00:00:22	R	Commercial
00:01:22	L	Newscast ( 1st portion )
Regarding your memo on editorials:		
00:07:30	R	Commercial, preceded by "time check" and "billboard teaser"
00:08:30	R	X-TRA NEWS Station I. D.
00:08:40	R	Commercial already.
00:09:40	L	Newscast ( 2nd portion -- lead item should be one "teased" previously by previous newscast ) of that little importance.
00:13:15	R	Commercial, preceded by "weather teaser"
00:14:15	L	Weather
00:14:25	L	Name credits and billboard teaser
00:14:35	R	Promo or X-TRA NEWS Station I. D.
00:14:55	L	Time -- "X-TRA NEWS Time, 15 minutes past ____ o'clock."

C  
O  
P  
Y

*Don't discuss this with Dave  
will give you details  
7/24*



# X-TRA NEWS Los Angeles

TO: Dave Muhlstein Don Keyes

DATE: July 30, 1962 24, 1962

FROM: Don Keyes Dave Muhlstein

SUBJECT:

Don:

Regarding your memo on editorials:

- 1.) I do not feel that you should renew your Ears, Inc., editorial service for two reasons.
  - a. It costs money and we have enough overhead already.
  - b. By your own admission "we used only 3 or 4 a week from the 30 they sent us." I can't see renewing if they are of that little importance.
- 2.) There is no rule regarding Marlin introing these. Anyone may be assigned to do it.

DCK:lr

DJM/rh

*Don: I discussed this with Dave  
will give you details  
7/24 Bill*

# X-TRA NEWS Los Angeles

TO: Don Keyes

DATE: July 24, 1962

FROM: Dave Muhlstein

SUBJECT:

Don:

Regarding editorials: After serious thought on this, I think we should retain the editorials but only if we renew using some of the Ears. We used only three or four a week of the thirty they sent, but these did give us variety from smaller newspapers not on our regular subscription list. I think that this is what we have been lacking, and I personally--since the selection of these is up to Russ--can see no reason for not renewing, unless of course there is some facet of which I am not aware.

In addition, I would insist that someone other than Marlin intro these--someone with a heavy, authoritative voice. We have enough announcers on the staff so that this should be no problem, regardless of when the editorials were recorded.

DJM/rh

*Dm: I discussed this with Bave  
will give you details  
7/24 Bill*



listed on the log.

BROADCAST LOG

(cc) Tape Cartridges  
Since the all important station identifications were not  
Homer Odom on the proposed logs, I feel October 11, 1962 After  
all, the station I.D. is just as important in Mexico as it is in

cc: Russ Barnett You'll note that on the half hour the promo has been  
eliminated and replaced with the Tijuana I.D. and Mexican  
Don Keyes Tourist NCSA; but on the hour, there is no Mexican Tourist  
NCSA--just the station I.D. in Spanish. Russ should edit

By now some 400-odd copies of your log are in the mail to you. Please  
notice that they have been done on a ditto machine using legal-size cheap  
white paper--a process which you can readily duplicate in the Los Angeles  
office ( I am assuming that you do have a ditto machine; if not, I believe  
you'll find one in your San Diego inventory ). necessary. The length

of an announcement should be indicated immediately following  
Since we have discussed this on the telephone, this note is more a matter  
of record for your files, as well as an explanation to Russ as to the changes  
made from his proposed log form. and, in this unique situation, the

tourist NCSA's need to have a time indication--promos, intros,

1.) Instead of having 24 masters to be printed ( or dittoed ),  
you now have one. Since your format is so rigid from hour  
to hour, I see no real reason for printing 24 masters when  
the only change on each page is the page number and the times  
indicated on the left hand column. Regardless of Josefina's  
linguistic abilities, you had planned on her typing the names  
of the commercial accounts into the spaces provided. Certainly  
if she is that proficient, she can type in the digit representing  
the hour of the day in the left hand column next to the colon  
and digits representing the minutes of any given hour.

Too, she can add the necessary AM, PM, etc. She can also  
add the numbers of the various pages.

2.) I have deleted the word "Editorial" from its proposed position  
in the first newscast because (a) should you ever wish to move the  
editorial to another newscast, you will have an editing job to do  
on every page of the log resulting in a somewhat messy process  
of correction and (b) this, too, is a word that can be typed in  
by Josefina.

3.) The capital "C" has been eliminated after the newscast  
intro because it was a constant factor throughout the log and  
therefore does not need to be coded.

4.) The capital "B" after the XTRA NEWS station break has  
been eliminated for the same reason.

5.) The letters "L.A." have been eliminated from the time  
check due to the fact that this expression ( "L.A. Time Check" )  
at one time designated one of several time checks. Russ will  
know what I am talking about here. Should he ever wish to in-  
corporate these time checks at some future date, he will not  
have the added confusion of having the "L.A. Time Check"

C  
O  
P  
Y

listed on the log.

BROADCAST LOG

CODE

(1) Tape Cartridge  
(2) Control Room  
(3) Electrical

(Orig) Origin

Day

Orig Answer

6.) Since the all important station identifications were not indicated on the proposed logs, I felt it best to do so. After all, the station I. D. is just as important in Mexico as it is in the U.S. You'll note that on the half hour the promo has been eliminated and replaced with the Tijuana I. D. and Mexican Tourist NCSA; but on the hour, there is no Mexican Tourist NCSA--just the station I. D. in Spanish. Russ should edit down the special voice track he has been using for this purpose so it will result in just the station I. D. without the NCSA.

7.) Notice that I have not included a special column on the log for "length" simply because it is not necessary. The length of an announcement should be indicated immediately following the name of the announcement. Note that I have done so on the Mexican Tourist NCSA, as well as the Lee Tower Break. Only commercial accounts and, in this unique situation, the tourist NCSA's need to have a time indication--promos, intros, etc., do not.

8.) Note, too, that the "Broadcast" column has been altered to include time "on" and time "off" of each newscast.

I think you'll find this entire procedure much more to your liking and certainly much simpler and far less costly than that proposed.

C  
O  
P  
Y

ys

Sta. Bk. -- XTRA NEWS (tc) 1

7.  
NEWS

8.  
Weather

Don Keyes

8a.  
Tijuana Sta. I. D. & Mex. Tourist NCSA (30) sec  
Time Ch. (L)



RADIO STATION XETRA, Tijuana, B. C., Mexico

CODE:

(tc) Tape Cartridge (Orig) Origin  
(C) Control Room (L) Live  
(ET) Electrical Transcription (T) Tape

BROADCAST LOG

Day: \_\_\_\_\_

Date: \_\_\_\_\_

Page: \_\_\_\_\_

Scheduled	On (B'cast)	Off	Program and Announcements	Orig	Annecr
:00			NEWSCAST - INTRO (tc) 21	C	
			1.		
			NEWS		
:06			2.		
			Sta. Bk. -- Lee Tower (20) (tc) 20		
			3.		
:13			NEWS		
			4.		
			Weather		
			4a.		
			Promo		
			Time Ck. (L)		
:15			NEWSCAST - INTRO (tc) 22	C	
			5.		
:21			NEWS		
			6.		
			Sta. Bk. -- XTRA NEWS (tc) 1		
			7.		
:28			NEWS		
			8.		
			Weather		
			8a.		
			Tijuana Sta. I. D. & Mex. Tourist NCSA (30) (tc)		
			Time Ck. (L)		
:30			NEWSCAST - INTRO (tc) 24	C	
			9.		
:36			NEWS		
			10.		
			Sta. Bk. -- XTRA NEWS (tc) 1		
			11.		
:43			NEWS		
			12.		
			Weather		
			12a.		
			Promo		
			Time Ck. (L)		
:45			NEWSCAST - INTRO (tc) 25	C	
			13.		
:51			NEWS		
			14.		
			Sta. Bk. -- XTRA NEWS (tc) 1		
			15.		
:58			NEWS		
			16.		
			Weather		
			16a.		
			Promo		
			Tijuana Sta. I. D. (tc)		
			Time Ck. (L)		

RADIO STATION XETRA, Tijuana, B. C., Mexico

CODE:

(tc) Tape Cartridge (Orig) Origin  
(C) Control Room (L) Live  
(ET) Electrical Transcription (T) Tape

BROADCAST LOG

Day: \_\_\_\_\_

Date: \_\_\_\_\_

Page: \_\_\_\_\_

Scheduled	On (B'cast)	Off	Program and Announcements	Orig	Annrcr
:00			NEWSCAST - INTRO (tc) 21	C	
			1.		
:06			NEWS		
			2.		
			Sta. Bk. -- Lee Tower (20) (tc) 20		
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			Weather		
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			5.		
:21			NEWS		
			6.		
			Sta. Bk. -- XTRA NEWS (tc) 1		
			7.		
:28			NEWS		
			8.		
			Weather		
			8a.		
			Tijuana Sta. I. D. & Mex. Tourist NCSA (30) (tc)		
			Time Ck. (L)		
:30			NEWSCAST - INTRO (tc) 24	C	
			9.		
:36			NEWS		
			10.		
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			11.		
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			12.		
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			Promo		
			Time Ck. (L)		
:45			NEWSCAST - INTRO (tc) 25	C	
			13.		
:51			NEWS		
			14.		
			Sta. Bk. -- XTRA NEWS (tc) 1		
			15.		
:58			NEWS		
			16.		
			Weather		
			16a.		
			Promo		
			Tijuana Sta. I. D. (tc)		
			Time Ck. (L)		



RADIO STATION XETRA, Tijuana, B. C., Mexico

CODE:

(tc) Tape Cartridge (Orig) Origin  
 (C) Control Room (L) Live  
 (ET) Electrical Transcription (T) Tape

BROADCAST LOG

Day: \_\_\_\_\_

Date: \_\_\_\_\_

Page: \_\_\_\_\_

Scheduled	On (B'cast)	Off	Program and Announcements	Orig	Annex
:00			NEWSCAST - INTRO (tc) 21	C	
			1.		
:06			NEWS		
			2.		
			Sta. Bk. -- Lee Tower (20) (tc) 20		
			3.		
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			4.		
			Weather		
			4a.		
			Promo		
			Time Ck. (L)		
:15			NEWSCAST - INTRO (tc) 22	C	
			5.		
:21			NEWS		
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			Sta. Bk. -- XTRA NEWS (tc) 1		
			7.		
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			8.		
			Weather		
			8a.		
			Tijuana Sta. I. D. & Mex. Tourist NCSA (30) (tc)		
			Time Ck. (L)		
:30			NEWSCAST - INTRO (tc) 24	C	
			9.		
:36			NEWS		
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:45			NEWSCAST - INTRO (tc) 25	C	
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			15.		
:58			NEWS		
			16.		
			Weather		
			16a.		
			Promo		
			Tijuana Sta. I. D. (tc)		
			Time Ck. (L)		

RADIO STATION XETRA, Tijuana, B. C., Mexico

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BROADCAST LOG

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			1. NEWS		
:06			2.  Sta. Bk. -- Lee Tower (20) (tc) 20		
			3. NEWS		
:13			4. Weather 4a. Promo Time Ck. (L)		
:15			NEWSCAST - INTRO (tc) 22	C	
			5. NEWS		
:21			6.  Sta. Bk. -- XTRA NEWS (tc) 1		
			7. NEWS		
:28			8. Weather 8a. Tijuana Sta. I. D. & Mex. Tourist NCSA (30) (tc) Time Ck. (L)		
:30			NEWSCAST - INTRO (tc) 24	C	
			9. NEWS		
:36			10.  Sta. Bk. -- XTRA NEWS (tc) 1		
			11. NEWS		
:43			12. Weather 12a. Promo Time Ck. (L)		
:45			NEWSCAST - INTRO (tc) 25	C	
			13. NEWS		
:51			14.  Sta. Bk. -- XTRA NEWS (tc) 1		
			15. NEWS		
:58			16. Weather 16a. Promo Tijuana Sta. I. D. (tc) Time Ck. (L)		

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6.) Since the all important station identifications were not  
Homer Odomated on the proposed logs, I October 11, 1962. After  
all, the station I. D. is just as important in Mexico as it is in  
cc: Russ Barnett You'll note that on the half hour the promo has been  
eliminated and replaced with the Tijuana I. D. and Mexican  
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you'll find one in your San Diego inventory ). necessary. The length

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Since we have discussed this on the telephone, this note is more a matter  
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made from his proposed log form. and, in this unique situation, the

tourist NCSA's need to have a time indication--promos, intros,  
1.) Instead of having 24 masters to be printed ( or dittoed ),  
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to hour, I see no real reason for printing 24 masters when  
the only change on each page is the page number and the times  
indicated on the left hand column. Regardless of Josefina's  
I think linguistic abilities, you had planned on her typing the names  
much of the commercial accounts into the spaces provided. Certainly  
if she is that proficient, she can type in the digit representing  
the hour of the day in the left hand column next to the colon  
and digits representing the minutes of any given hour.

Too, she can add the necessary AM, PM, etc. She can also  
add the numbers of the various pages.

2.) I have deleted the word "Editorial" from its proposed position  
in the first newscast because (a) should you ever wish to move the  
editorial to another newscast, you will have an editing job to do  
on every page of the log resulting in a somewhat messy process  
of correction and (b) this, too, is a word that can be typed in  
by Josefina.

3.) The capital "C" has been eliminated after the newscast  
intro because it was a constant factor throughout the log and  
therefore does not need to be coded.

4.) The capital "B" after the XTRA NEWS station break has  
been eliminated for the same reason.

5.) The letters "L. A." have been eliminated from the time  
check due to the fact that this expression ( "L. A. Time Check" )  
at one time designated one of several time checks. Russ will  
know what I am talking about here. Should he ever wish to in-  
corporate these time checks at some future date, he will not  
have the added confusion of having the "L. A. Time Check"



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6.) Since the all important station identifications were not indicated on the proposed logs, I felt it best to do so. After all, the station I. D. is just as important in Mexico as it is in the U.S. You'll note that on the half hour the promo has been eliminated and replaced with the Tijuana I. D. and Mexican Tourist NCSA; but on the hour, there is no Mexican Tourist NCSA--just the station I. D. in Spanish. Russ should edit down the special voice track he has been using for this purpose so it will result in just the station I. D. without the NCSA.

7.) Notice that I have not included a special column on the log for "length" simply because it is not necessary. The length of an announcement should be indicated immediately following the name of the announcement. Note that I have done so on the Mexican Tourist NCSA, as well as the Lee Tower Break. Only commercial accounts and, in this unique situation, the tourist NCSA's need to have a time indication--promos, intros, etc., do not.

8.) Note, too, that the "Broadcast" column has been altered to include time "on" and time "off" of each newscast.

I think you'll find this entire procedure much more to your liking and certainly much simpler and far less costly than that proposed.

GBM:ms

I have been able to get free subscriptions from the Long Beach Press Telegram and the Long Beach Independent, and I have the L.A. office sending the Hollywood Citizen news, in addition to Herald Examiner... This with the Times and S.D. papers seems to be about right.

Don Keyes

4. All previous items discussed in May have been put into effect. I am still working with a number of individuals, but feel we are making progress.

ys

5. I now feel that our week-end comments series might be eliminated. Since we went to features, they are dead, no mail response etc... with out quoted editorial content, it seems hard to find enough interesting material to fill the quota. I would like to suggest dropping them or returning to quoted material of a more controversial nature.

Doc - Copy of memo to DALLAS - MON 6-25-63

# X-TRA NEWS

SAN DIEGO, Los Angeles

Proy

To Homer Odom  
cc: Mitch Lewis  
Don Keyes

Date May 9, 1963

From Gordon McLendon  
From: Russ Porterfield

Subject

June 24, 1963

- I have checked, and it is perfectly all right to begin the following
1. First station breaks on X-TRA:  
of shift changes for Mexican personnel... Sr. Trev says he tried to do it once, as per Spanish letters to you, and failed. He hesitates to do it again.  
1.) Walter Winchell writes: "X-TRA is the station to dial to find out what's going on."  
2. As per criticism of June 8th  
#4 - Station survey promos have been on again for some time.  
#7 2.) "X-TRA is the station to dial to find out what's going on"  
#8 - This (week-end comments) was a logged mistake, since...  
corrected.  
so writes Walter Winchell  
#10 - Sounds like a very good idea (special station chime etc) if we can come up with something good.

On other items concerning newsmen, delivery etc.. subjects taken up with persons involved.

3. Re station guest editorials. GBM have used 95% California subjects from about six Southern California papers, since mid May. I believe we can hold near this figure. It might decrease since the state legislature just adjourned.. Will keep you advised.  
GBM:us

I have been able to get free subscriptions from the Long Beach Press Telegram and the Long Beach Independent.. and I have the L.A. office sending the Hollywood Citizen news, in addition to Herald Examiner... This with the Times and S.D. papers seems to be about right.

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No...  
drop them  
completely

Russ  
Porterfield



Don - Copy of memo To DALLAS - MON 6-25-63

# X-TRA NEWS

SAN DIEGO, Los Angeles

To

Date

From

Subject

From; Russ Porterfield

June 24, 1963

1. First.. what have you been able to find out on the possibility of shift changes for Mexican personnel.... Sr. Trev says he tried to do it once, as per spanish letters to you, and failed. He hesitates to try again.
2. As per criticism of June 8th
  - #4 - Station survey promos have been on again for some time.
  - #7 - Good idea, if we can get material. Is it possible to get copies of editorials from your stations?
  - #8 - This (week-end comments) was a logged mistake, since corrected.
  - #10- Sounds like a very good idea (special station chime etc) if we can come up with something good.

On other items concerning newsmen, delivery etc.. subjects taken up with persons involved.

3. Re station guest editorials.. I have used 95% California subjects from about six Southern California papers, since mid May. I believe we can hold near this figure. It might decrease since the state legislature just adjourned.. Will keep you advised.

I have been able to get free subscriptions from the Long Beach Press Telegram and the Long Beach Independent.. and I have the L.A. office sending the Hollywood Citizen news, in addition to Herald Examiner... This with the Times and S.D. papers seems to be about right.

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5. I now feel that our week-end comments series might be eliminated .. since we went to features, they are dead, no mail response etc... with out quoted editorial comment, it seems hard to find enough interesting material to fill the quota.. I would like to suggest dropping them or returning to quoted material of a more controversial nature.

No...  
drop them  
completely

Russ  
Porterfield



# X-TRA NEWS Los Angeles

TO: Gordon McLendon

DATE: February 2, 1965

FROM: Homer H. Odom

SUBJECT:

Six newscasts are taped between 7 pm and midnight for re-broadcast during the midnight to 6 am period. In order to limit ourselves to one Public Service announcement per hour, we will have to do one of two things.

Either we must repeat commercials aired between 7 pm and midnight in the after midnight hours of broadcasting, or we must broadcast more Public Service.

The problem is to match equally the number of minutes required to accomplish the newscasts taped between 7 and midnight in the newscasts played back after midnight. For example, if the 7:15 pm newscast is played back at midnight, the same amount of newscast time (commercial or Public Service) must be filled in order for us to come out even at the end of the newscast and at the end of the play-back period. The only other possibility is the news wheel, which you recommended.

HHD:tg

cc: Don Keyes

Signing one-half hour of commercial announcements was the fault of the broadcast on duty. There was only one copy of the log book of a sign-up in the office, therefore the newscaster on duty did not have a copy (it does seem that the newscaster should have noticed something peculiar when no announcements were called for by the broadcast between 11:30 a.m. and 11:45 a.m.).

The performance of the broadcast and newscaster with particular regard to logging procedures has been lacking both in accuracy and timeliness of info. Comments have been made at improper times or newscasters have been writing improper time as well as writing them in an illegible manner.

HHD:tg

cc: Russ Fosterfield  
Gordon B. McLendon  
Don Keyes

Mr. Senor Ubaldo Trevino

June 3, 1965 W. Bryan

XETRA - Los Angeles

September 2, 1965

Homer Odom CHEVROLET MOTOR DIVISION, GMC

Dear Homer:

Saturday, May 29, five commercial announcements were missed and three national trades were missed between 6:00 a.m. and 6:30 a.m. The announcements missed were Winston, Schlitz, Kellogg, Retail Credit, Newport, Hermes, Bain de Soleil and Saturday Evening Post. Prior to 9:00 a.m. there were several times at which the commercial announcements missed could have been made good. I was out of town and therefore it was difficult to contact me. No attempt was made, however, to contact our traffic director at home. Several reasons were offered for failing to include XETRA News in either the 52 week new car buy, or new car introduction spot buy. Serious though the fact that the announcements were missed Saturday, May 29th, was not discovered until Tuesday, June 1 by our traffic office. Since the announcements were not broadcast during the month of May, a complicated and time consuming series of notification procedures must be carried out. All of this could have been avoided by less than five minutes of conversation with our traffic director or me. In all similar situations, at least one of us would be available. We would appreciate it if in the future the newscaster on duty would contact at home either me, (876-5366, Los Angeles) or Elena Kroune (936-9801).

Missing one-half hour of commercial announcements was the fault of the boardman on duty. There was only one copy of the log because of a mix-up in the mails, therefore the newscaster on duty did not have a copy (it does seem that the newscaster should have noticed something peculiar when no announcements were called for by the boardman between 6:00 a.m. and 6:15 a.m.).

The performance of the boardman and newscasters with particular regard to logging procedures, has been becoming more and more slovenly of late. Commercials have been running at improper times or newscasters have been writing improper times as well as writing times in an illegible manner.

Best regards,

WBB:rf

cc: Mr. Gordon B. McLendon

Mr. Charles E. Payne

cc: Russ Porterfield

Gordon B. McLendon

Don Keyes

P.S. - It occurred to me this was the same feeling Barrett Alley, Broadcast Supervisor of Kenyon & Eckhardt, Lincoln-Mercury, had upon his return from a West Coast trip, as he put it, "Not impressed with XETRA personally, but tremendously impressed with KABL."



*Don Keyes*

Mr. Homer Odom

XETRA - Los Angeles

*F. Y. I. re: XETRA and newsmen*

William W. Bryan

September 2, 1965

CHEVROLET MOTOR DIVISION, GMC

Dear Homer:

You have just completed your second trip to Detroit within three weeks. These trips were made primarily to assist me in coping with the Chevrolet situation. As we discussed yesterday, there is no hope for XETRA News being included as one of the stations on which Chevrolet will sponsor 52 weeks of newscasts. A tentative list of stations to be bought for Chevrolet for 1966 introduction is being announced, and XETRA is not included as you know. Several reasons were offered for failing to include XETRA News in either the 52 week newscast buy, or new car introduction spot buy. Serious though some of them may have been, all of these objections might have been overcome were it not for the presence in Detroit of a group of top executive representatives of Chevrolet Southern California Dealers Association. According to Eldon Marwede and Bob Crooker, of Campbell-Ewald, all of these men (So. Cal. Chevy Execs.) were questioned specifically about XETRA News. The men were all aware of XETRA News but they advised against buying the station because they felt the newscasts sounded amateurish, California and particularly, Southern California, place names are frequently mispronounced. They believe the general quality of broadcasting (I took this to mean production) to be of poorer quality than most other major L. A. radio stations.

Until these attitudes are changed, my opinion is that XETRA News will probably not be bought by Chevrolet, except in a secondary way. The only recommendation I can make is that you commence a period of meeting activity with the key members of Southern California Chevrolet Dealers Association, perhaps these same people don't feel the personal kinship with XETRA News that they do with the longer established major L. A. radio stations. I am assuming that XETRA News sounds similar to W-NUS and that therefore their program criticism may be largely unfounded. If you can get to know some of your key Chevrolet factory people, as well as the top Chevrolet Southern California Dealers Association executives, I think it will be of material assistance to me as I continue to pound away at this end.

Best regards,

WWB:rf

cc: Mr. Gordon B. McLendon  
Mr. Charles F. Payne

RECEIVED

SEP 3 1965

CH

P.S. - It just occurred to me this was the same feeling Barrett Alley, Broadcast Supervisor of Kenyon & Eckhardt, Lincoln-Mercury, had upon his return from a West Coast trip, as he put it, "Not impressed with XETRA personally, but tremendously impressed with KABL."

XTRA

Ubaldo Trevino September 14, 1965

Don Keyes

A few comments based on your recent memos. I thought you might want to post this in your newsroom. It might point out forcefully how sloppiness on the air can have a direct bearing upon the future of our combined operations.

some union problems may arise and we have not resolved this as yet. We should know by the end of this week.

If KSDO decides not to carry "Business Briefly", you may broadcast it per the recent memo on the subject. Ventura has nothing to do with it whatsoever.

ys Regarding your shortage of material for the various items in the new format, I suggest the following:

Enclosures - 1

7.) Hollywood or Broadway personality -- suggest you subscribe to a few publications that would result in your receiving such material. Larry Webb might be able to guide you here.

10.) Society Story or Kicker -- Frankly, I don't see why this is a problem since usually several kickers come down the wire each day and can be repeated. If you have a problem here, I suggest you turn to your file of kickers that was assembled some time ago when you had the newspaper clipping service in San Diego. Kickers are rarely dated, anyway, so it wouldn't make much difference.

13.) Column or Entertainment Business Items -- what with your exclusive link with Daily Variety, I don't see why this is a problem at all. You have greater access to the entertainment business news than does WNUS. If you are concerned about the column material, I suggest you simply abandon that approach for the time being.

19.) Radio or Television Program Suggestions -- I suggest you forget it. It was merely presented as an option, anyway.



XTRA

A few comments regarding your complaints on weekend news coverage. You state, "The wires, UPI and AP, evidently are almost unmanned on Saturday and Sunday. Most of our state splits come out of San Diego and San Francisco. I have never understood the reason for this, but it is evident." Have you ever voiced a complaint to Russ Porterfield an inquiry address September 13, 1965 on this matter? Perhaps if you let them know that you are unhappy with the weekend service, they might take another look at it. After all, you are cash customer and they ought to make some effort to please Don Keyes

A few comments based on your recent memos.

No, there's nothing new on a woman reporter for XTRA NEWS. In all likelihood, we will offer you Angela Smith at WNUS, but some union problems may arise and we have not resolved this as yet. We should know by the end of this week.

If KSDO decides not to carry "Business Briefly", you may broadcast it per the recent memo on the subject. Ventura has nothing to do with it whatsoever.

Regarding your shortage of material for the various items in the new format, I suggest the following:

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THE McLENDON STATIONS MEMORANDUM

To  
From  
A few comments regarding your complaints on weekend news coverage. You state, "The wires, UPI and AP, evidently are almost unmanned on Saturday and Sunday. Most of our state splits come out of San Diego and San Francisco. I have never understood the reason for this, but it is evident." Have you ever voiced a complaint or issued an inquiry addressed to the wire service on this matter? Perhaps if you let them know that you are unhappy with the weekend service, they might take another look at it. After all, you are cash customer and they ought to make some effort to please you.

Gordon, a very formal request has been sent to Sr. Trevino, with a copy to Russ, regarding the enclosed. I have enclosed herewith a copy of my request for your info. Roy becomes impatient with the station about this sort of thing, and although I'm sure you've gone through this peculiar situation here many, many times with him, I would appreciate your mentioning it to him again on your next trip out here. I've discussed it with him as well, but yes that the information would carry more weight coming from you.

Don Keyes

Nope . . . it's not a gripe -- I adore the man, and must assume that he's unaware of the formality involved in accommodating this kind of request.

/rh

Ross Hutton  
Office Manager



Prog.

THE *McLendon* STATIONS ~~MEMORANDUM~~

To Gordon McLendon

Date October 29, 1965

From Rose Hutton *RH*

Subject CONFIDENTIAL

Gordon, a very formal request has been sent to Sr. Trevino, with a copy to Russ, regarding the enclosed. I have enclosed herewith a copy of my request for your info. Roy becomes impatient with the station about this sort of thing, and although I'm sure you've gone over our peculiar situation here many, many times with him, I would appreciate your mentioning it to him again on your next trip out here. I've discussed it with him as well, but feel that the information would carry more weight coming from you.

Nope . . . it's not a gripe -- I adore the man, and must assume that he's unaware of the formality involved in accommodating this kind of request.

/rh

Rose Hutton  
Office Manager

its rugged construction and combination lock which user sets himself from 999 different combinations. If consumer interest shown is indicative to demand, Safe-N-Sound should enjoy a huge exclusive market.

####

Thanks very much, and best regards,

/rh



THE McLENDON CORPORATION

MEMORANDUM

TO: ALL STATION MANAGERS  
Billie Odom  
cc/ Gordon McLendon  
Roy Loftin

DATE: October 29, 1965

October 29, 1965

FROM: Rose Hutton/X-TRA News Sales

Sr. Ubaldo Trevino  
Station XETRA  
Radiodifusora del Pacifico, S.A.  
P. O. Box 556  
San Ysidro, California

Dear Sr. Trevino:

Enclosed herewith is a copy of a news release submitted to our office by Mr. Roy B. Loftin. Mr. Loftin has been extremely helpful to our office in our Los Angeles sales effort, and we would very much appreciate anything you may be able to do by way of accommodating his request to us to air this release.

Would you be kind enough to give my best regards to Josefina, and I will be looking forward to a visit with both of you on my next trip to Tijuana for the bullfights.

With kindest personal regards,

Sincerely,

X-TRA NEWS SALES

Rose Hutton  
Office Manager

/rh

sets himself from 999 different combinations. If consumer interest shown is indicative to demand, Safe-N-Sound should enjoy a huge exclusive market.

\*\*\*

Thanks very much, and best regards,

/rh

THE McLendon CORPORATION

MEMORANDUM

To

TO: ALL STATION MANAGERS  
Billie Odom  
cc/ Gordon McLendon  
Roy Loftin

Date

DATE: October 29, 1965

From

ROSE HUTTON-XTRA

Subject

"XTRA NEWS News News"

FROM: Rose Hutton/X-TRA News Sales

I received today a telephone request from Mr. Loftin to run the following press release as a news item, to be released immediately, and a further request to send this same release to all McLendon Stations for airing:

Loftin Research & Development Corporation of 9000 Sunset Boulevard, Los Angeles, California, announced today that Arthur Godfrey will tape all radio commercials for use over a major radio stations throughout the country advertising the Safe-N-Sound safe developed by the company. Associated with Mr. Godfrey are Pierre Salinger, former United States Senator, and Roy B. Loftin, prominent industrialist. According to Mr. Loftin, Safe-N-Sound is the only safe on the market insurable with a ten-year, non-cancellable, pre-paid policy covering loss by burglary up to \$5,000, because of its rugged construction and patented combination lock which user sets himself from 999 different combinations. If consumer interest shown is indicative to demand, Safe-N-Sound should enjoy a high exclusive market.

####

Thanks very much, and best regards,

/rh



Prog

THE *McLendon* STATIONS ~~MEMORANDUM~~

To ROSE HUTTON-XTRA Date December 21, 1965

From DON KEYES Subject "XTRA NEWS News Name"

Perhaps by now Vin has spoken to you about the "XTRA News News Name," if not, let me explain it and classify it further as you are to supply Lawford with the names of some prominent Los Angeles citizens, preferably someone in the advertising business. You may do this either on a daily basis or compile a list of names from week to week. The names are then to be sent to Lawford and will appear on the newscasts in the following manner: "The XTRA News newname today is . . . . . " the announcers are instructed to deliver this line in an absolute straight manner with no comments whatsoever.

It is designed to provoke conversation among:

- A. Listeners who won't know what is about, and
- B. Among advertising people who will then, hopefully, be talking about the station more than they are at present.

This should go into effect as soon as possible.

Don Keyes

cc: Vin Lawford  
Home Office



Jrog.

THE *McLendon* STATIONS ~~MEMORANDUM~~

To

Rose Hutton-EXTRA

Date

December 21, 1965

From

Don Keyes

Subject

Promos to be run on XTRA

I am attaching a sample copy for a series of promos now running on W-NUS that I think would be equally applicable to XTRA News. For lack of a better name, we call them advertising promos since they are designed to stimulate further comment about the station within advertising circles. You will notice that each one is highly personalized, each one states a few facts about a particular individual that might be considered of a personal nature, the type of car he drives, what time he goes to work, physical characteristics, home town, etc. The daily facts are presented in a dramatic form. When the promo discussion is constructed, confer with Bill McDowell on this subject and send to me as soon as possible a list of the 25 agency people or clients that you wish included in this promotional series. I will then record them and produce them in Dallas and will then send you the finished tape. The facts I will need are as follows:

1. The person's name with phonetic pronunciation if it is at all unusual.
2. The name of the company at which the person works along with phonetic spelling if you think it is necessary.
3. The person's title.
4. His city of residence.
5. His mode or transportation to work.
6. Any articles of clothing for which he might be specially noted--for example one ad man here is kidded about his green corduroy suit, another is given to wearing creme color suits in the summer, the girl perhaps might be given to wearing the most extreme new styles.

Page 2

Don Keyes to Rose Hutton

7. Outstanding physical characteristics--crew cut, tall, tan Audrey Hepburn hair cut, etc.
8. Any other items of intimate nature that might indicate that we have gone to a great deal of research in order to impress these influential people. For example a girl in Chicago has her own personalized pool cue.

The attached copy will show you how these ingredients are presented together.

Don Keyes

cc: Vin Lawford  
Home Office



Agency Promo start - car

1. Northbrook in the morning...Bob Rossiter of Leo Burnett starts his car. On the front seat a box of Hungarian Christmas cookies. Now, out into the traffic ~~and~~ that flows southward to the Loop. Perhaps Bob Rossiter listens to WNUS while he drives to work. Since he has a bright and inquiring mind he probably does. WNUS is tailored to men like Bob. Men with bright, inquiring minds. And women too...women with active, restless minds who want to be informed. WNUS, Chicago's all-news service on both AM and FM, around the clock, is a radio service for bright and enthusiastic minds. 10/4/12  
Sounds
2. It is morning in Evanston...and that attractive woman walking along is Myra Janco. She's headed for her car and the daily drive to Chicago. Myra Janco is in the advertising business. ~~XXXXXXXX~~ She's president of Draper Daniels Agency. Recently, she was named advertising woman of the year. We don't know whether Myra Janco listens to WNUS as she drives to work but since she has a bright and inquiring mind, she probably does. WNUS is tailored to women like Myra Janco...women with bright inquiring minds. And men too, with active, restless minds who want to be informed. WNUS, Chicago's all news service on both AM and FM is a radio service for bright, inquiring minds.
3. See that Buick over there? That peculiar brown one? That's Phil Mango. A few minutes ago Phil kissed his wife Rosalie and their two little daughters goodbye and he's now headed from Evanston to Chicago. Phil is an account executive at D'Arcy Advertising and every day he drives into the Loop and his office. As Phil drives along, perhaps he listens to WNUS. We don't know. It figures that he might, however, because Phil Mango has a bright and inquiring mind. The type of mind that needs information, that ~~needs the healthy~~ inquires into various unknowns. WNUS is tailored to men like Phil Mango. WNUS keeps up an endless flow of information, of news, 24 hours a day. WNUS is built for men or women, with bright, inquiring minds. WNUS, Chicago's all-news service on both AM and FM...around the clock...is a radio service for bright, inquiring minds.
4. Each morning, when the IC from Chicago's South Shore races northward toward the Loop, Kay Kennelly is on board. Who's Kay Kennelly? Kay Kennelly is Media Director of Bronner and Haas agency. Kay's one of the newer girls in the Chicago ad game. We don't know how often Kay Kennelly listens to WNUS or if she listens at all. We do know however, that chances are good that she does listen quite a bit. Kay Kennelly has a bright and inquiring mind. And WNUS is just her cup of tea. You see, WNUS is built for people with bright, inquiring minds. People who need to be kept informed. WNUS, Chicago's all-news service on both AM and FM...a radio service for bright and enthusiastic minds.
5. You might think it would be a hard job to spot Dick Meyer in all this traffic. But it's really not that difficult. Dick Meyer is six foot six and drives a '66 Continental. There he goes now. Dick is president of his own company, Richard E. Meyer Advertising. He lives in Evanston and each day he makes the round trip to the Loop. As he drives along, we wonder if he keeps himself informed by listening to WNUS. Chances are good that he does because Dick Meyer has a bright, inquiring mind, the type of mind that is restless and eager for information. WNUS is designed for bright, inquiring minds, minds that need to be informed. Men like Dick Meyer. WNUS, Chicago's all news service on both AM and FM around the clock is a radio service for bright and inquiring minds.



Gordon McLendon

cc: Bill McDowell

Rose Hutton

Gordon McLendon

cc: Bill McDowell

Don Keyes, McDowell

January 5, 1966

February 23, 1966

December 29, 1965

XTRA  
noy  
Prog.

Don Keyes

The enclosed correspondence and tape on the subject of a business news program on XTRA News require a long, hard look. There's some damned good money involved.

Ubaldo got some static from the Tijuana Chamber of Commerce on the dropping of all Caliente results. They mentioned tourism, etc. two 2-1/2 minute segments and (2) having one of our announcers do it.

They asked if XTRA could at least give the results of the "5-10" run on Saturdays and Sundays.

Ubaldo then called Villalon who said it would be a good idea to grant this one concession if I had no objection. I don't.

Villalon also said that he knew Alesio and that when Alesio came to Mexico City next week he'd talk to him about spending some more money with XTRA.

OK?

Don Keyes

P. S. After Villalon talks with Alesio, Trevino will notify McDowell.

DK/bjc

Gordon McLendon

cc: Bill McDowell

Rose Hutton

Art Holt

Don Keyes, McDowell

January 5, 1966

February 23, 1966

March 10, 1966

The enclosed correspondence and tape on the subject of a business news program on XTRA News require a long, hard look. There's some damned good money involved.

I think the program can be adapted for XTRA News by (1) shortening it to two 2-1/2 minute segments and (2) having one of our announcers do it. Notice that the material is not particularly dated. Therefore, taping in advance would not be that much of a problem: a reasonably effective commercial.

Will you be in touch with McDowell on this?

Remember, a telephone number constitutes six to seven words ... "Webster seven-two-four-two-four" or "Nine-three-seven-two-four-two-four."

2. X-TRA, with its broad coverage, will sometimes necessitate two DK:bpaga ... one for Los Angeles and one for San Diego or ?? When two tags are required to close a commercial, we will make an exception, and allow sixty-four seconds of copy.

William J. McDowell

WJMcD/rh

WJMcD

cc: Gordon B. McLendon

*PXTRA*

*Pro 9*

All X-TRA News Salesmen  
cc/ Gordon McLendon, Ubaldo Trevino  
Don Keyes, Homer Odom, Gary Fuller

February 23, 1966

*ham*  
*Don Keyes*  
ROY B. LOFTIN 9000 SUNSET BOULEVARD • LOS ANGELES, CALIFORNIA 90069  
William J. McDowell

March 10, 1966

1. Gordon McLendon has set the following wordage limitations on sales copy which is submitted to us for recordings

*Mr. J. McDowell*  
*XTRA News*  
*5455 Wilshire Blvd.*  
*Los Angeles, Calif.*  
Sixty seconds - 145 Words  
Thirty Seconds - 73 Words  
Ten Seconds - 24 Words

These limitations have been set to ensure a reasonably effective commercial.

Remember, a telephone number constitutes six to seven words ...  
"Webster seven-two-four-two-four" or "Nine-three-seven-two-four-two-four."

2. X-TRA, with its broad coverage, will sometimes necessitate two tags ... one for Los Angeles and one for San Diego or ?? When two tags are required to close a commercial, we will make an exception, and allow sixty-four seconds of copy.

Although I understand that we have nothing to do with the programming of XTRA, I talked with a pal of mine, *Bill*, and he told me that the sports coverage was excessively high in the past but that I would relay this information to you. This was a serious suggestion from a man who listens closely to this station.

William J. McDowell

WJMcD/rh

*Roy*  
Roy B. Loftin

RBL:pc

cc: Gordon B. McLendon



*Harry Fuller*  
*Don Keyes*

*prog.*

*2*

ROY B. LOFTIN 9000 SUNSET BOULEVARD • LOS ANGELES, CALIFORNIA 90069

March 10, 1966

Mr. Bill McDowell  
XTRA News  
5455 Wilshire Blvd.  
Los Angeles, Calif.

Dear Bill:

Although I understand that we have nothing to do with the programming of XTRA, I talked with a pal of mine, Dick Keefe, yesterday. He said he felt that most listeners of XTRA are men and men who are driving their cars at the time they listen. He feels XTRA does not have enough sports coverage. I told him there has been some concern on the part of the Mexican owners of the station that perhaps the sports coverage was excessively high in the past but that I would relay this information to you. This was a serious suggestion from a man who listens closely to this station.

Sincerely,

*Roy*  
Roy B. Loftin

RBL:pc

cc: Gordon B. McLendon

Don: What in hell is the story?

OBM

prog

Gary Fuller - X-TRA Transmitter  
cc/ Ubaldo Trevino

March 24, 1966

William J. McDowell - X-TRA Sales

Dear Gary:

1. Yesterday evening I had the pleasure of entertaining several executives of Eisaman, Johns & Laws Advertising. This agency handles Pennzoil, which I sold on KLIF and KILT three years ago, and hopefully will have on WNUS and X-TRA sometime soon. They also handle the Southern California Chevrolet Dealers, TreeSweet Frozen Foods, Ladies Choice Products, White House Products, the Schlitz Wholesalers of the West and Xerox for the western division. As you can imagine, this is a most important group of people. Leaving the restaurant at 11:15 PM, I made the mistake of tuning in to X-TRA News and heard one of your newscasters auditioning for retirement. I tried to turn the radio off several times, but my giggling companions would turn it back on to hear our dead air and trivia. We listened for approximately one half hour, ten minutes of which was probably dead air ... the rest some wonderful stories about Nebraska, and actually one minor item about Los Angeles. There did not seem to be any format other than the consistent dead air breaks every minute or two. The daytime sound, especially when following the format, is great ..... it's too bad we cannot keep pace at night, which for many people is a showcase for us. I realize the flu bug and a short staff are hindering you, but what I heard last night was the most embarrassing and probably the poorest radio I have ever heard.

As you know, our sales productivity at night has fallen drastically in that we no longer seem to be able to pull leads ... this must be part of the answer.

2. When we are off the air as per the Tuesday morning situation, please let us know immediately so we can contact the agencies placing announcements with us. We have the TWX, and it is easier for you to tell us rather than for us to check with you.

Gary, there are reasons for everything, so if you have any problems or situations where you feel I can be helpful, please let me know. You are not alone ... there are many of us on this team together. Although we are in two different locations and involved in two different operations, we are all pulling for success.

Regards,

*Bill*

William J. McDowell

WJMcD/rh

Don and Gordon:

The reason for blind copies is that I do not want to put any dents in Gary's confidence by sending letters like this to his mentors.

WJMcD



*critiques*

Monitoring XTRA News - Friday - April 29

Major size boo-boo on news at 3:50 p.m. XTRA News reported score of Boston Celtics-Lakers championship game as 98-96 after carrying it all day at 95-93.

Earlier in the day:

8:25 a.m. -- ... "Willie Mays, last night tried for 512th homerun career..." Should have read ... "tried for 512th homerun of career..." or "tried for 512th career homerun."

9:55 a.m. -- In reporting deaths of children in fire in home in Quebec..... "The couple was not....or rather the cause was not determined at the time." I guess he was referring to the parents of the children on this one.

8:20 a.m. -- XTRA News reported 5,000 new troops, from Alaska, arrive in Viet Nam....at 10:00 a.m., in headlines, XTRA News reported "4,000 new troops land in Viet Nam."

10:08 a.m. -- Poor language usage in reporting "U Thant completing 4-day British visit." Quite properly ~~XXXX~~ "U Thant completed a 4-day visit to Britain." A British visit implies the British were doing the ~~visiting~~, not being visited.

4:00 p.m. Headlines -- "11 dead in Dallas and Ft. Worth floods" .....seconds later.... "10 dead in Dallas and Ft. Worth ~~XXXX~~ floods." Both in the same headlines.

Bill McDowell - XTRA  
cc: Gordon McLendon

May 5, 1966

Gordon McLendon recent career May 31, 1966

Don Keyes - Home Office

I understand that orders were given to dispense with the services of Glen Boyd. I now understand that you have expressed your views to the contrary and that he will stay. Might I have some clarification on this?

PERSONAL & CONFIDENTIAL

In Chicago, we discussed the Drew Pearson program being scheduled on Sunday nights just prior to the Mexican National Hour. Now, with the advent of Daylight Saving don't you think we should move this show to 8:45 rather than 7:45? I feel terribly uneasy about scheduling block programming in the middle of the news format. Has the addition of Dan Smoot been cleared with Mexico City?

1.) At the present time, XTRA now has six men with permits at work at the transmitter. The others will continue to tape from Gary's house in Chula Vista, where two lines and two teletypes have been installed. They plan on keeping this equipment installed, at least for the time being. Sr. Trevino says that he will continue to pursue the issuance of the remaining work permits.

2.) Ray Hutchinson, a new man who passed the test beautifully, joins the station June 13th. If his work permit does not arrive by that time, he will be put to work recording, writing, etc., on the San Diego side.

3.) Fuller informs me that he has located a good writer for Front Page stories. I told him to retain said writer and start submitting his material with copies to me for critique.

4.) The station is planning to move into the new studios this coming Saturday, June 4th. The move will be made Saturday night and hopefully the console will be all wired in by Monday morning. Meantime, broadcasting will be done through the production console.

5.) Sr. Trevino advises that he has heard from Masias and that shortly XTRA will receive permission to publish in the Tijuana papers the public notice of the FM application. I am not sure exactly how this relates to getting the FM going.



Prog.

6.) I am given to understand that a basic all-news format policy book is being assembled. I further understand that in more than one copy is being assembled. I think it would be advisable to include a copy for XTRA NEWS since they are Gordon McLendon recent correspondents, and are not aware of various ideas that have been submitted over recent months.

May 31, 1966

Don Keyes Reed Carroll ( Read Karales ) is considering suing the station for, among other things, back pay owed him. He was recently told that his work permit would not be renewed and is no PERSONAL & CONFIDENTIAL He is claiming additional money under the provision of Mexican Labor Laws which, according to some authorities, protect the American worker in Mexico as well as the Mexican National. No formal

Here's a quick report on my trip to San Diego during the recent emergency.

1.) At the present time, XTRA now has six men with permits at work at the transmitter. The others will continue to tape from Gary's house in Chula Vista, where two lines and two teletypes have been installed. They plan on keeping this equipment installed, at least for the time being. Sr. Trevino says that he will continue to pursue the issuance of the remaining work permits.

Don Keyes

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6.) I am given to understand that a basic all-news format policy book is being assembled. I further understand that in more than one copy is being assembled. I think it would be advisable to include a copy for XTRA NEWS since they are sadly lacking in recent correspondence from Thorne and Fraser, and are not aware of various ideas that have been submitted over recent months.

7.) Reed Carroll ( Reed Karales ) is considering suing the station for, among other things, back pay owed him. He was recently told that his work permit would not be renewed and is no longer in the station's employ. He is claiming additional money under the provision of Mexican Labor Laws which, according to some authorities, protect the American worker in Mexico as well as the Mexican National. No formal suit has as yet been presented.

1.) This has been common practice by non-baseball stations for years and if they hurt themselves, that I am sending a carbon copy of this memo to Lauro in order that he might be informed of subject matter and be prepared either to approve or disapprove any of this.

2.) The broadcast that you should you stop scores. Proving, therefore, that there are a lot of people out there who are unable to listen to the whole game but just want the scores when they have time to grab 'em.

Don Keyes

ys

Don Keyes

cc: Lauro Villalon

ys



THE *McLendon* STATIONS MEMORANDUM

*XTRA*  
*prog.*

To: Gary Fuller  
Gordon McLendon  
Bill McDowell  
Date: June 14, 1966  
June 16, 1966  
From: cc: Gary Fuller - X-TRA  
Subject: Interim Baseball Scores

**Don Keyes**

Pratt: The last few times I have heard interim baseball scores has reminded me that either the Dodgers or Angels' games are in progress so that I switch to either of their respective stations.

Your comments on XTRA's baseball scores were interesting. I've heard them before over the years and I'm sure many people have asked the same question. I would have two reasons for not making any changes, however.

1.) This has been common practice by non-baseball stations for years and if they hurt themselves, that hurt was not visible.

2.) The hue and cry that goes up should you stop scores. Proving, therefore, that there are a lot of people out there who are unable to listen to the whole game but just want the scores when they have time to grab 'em.

**Don Keyes**

ys

# THE *McLendon* STATIONS MEMORANDUM

To Gary Fuller  
Gordon McLendon  
Don Keyes ✓

Date June 14, 1966

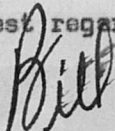
From William J. McDowell - X-TRA

Subject Interim Baseball Scores

Premise: The last few times I have heard interim baseball scores has reminded me that either the Dodgers' or Angels' games are in progress so that I switch to either of their respective stations.

I wonder if the world has the same reflex. Giving inning by inning or every three inning reports is a fine idea, but we may be over-programming ourselves and creating a listener service for KFI and KMPC. I would certainly appreciate your professional thoughts on the subject.

Best regards,



William J. McDowell

WJMcD/rh



# X-TRA NEWS

SAN DIEGO.

Don Hayes

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Don

Russ Porterfield

Letter Re. Mexican Documents

Questions I would like answered...

- 1.. What are provision for laying off a. americans  
b. mexicans
- 2.. Provisions for the changing of shifts of Mexican  
board personnel..
- 3.. Ways to strictly discipline Mexican personnel.

enclosed: latest work laws  
Union contract  
Letter re-U.S. personnel

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a)



CRITICISMS of XTRA NEWS ( Saturday, June 8, 1963 ) 1963

Criticisms of XTRA NEWS ( May 13th through May 16th )

1.) 8:00-10:00 Am Saturday: Announcer who was on shift with McRoberts referred to the death of "Pop Jones" rather than Pope John.

1. 2.) 8:04 AM: 30 seconds of dead air.

2. 3.) 8:15 AM Saturday: Announcer reporting a baseball story said that a team had had a five day game winning streak.

3.) Not enough stories ( Minimum of 2 stories per hour )  
4.) Promos on how to identify the station should a survey call be made were not on.

5.) A good idea for a promo series would be on news in depth not five-minutes, headlines or capsule reports.

5.) Live format needs polishing. "More news in a moment" poor and false.  
6.) Friday Afternoon June 7: No mention of Zazu Pitts.

6. 7.) A good program idea would be "Guest Editorials from leading radio stations across the nation."

7.) Too much b.g. talk in newscast.  
8.) Weekend features being run more frequently than once per hour. Policy dictates once per hour.

9.) Virtually all announcers are in the habit of dropping their voices at the end of an item. As a good rule of thumb, this matter of inflection should be alternated--one story should end up and the second story should go down. This will require close supervision and a greater degree of attention on the part of the announcers.

6:00 AM to 10:00 PM.

10.) A good idea for the station would be an identifying sound by way of a sig sound effect--NBC chimes, Radio Moscow weird music, something that would provide a distinct sig.

13.) Evans -- pronunciation of "Avant Garde"

General conclusions: Engineering remains sloppy and announcers' delivery and pronunciation generally sloppy.

15.) Double-spotting at 5:30 PM: Huntington Beach, weather, and then Kings Inn Hotel.

16.) Porterfield -- pronunciation on a promo: "accrate" instead of Accurate.

17.) Stewart -- various discrepancies: slow, dull.

18.) Is ball schedule recorded? Why not intro the man by name? Done, being given.

19.) Old airchecks -- Bad announcer on tag of Great Music spots. Harsh, New York voice, non-professional sounding. method of introducing California news. The expression in use at the time was "XTRA NEWS West". Porterfield will give

20.) Round off statistics when used in promos--not 1,800,000 but almost 2 million.

21.) Re-write XTRA i.d. promos and put back on.

22.) Porterfield -- No on weekend segment idea. 15 min. features.

- 2 -

Criticisms of XTRA NEWS ( May 13th through May 16th ) 1963

These various points were discussed with Porterfield.

- 1.) Delivery too slow and conversational ( Increase by 25% ).
- 2.) Pauses too long between stories ( 2 seconds maximum was established ).
- 3.) Not enough stories ( Minimum of 14 be established ).
- 4.) Promos need production--two-voice on rating promo, man and woman on "What are you listening to" promo, Typewriter and bell on Winchell promo. Send me copy.
- 5.) Live format needs policing. "More news in a moment" poor and trite... ad libbing.
- 6.) Headlines poorly written, also too long.
- 7.) Too much b.g. talk in newsroom.
- 8.) Delete newsmen's editorial comment on stories.
- 9.) Businessman of the Day too long. How often run? Answer: Every other hour.
- 10.) First Lady too long. How often run? Answer: Every other hour.
- 11.) Guest Editorial : How often run? Answer: Three different ones alternated 6:00 AM to 10:00 PM.
- 12.) Lawford -- pronunciation of Boros, Burrows.
- 13.) Evans -- pronunciation of "Avant Garde"
- 14.) Reed Carrol -- weak in format. Needs supervision.
- 15.) Double-spotting at 5:58 PM : Huntington Beach, weather, and then Kings Inn Hotel.
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- 18.) Is ball schedule recorded? Why not intro the man by name? Done.
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23.) Saturday 2:05 PM: A terror of rain. The situation has become tumultus.

24.) NASA commentary dull. This was weekend feature.

25.) Monday 11:45 AM - 12:15 PM -- No mention of Monty Woolly's death.

26.) One "feature" per hour Saturday and Sunday, 2 min. at outside. 7AM - 6 PM.

27.) XTRA NEWS Day in Review -- 5 headlines before weather. This idea was abandoned because placement of these headlines came too close to the end of the newscast and at the start of the newscast, which would have repeated the headlines all over again due to the structure of the format. It has since been explained that the XTRA NEWS Day in Review should consist of three to five headlines which are not necessarily immediate. News stories that have become stale news but are still worthy of one-line mention before their complete demise.

28.) Daily local editorials from 4 or 5 So. California papers. Porterfield was going to try to include daily local editorials from 4 or 5 So. California papers and present them as guest editorials. He was to have advised me as to how this was proceeding. His complaint at the time was that oftentimes there were not enough strong local issues to warrant repeating these editorials on the air. Upon checking this on the L. A. and S. D. papers I found this to be a reasonably correct statement. However, it is good for periodic use--perhaps 2 or 3 times a week.

29.) Homer on land accounts ( real estate ) --(1) BBB (2) Copy & letter to Atty. General (3) BBB state.

30.) Record and produce weather. No. Too confusing for board operators.

31.) In order to give some flair to the station and give the personnel something on which to feed their egos, they will refer to themselves in the opening format of each newscast by title. Porterfield is Managing Editor, his immediate assistants are Sr. Editors and remaining newsmen are Associate Editors. I took this from Time Magazine. Format would then read, "This is XTRA NEWS Associate Editor Earl J. McRoberts. In a moment, the stories behind thos headlines."

32.) Put some old station breaks back on: "The eyes and ears of So. California", "The Pulse of L. A.", etc.

33.) L. A. Wire? Sports wire.

34.) "In a moment, Los Angeles and Southland weather". This line was instituted in order to more rigidly format the manner in which the weather was being given.

35.) "In a moment, XTRA NEWS looks at the Golden State". This line was used to add a bit more color to the method of introducing California news. The expression in use at the time was "XTRA NEWS West". Porterfield will paraphrase the expression suggested.

1963

- These various points were discussed with Porterfield and the following were the results:
- 36.) McRoberts sounds awful. He's ad libbing formats, etc.
  - 37.) I don't repeat headlines before the reading of the actual story. The present format called for three headlines to introduce the newscast, a commercial, and then the three stories pertaining to the aforementioned headlines. Each story was being preceded by repeating the headlines used before the commercial. This practice was stopped. They now go directly into the various stories without repeating the various headlines.
  - 38.) GBM -- Engineering problems. Recording muddy. Attitude of ops.
  - 39.) Weekend features must be feature articles and in no way resemble editorial comment.
  - 40.) Copies of union contract and work laws to me for translation and advice to Villalon.
  - Too much b.g. talk in newscast.
  - Delete newsmen's editorial comment on stories.
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  - Lawford -- pronunciation of Beres, Burrows.
  - Evans -- pronunciation of "Avant Garde" themselves in the opening format of each newscast by title. Porterfield's Managing Editor, his immediate supervisor.
  - Reed Carroll -- weak in format. Needs supervision. Associate Editor.
  - Double-spotting at 5:55 PM: Huntington Beach, weather, and then behind Kings Inn Hotel.
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NOTE TO DON KEYES  
XTRA NEWS MONITOR

The following points were discussed with Russ Porterfield during a visit which took place during the week of June 22 - 26, 1964.

- 1.) The station sounded very lose and uninspired. Delivery and the voices were down; the formats were not being adhered to and there was an over-all feeling of lethargy.
- 2.) Ted La Barr will probably leave us shortly.
- 3.) P.I.'s were on the station for "Sign Upon My Hand" which is a book and a long playing recording having to do with bringing up babies. The latter was a product offered by the Jamieson Radio Corp. of which we have a partnership with Roy B.
- 4.) Don Kent. Probably go on days in place of La Barr.
- 5.) Mexican announcers were taken off the time checks.
- 6.) Airline stewardess promos were killed in favor of new biographical promos. I will write and produce new news intros.
- 7.) American announcers will start to use remote start switches on the tape cartridge machines. These machines are wearing out and perhaps the Texas Triangle could loan them some of their used ones from, for instance, Chicago.

Don Keyes

Amun Lauro Villalon

Dear Sr. Villalon:

X-TRA CRITIQUE

*Programing WWS in Chicago, I would monitor ~~X-TRA~~ comments. I have done so*  
GENERAL: X-TRA NEWS WAS MONITORED 16 THRU 18 NOVEMBER. ~~THESE WERE~~ *these were* SOME OF THE IMPROVEMENTS I NOTED SINCE THE LAST TIME I HAD HEARD EXTRA-NEWS. *comments;*

1. GENERALLY, THE OVERALL PRODUCTION WAS TIGHTER. THIS COULD BE IMPROVED MORE, AS IT CAN IN ANY OPERATION. THE TIGHTER SOUND WAS EVIDENT ALL THREE DAYS I LISTENED

Gordon McLendon

LAST TIME I  
MEMBERS ADD

TC

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Ursula -

Type this up as a  
letter to Sr. Villalon. Send  
a copy to Russ Porterfield  
me to Trevino and one to  
Homer + Don. Also one to  
Dad.

GBM

Caucaso 1225  
Lomas de Chapultepec  
Mexico, D.F.

FF

-NEWS

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Sen Villalon

Dear Sen Villalon:

X-TRA CRITIQUE

*you asked if, in view of our recent experience in*  
*programming WNUB in Chicago, I would monitor*  
*comments. I have done so*  
*and these are my*  
*comments:*  
GENERAL: X-TRA NEWS WAS MONITORED 16 THRU 18 NOVEMBER. ~~THESE~~ WERE  
SOME OF THE IMPROVEMENTS I NOTED SINCE THE LAST TIME I HAD HEARD  
EXTRA-NEWS.

1. GENERALLY, THE OVERALL PRODUCTION WAS TIGHTER. THIS COULD BE IMPROVED MORE, AS IT CAN IN ANY OPERATION. THE TIGHTER SOUND WAS EVIDENT ALL THREE DAYS I LISTENED.
2. BASIC NEWS CONTENT WAS GOOD.
3. PRONUNCIATION WAS FAIR TO GOOD.
4. THE PACE OF NEWS DELIVERY WAS MUCH FASTER THAN THE LAST TIME I LISTENED TO X-TRA NEWS. TAPE INSERTS BY X-TRA NEWS STAFF MEMBERS ADDED TO AN IMPROVED SOUND.

SPECIFIC CRITIQUES:

1. X-TRA IS NOW USING TAPE INSERTS (SECOND VOICE STORIES RECORDED ON TAPE CART). THESE HELP TO IMPROVE THE SOUND OF THE ALL-NEWS FORMAT. SUGGEST THESE BECOME A REGULAR FEATURE OF THE STATION AND BE UTILIZED THROUGHOUT THE BROADCAST DAY. I WOULD IMMEDIATELY IMPLEMENT USE OF A BRIEF CLOSING CREDIT ON ALL TAPE INSERT STORIES. THIS IS NOT BEING DONE AT THIS TIME. I WOULD SUGGEST THAT EACH TAPE INSERT STORY BE TAGGED WITH THE NEWSMAN'S FIRST NAME, MIDDLE INITIAL, LAST NAME AND X-TRA NEWS.

EXAMPLE: "JOHN H. DOE, X-TRA NEWS."

REASON IS THREE-FOLD: (A) IS A READY VOICE "Q" THAT WILL KEEP PRODUCTION TIGHT; (B) ANOTHER CHANCE TO WEAVE IN THE ALL IMPORTANT CALL LETTERS AND (C) ADDS MORE DIGNITY TO THE STORY, SIMILAR TO A NEWSPAPER BY-LINE. THE LISTENER READILY BELIEVES NEWSMAN READING STORY HAS A THOROUGH KNOWLEDGE OF THE NEWS EVENT. *that he*

2. THE NEWSMAN INTRODUCING TAPE-INSERT STORIES ON HIS NEWSCAST SHOULD ATTEMPT TO WEAVE THEM INTO THE GENERAL CONTENT AND STORY MAKE-UP OF THE NEWS PRESENTATION WITH THE ASSISTANCE OF THE SENIOR EDITOR. THE NEWSMAN SHOULD PREPARE AN INTRO SHEET THAT INCLUDES A BRIEF HIGHLIGHT OR DEVELOPMENT OF THE TAPE INSERT STORY. IN MONITORING X-TRA NEWS, I HEARD TOO MUCH OF "NOW HERE'S SO AND SO TO REPORT ON SO AND SO." AT NO TIME DURING THE MONITORING PERIOD DID I HEAR WHAT I COULD CONSIDER A WELL PREPARED INTRO FOR THE TAPE INSERT STORY. IN FACT, I DID NOT HEAR THE NEWSMAN GIVING THE INTRODUCTION MAKE MENTION THAT THE STORY WAS BEING REPORTED BY X-TRA NEWS ASSOCIATE EDITOR OR X-TRA NEWS REPORTER ETC. I ALSO NOTICED THAT THE NEWSMAN INTRODUCING THE TAPE INSERT STORY SOUNDED LIKE HE WAS BACKING AWAY FROM THE MIKE EACH TIME A TAPE WAS INTRODUCED. IF THE TAPE CART BUTTON IS TOO FAR AWAY, IT SHOULD BE PLACED WITHIN EASY REACH, OR, IF THE ENGINEER WAS SOMEPLACE AND THE NEWSMAN WAS TRYING TO GET HIS ATTENTION, THAT ENGINEER SHOULD BE TOLD BEFORE THE NEWSCAST WHEN AND WHAT TAPE INSERT STORY WILL BE USED.

3. I WOULD RECOMMEND THAT ALL BULLETINS AND LATE DEVELOPMENTS BE GIVEN ON THE AIR BY ~~A~~ A SECOND VOICE. AT TIMES THIS IS BEING DONE ON X-TRA NEWS. IF THIS WERE DONE ALL THE TIME, CONDITIONS PERMITTING, IT WOULD CONVEY AN IMAGE OF IMMEDIACY TO THE LISTENER.

4. GENERALLY, WEATHER FORECASTS WERE COMPLETE AND WELL DONE. SINCE X-TRA DOES NOT CARRY TRAFFIC REPORTS, IT MIGHT BE A GOOD IDEA TO INCORPORATE SUNRISE AND SUNSET TIMES, TO ADVISE MOTORISTS TO TURN ON THEIR HEADLIGHTS. THIS IS ESPECIALLY IMPORTANT DURING WINTER DRIVING.

5. <sup>Somewhat</sup> IN THREE DAYS OF MONITORING X-TRA, I NOTICED THAT THE OVER-ALL PACE IS ~~MUCH~~ FASTER THAN THAT PRESENTLY EMPLOYED ON W-NEWS. THIS WAS VERY EVIDENT ON THE OPENING HEADLINES. I FEEL THAT IF THE PACE IS TOO RAPID, WE TEND TO CONFUSE OR LOSE THE LISTENER. MANY TIMES I WAS UNABLE TO COMPREHEND THE FULL STORY OR HEADLINES, DUE TO THE RAPID PACE. IT'S A SURE GUESS THAT AUTO LISTENERS MISS MANY DETAILS WHEN THE PACE IS TOO FAST.

6. I FEEL THAT MORE EMPHASIS SHOULD BE PLACED ON THE OPENING HEADLINES. TOO MANY TIMES THESE WERE RATTLED OFF IN MACHINE GUN FASHION. ONE NEWSMAN SOUNDED AS THOUGH HE JUST READ THE FIRST LINE OR SENTENCE FROM HIS TOP THREE STORIES. HEADLINES AT THE OPENING OF THE NEWSCAST SHOULD BE BRIEF, TERSE.....THEY SHOULD BE ATTENTION GETTERS. THEY ARE NOT SUPPOSED TO TELL THE WHOLE STORY, JUST A HIGHLIGHT, A LATE DEVELOPMENT OR A CATCHY SEGMENT OF THE STORY. MORE EMPHASIS COULD BE ACHIEVED SIMPLY BY MAKING USE OF THE PAUSE. AT 1PM ON THE 17TH, DON KENT RATTLED OFF HIS HEADLINES IN MACHINE GUN FASHION. HE WAS INTO THE FIRST COMMERCIAL AND I DIDN'T UNDERSTAND WHAT HE HAD SAID. HEADLINES SET THE STAGE FOR THE NEWSCAST. THEY'RE IMPORTANT AND VITAL PILLARS IN THE CONSTRUCTION OF A GOOD NEWSCAST, AS WELL AS THE ALL NEWS FORMAT. X-TRA NEWSMEN SHOULD SLOW DOWN AND SET THE STAGE.

7. TWO STORIES WERE USED IN THE EARLY SEGMENT OF THE NEWS ON THE 17TH THAT I DID NOT FEEL DESERVED TO BE WITHIN THE FIRST FIVE STORIES. ONE WAS THE L.B.J.-LADYBIRD ANNIVERSARY, THE OTHER WAS THE OFF-BEAT BEATLE YARN. UNLESS WE HAVE AN EXCLUSIVE OR A RED HOT PRODUCER STORY, THE FIRST FIVE NEWS ITEMS SHOULD BE HARD NEWS.

8. AT TIMES I QUESTIONED TAPE SEGMENTS OF THE NEWSCAST. THESE ARE VERY EVIDENT WHEN THE NEWSMAN GETS TO THE END OF HIS SHIFT. THE NEWSMAN IS SLOW WHEN DOING THE FIRST SEGMENT "LIVE." THEN, AFTER THE CLUSTER HE RETURNS IN A BLAZE OF FIRE ON TAPE. THIS SYSTEM OF TAPING TENDS TO SHAKE-UP THE PACE OF THE NEWSCAST.

9. I NOTICED THAT OLD NEWS INTRO'S WERE BEING USED AS NEWS PROMOS IN THE LATTER SEGMENT OF SOME NEWSCASTS. SEVERAL TIMES I ANTICIPATED THE NEWS FOLLOWING THESE RECORDED ITEMS. I QUESTION IF THEY SHOULD BE USED AS NEWS PROMOS. I WOULD THINK THAT PROMOTIONAL TIME COULD BE PUT TO BETTER USE IN MENTIONING SPECIFIC ASPECTS OF WHAT X-TRA NEWS HAS TO OFFER (FOR ~~THE~~ EXAMPLE, THE FOOTBALL SCORE PROMO WHICH X-TRA IS CURRENTLY RUNNING). AT TIMES THEY SOUNDED TO ME LIKE A "RECORDED FILL." I FELT THAT I WAS HEARING TOO MANY NEWS INTRO'S. I THINK THAT PROMOTIONAL TIME COULD BE PUT TO BETTER USE,

*far better and I would not permit this use of old intros used as promos at WNUS!*



10. ACCORDING TO THE PRESENT FORMAT, FOLLOWING THE FIRST COMMERCIAL IN THE NEWSCAST, X-TRA NEWSMEN RETURN IN TIGHT "Q" WITH THE LEAD-LINE OF THE FIRST STORY. SINCE THE FIRST COMMERCIAL FOLLOWS THE HEADLINES, I WOULD SUGGEST AN OPENING STATEMENT SIMILAR TO THE ONE USED BY W.N.U.S. AT W-NEWS, THE NEWSMAN FOLLOWS THE LEAD COMMERCIAL WITH "NOW, THE NEWS..." THIS PUTS THE LISTENER IN TOUCH WITH THE STORY CONTENT OF THE NEWSCAST. MANY TIMES, THE LISTENER FAILS TO CATCH THE FIRST LINE OF THE FIRST STORY, BECAUSE THE TRANSITION FROM COMMERCIAL TO NEWS WAS SO FAST. JUST THIS SIMPLE STATEMENT CAN ADD A PROFESSIONAL TOUCH TO THE OPENING OF THE STORY CONTENT.

11. THE FORMAT FOLLOWING THE CLUSTER SHOULD BE MORE DEFINED TO X-TRA STAFFERS. AT PRESENT, BOTH X-TRA AND W-NUS ARE RUNNING A SECOND SET OF HEADLINES FOLLOWING THE CLUSTER. I NOTICED THAT X-TRA NEWSMEN ARE READING THE HEADLINES, THEN TELLING THE LISTENERS THAT THESE ARE THE TOP STORIES. WHEN I FIRST HEARD THESE, THEY STOOD OUT LIKE A SORE THUMB. THIS IS ACTUALLY THE REVERSE OF THE FORMAT NOW BE USED BY W-NEWS. I DON'T THINK THE REVERSE STYLE IS GOOD RADIO NEWS. I THINK THAT THE LISTENER SHOULD BE TOLD THAT THESE ARE THE TOP DEVELOPMENTS, THEN GIVE THEM THE TOP DEVELOPMENTS. THE RADIO LISTENER HAS NO TIME FOR REFLECTIONS, LIKE THE NEWSPAPER READER HAS. LET ME RE-STATE THE CORRECT FORMAT:

- WNU5
- A. CLUSTER
  - B. (FOLLOWING CLUSTER IN TIGHT "Q") "X-TRA NEWS IS REPORTING ON THESE HEADLINE STORIES....."
  - C. NEWSMAN DELIVERS HEADLINES
  - D. SECOND SEGMENT OF NEWSCAST BEGINS

VARIATIONS MAY BE USED ON ITEM "B". EXAMPLE: "X-TRA NEWS IS REPORTING ON THESE LATE DEVELOPMENTS." "THESE HEADLINE STORIES ARE BEING HEARD ON X-TRA NEWS." "THESE ARE THE TOP NEWS STORIES BEING HEARD ON X-TRA NEWS."

12. PRONUNCIATION: IT WAS EASY TO TELL THAT X-TRA NEWSMEN WERE UNCERTAIN ABOUT VARIOUS PRONUNCIATIONS. I WILL DETAIL THE MOST NOTICABLE INCIDENT. IT WAS ON THE REPORTING OF THE KREBIOZEN STORY. KREBIOZEN WAS PRONOUNCED SEVERAL DIFFERENT WAYS, AS WAS THE LAST NAME OF DOCTOR STEVAN DUROVIC. SENIOR EDITORS SHOULD BE INSTRUCTED TO RELAY CORRECT PRONUNCIATIONS TO MEN ON THEIR SHIFT. THIS WILL SET UP CORRECT DELIVERY THROUGHOUT THE NEWSCASTS. IN THE ALL NEWS OPERATION, IT IS DISTURBING TO THE LISTENER TO HEAR IT ONE WAY ONE FIFTEEN MINUTES, THEN HEAR IT ANOTHER WAY ANOTHER 15 MINUTES. THIS ALSO DISTRACTS FROM BELIEVABILITY. SET UP A PRONUNCIATION SYSTEM AND KEEP THE BALL ROLLING. YOUR NEWSMEN WILL SOUND MORE AUTHORITATIVE, THERE WILL BE LESS FLUBBING AND THE STATION WILL CARRY THE SAME SOUND THROUGHOUT THE DAY.

13. - PACING: THIS IS ONE OF THE HARD ROCK FOUNDATION POINTS OF THE ALL-NEWS FORMAT. THE PACE OF THE STATION SHOULD BE MAINTAINED ON A TEMPO THAT IS READILY UNDERSTOOD BY THE LISTENER. DURING THE MONITORING PERIOD X-TRA'S PACE WAS SPORADIC. AT TIME IT WAS MUCH TOO FAST, OTHER TIMES IT WAS DOWN. PACE IS THE DOMINANT SOURCE FOR INTERPRETATION, DICTION AND FLOW. ONCE AGAIN, EACH X-TRA STAFF MEMBER SHOULD BE BRIEFED ON THE VITAL IMPORTANCE OF THE NEWS HE IS DELIVERING SO THE LISTENER CAN UNDERSTAND IT. ALL TOO MANY TIMES, WHEN THE PACE IS DOWN, THE NEWSMAN SOUNDS DISINTERESTED. WHEN THE PACE IS UP, PRONUNCIATION AND DICTION BECOMES SLURRED. PACE IS NOT ONLY IMPORTANT TO THE STORY, BUT IT MUST BE EMPLOYED SO AS TO SEPARATE THE STORIES. MANY OF THE STORIES I HEARD WERE RUN TOGETHER. THEY SOUNDED LIKE A CONTINUOUS STREAM OF FACTS AT TIMES UNCOMPREHENDABLE. I FEEL THAT X-TRA NEWSMEN ARE RELYING ON TOO MANY TRANSITIONAL PHRASES, THINKING THAT THESE SUBSTITUTE FOR THE ALL IMPORTANT PAUSE BETWEEN STORIES. IN THE ALL-NEWS FORMAT, THERE MUST BE A CLEAR LINE BETWEEN EACH STORY.

NEWSMEN SHOULD SLOW DOWN WHEN THEY REPORT NAMES, ADDRESSES, STATISTICS, ETC. SOME NAMES PASSED ME BEFORE I COULD UNDERSTAND THEM. X-TRA MUST ARRIVE AT A STABLE PACE OF DELIVERY, ONE THAT EACH MEMBER OF THE STAFF CAN FOLLOW. I THINK THAT A STRONG SENSE OF PACE WOULD ELIMINATE MANY DICTION AND ENUNCIATION PROBLEMS.

14. - ENGINEERING LEVELS: THESE HAVE IMPROVED. THE MOST NOTICEABLE FLUCTUATION IN BROADCAST LEVEL WAS ON THE TAPE INSERT STORIES. IN SEVERAL INSTANCES I NOTICED THAT THE NEWSMAN SOUND MUFFLED AND THE LEVEL WAS DOWN. I WOULD SUGGEST THAT THE ENGINEERS CONCENTRATE ON KEEPING A CONSTANT LEVEL.

15. - PERSONNEL:

A. REED CARROLL ---- NEEDS TO PROJECT HIS DELIVERY MORE. AT TIMES HIS PRONUNCIATION IS SLURRED. CARROLL HAS A GOOD VOICE AND WITH MORE PROJECTION WOULD SOUND MORE AUTHORITATIVE AND INTERESTED IN HIS DELIVERY. PRODUCTION COULD BE TIGHTER.

B. DON KENT ----- AT TIMES HAS A TENDENCY TO MOVE AT TOO FAST A PACE. KENT MUST INTERJECT MORE PAUSES AND MORE EMPHASIS BETWEEN STORIES, HEADLINES AND STOCKS.

C. BILL ABBOTT ---- DELIVERED SOME GOOD NEWSCASTS. BILL COULD SOUND MUCH MORE AUTHORITATIVE.

D. MIKE KLINE ----- COULD ALSO SOUND STRONGER, AND HAS THE PACING PROBLEM.

E. RUSS PORTERFIELD ---- MUST SLOW DOWN A LITTLE. AT TIMES PRONUNCIATION WAS SLURRED.

F. JACK SMITH -----STRONG VOICE, BUT NEEDS TO GET MORE INTERPRETATION INTO HIS NEWSCASTS.

G. VIN LAWFORD --- ANOTHER MAN WHO SHOULD WATCH HIS PUNCTUATION.

I MENTION THE ABOVE SEVEN MEN, BECAUSE WITH IMPROVEMENT IN THEIR RESPECTIVE NEWSCASTS X-TRA WOULD HAVE A FINE SOUND IN THE IMPORTANT BROADCAST PERIODS.



16. - SPORTS: I WOULD LIKE TO HEAR MORE SPORTS ON EXTRA. SOME NEWSCASTS CARRIED SPORTS; OTHERS DIDN'T. THE YOGI BERRA STORY (HIS MOVE TO THE METS) COULD HAVE BEEN MILKED AS A HARD NEWS STORY MORE THAN IT WAS. WHILE THE LOS ANGELES SPORTS PAGES WERE FULL OF ITEMS ABOUT THE BIG SOUTHERN CAL-U.C.L.A. GAME, THE LAKERS AND THE BLADES, I HEARD LITTLE IF NO MENTION ON X-TRA NEWS.
17. - FORMAT - X-TRA SHOULD NAIL DOWN THE BASIC STRUCTURE OF THE NEW NEWSCAST LIVE OPEN AND LIVE CLOSES. THERE IS A SPECIAL OPEN AND CLOSE FOR EACH QUARTER HOUR.
18. - MAKE-UP/STORY CONTENT - X-TRA GENERALLY HAD GOOD VARIETY IN NEWS MAKE-UP DURING DAYS MONITORED. HOWEVER, I THINK MORE EDITING WOULD HAVE PROVIDED MORE STORIES THROUGH THE HEAVY COMMERCIAL PERIODS. IN GENERAL, THE PLAY OF THE TOP STORIES WAS WELL MANAGED.
19. - TIME CHECKS - THESE SHOULD STAND OUT MORE DISTINCTLY. X-TRA IS USING TWO BASIC TIME CHECKS, ONE PRIOR TO THE CLUSTER, THE OTHER IN THE NEW LIVE NEWS INTRO ~~S~~. ONE SUGGESTION MIGHT BE A TIME CHECK BETWEEN EACH NEWSCAST, AS PRESENTLY DONE ON W-NUS.
20. - PREPARATION - AT TIMES NEWSMEN WERE UNCERTAIN AS TO THE COPY THEY WERE READING. I SUGGEST MORE CONCENTRATED PREPARATION OF THE BASIC NEWSCAST.

This, Sam, Villalon, represents my best efforts at a critique of three days' discussion. Our own efforts at WNUS have obviously served as basic criteria and I hope that, in the interest of our joint concern with XETRA, this analysis serves some useful purpose for you.

Respectfully,

Gordon Villalon

# THE McLENDON CORPORATION

2008 JACKSON STREET

DALLAS, TEXAS

GORDON B. McLENDON  
PRESIDENT

BARTON R. McLENDON  
CHAIRMAN OF THE BOARD



December 3, 1964

Senor Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D.F.

Dear Senor Villalon:

You asked if, in view of our recent experience in programming W-NUS in Chicago, I would monitor XETRA and offer comments. I have done so, and these are my comments:

X-TRA NEWS was monitored November 16th, 17th and 18th. Following are some of the improvements I noted since the last time I had heard X-TRA NEWS:

- 1.) Generally, the overall production was tighter. This could be improved still more, as it can in any operation. The tighter sound was evident all three days I listened.
- 2.) Basic news content was good.
- 3.) Pronunciation was fair to good.
- 4.) The pace of news delivery was faster than the last time I listened to X-TRA NEWS. Tape inserts by X-TRA news staff members added to an improved sound.

## SPECIFIC CRITIQUES:

- 1.) X-TRA is now using tape inserts (second voice stories recorded on tape cart). These help to improve the sound of the all-news format. Suggest these become a regular feature of the station and be utilized throughout the broadcast day. I would immediately implement use of a brief closing credit on all tape insert stories. This is not being done at this time. I would suggest that each tape insert story be tagged with the newsman's first name, middle initial, last name and X-TRA NEWS.

Example: "John H. Doe, X-TRA NEWS."

(cont'd)



7.) Two stories were used in the early segment of the news on the 17th that I did. Reason is three-fold: (a) is a ready voice "Q" that will keep production tight; (b) another chance to weave in the all important call letters and (c) adds more dignity to the story, similar to a newspaper by-line. The listener readily believes that the newsman reading the story has a thorough knowledge of the news event.

8.) At times I questioned tape segments of the newscast. These are very evident. 2.) The newsman introducing tape-insert stories on his newscast should attempt to weave them into the general content and story make-up of the news presentation with the assistance of the senior editor. The newsman should prepare an intro sheet that includes a brief highlight of development of the tape insert story. In monitoring X-TRA NEWS, I heard too much of "now here's so and so to report on so and so." At no time during the monitoring period did I hear what I could consider a well prepared intro for the tape insert story. In fact, I did not once hear the newsman giving the introduction make mention that the story was being reported by X-TRA NEWS associate editor, or X-TRA NEWS reporter, etc. I also noticed that the newsman introducing the tape insert story sounded like he was backing away from the mike each time a tape was introduced. If the tape cart button is too far away, it should be placed within easy reach, or, if the engineer was someplace and the newsman was trying to get his attention, that engineer should be told before the newscast when and what tape insert story will be used.

9.) According to the present format, following the first commercial in the newscast, X-TRA newsmen return in tight "Q" with the lead-line of the first story. Since 3.) I would recommend that all bulletins and late developments be given on the air by a second voice. At times this is being done on X-TRA NEWS. If this were done all the time, conditions permitting, it would convey an image of immediacy to the listener.

4.) Generally, weather forecasts were complete and well done. Since X-TRA does not carry traffic reports, it might be a good idea to incorporate sunrise and sunset times, to advise motorists to turn on their headlights. This is especially important during winter driving.

5.) In three days of monitoring X-TRA, I noticed that the over-all pace is somewhat faster than that presently employed on W-NUS. This was very evident on the opening headlines. I feel that if the pace is too rapid, we tend to confuse or lose the listener. Many times I was unable to comprehend the full story of headlines due to the rapid pace. It's a sure guess that auto listeners miss many details when the pace is too fast.

6.) I feel that more emphasis should be placed on the opening headlines. Too many times these were rattled off in machine gun fashion. One newsman sounded as though he just read the first line or sentence from his top three stories. Headlines at the opening of the newscast should be brief, terse--they should be attention getters. They are not supposed to tell the whole story, just a highlight. A late development or a catchy segment of the story. More emphasis could be achieved simply by making use of the pause. At 1:00 p.m. on the 17th, Don Kent rattled off his headlines in machine gun fashion. He was into the first commercial, and I didn't understand what he had said. Headlines set the stage for the newscast. They're important and vital pillars in the construction of a good newscast, as well as the all-news format. X-TRA newsmen should slow down and set the stage.

(cont'd)

7.) Two stories were used in the early segment of the news on the 17th that I did not feel deserved to be within the first five stories. One was the LBJ-Ladybird Anniversary, the other was the off-beat Beatle yarn. Unless we have an exclusive or a red hot producer story, the first five news items should be hard news.

8.) At times I questioned tape segments of the newscast. These are very evident when the newsman gets to the end of his shift. The newsman is slow when doing the first segment live. Then, after the cluster he returns in a blaze of fire on tape. This system of taping tends to shake-up the pace of the newscast.

9.) I noticed that old news intros were being used as news promos in the latter segment of some newscasts. Several times I anticipated the news following these recorded items. I question if they should be used as news promos. I would think that promotional time could be put to better use in mentioning specific aspects of what X-TRA NEWS has to offer (for example, the football score promo which X-TRA is currently running). At times they sounded to me like a "recorded fill". I felt that I was hearing too many news intros. I think that promotional time could be put to far better use, and I would not permit this use of old intros used as promos at W-NUS.

10.) According to the present format, following the first commercial in the newscast, X-TRA newsmen return in tight "Q" with the lead-line of the first story. Since the first commercial follows the headlines, I would suggest an opening statement similar to the one used by W-NUS. At W-NUS, the newsman follows the lead commercial with "now the news...". This puts the listener in touch with the story content of the newscast. Many times, the listener fails to catch the first line of the first story, because the transition from commercial to news was so fast. Just this simple statement can add a professional touch to the opening of the story content.

11.) The format following the cluster should be more defined to X-TRA staffers. At present, both X-TRA and W-NUS are running a second set of headlines following the cluster. I noticed that X-TRA newsmen are reading the headlines, then telling the listeners that these are the top stories. When I first heard these, they stood out like a sore thumb. This is actually the reverse of the format now being used by W-NUS. I don't think the reverse style is good radio news. I think that the listener should be told that these are the top developments. Then give them the top developments. The radio listener has no time for reflections, like the newspaper reader has. Let me re-state the correct W-NUS format:

- A. Cluster
- B. (Following cluster in tight "Q") :  
"...X-TRA NEWS is reporting on these headline stories..."
- C. Newsman delivers headlines
- D. Second segment of newscast begins

Variations may be used on item "B". Example: "...X-TRA NEWS is reporting on these late developments..."; "...these headline stories are being heard on X-TRA NEWS..."; "...these are the top news stories being heard on X-TRA NEWS..."

(cont'd)



12.) Pronunciation: It was easy to tell that X-TRA newsmen were uncertain about various pronunciations. I will detail the most noticeable incident. It was on the reporting of the Krebiozen story. Krebiozen was pronounced several different ways, as was the last name of Doctor Stevan Durovic. Senior editors should be instructed to relay correct pronunciations to men on their shift. This will set up correct delivery throughout the newscasts. In the all-news operation, it is disturbing to the listener to hear it one way one fifteen minutes, then hear it another way another 15 minutes. This also distracts from believability. Set up a pronunciation system and keep the ball rolling. Your newsmen will sound more authoritative, there will be less flubbing and the station will carry the same sound throughout the day.

13.) Pacing: This is one of the hard rock foundation points of the all-news format. The pace of the station should be maintained on a tempo that is readily understood by the listener. During the monitoring period X-TRA's pace was sporadic. At times it was much too fast, other times it was down. Pace is the dominant source for interpretation, diction and flow. Once again, each X-TRA staff member should be briefed on the vital importance of the news he is delivering so the listener can understand it. All too many times, when the pace is down, the newsman sounds disinterested. When the pace is up, pronunciation and diction becomes slurred. Pace is not only important to the story, but it must be employed so as to separate the stories. Many of the stories I heard were run together. They sounded like a continuous stream of facts at times uncomprehensible. I feel that X-TRA newsmen are relying on too many transitional phrases, thinking that these substitute for the all important pause between stories. In the all-news format, there must be a clear line between each story. Newsmen should slow down when they report names, addresses, statistics, etc. Some names passed me before I could understand them. X-TRA must strive to arrive at a stable pace of delivery, one that each member of the staff can follow. I think that a strong sense of pace would eliminate many diction and enunciation problems.

14.) Engineering Levels: These have improved. The most noticeable fluctuation in broadcast level was on the tape insert stories. In several instances I noticed that the newsman sounded muffled and the level was down. I would suggest that the engineers concentrate on keeping a constant level.

15.) Personnel:

A. Reed Carroll -- needs to project this delivery more. At times his pronunciation is slurred. Carroll has a good voice and with more projection would sound more authoritative and interested in his delivery. Production could be tighter.

B. Don Kent -- at times has a tendency to move at too fast a pace. Kent must interject more pauses and more emphasis between stories, headlines and stocks.

C. Bill Abbott -- delivered some good newscasts. Bill could sound much more authoritative.

(cont'd)

D. Mike Kline -- could also sound stronger, and has the pacing problem.

E. Russ Porterfield -- must slow down a little. At times pronunciation was slurred.

F. Jack Smith -- strong voice, but needs to get more interpretation into his newscasts.

G. Vin Lawford -- another man who should watch his punctuation.

I mention the above seven men, because with improvement in their respective newscasts X-TRA would have a fine sound in the important broadcast periods.

16.) Sports: I would like to hear more sports on X-TRA. Some newscasts carried sports, others didn't. The Yogi Berra story (his move to the Mets) could have been milked as a hard news story more than it was. While the Los Angeles sports pages were full of items about the big Southern Cal-U.C.L.A. Game, the Lakers and the Blades, I heard little if no mention on X-TRA.

17.) Format: X-TRA should nail down the basic structure of the new newscast live open and live closes. There is a special open and close for each quarter hour.

18.) Make-up/Story content: X-TRA generally had good variety in news make-up during days monitored. However, I think more editing would have provided more stories through the heavy commercial periods. In general, the play of the top stories was well managed.

19.) Time Checks: These should stand out more distinctly. X-TRA is using two basic time checks--one prior to the cluster, the other in the new live news intros. One suggestion might be a time check between each newscast, as presently done on W-NUS.

20.) Preparation: At times newsmen were uncertain as to the copy they were reading. I suggest more concentrated preparation of the basic newscast.

This, Senor Villalon, represents my best efforts at a critique of three days' dimension. Our own efforts at W-NUS have obviously served as basic criteria and I hope that, in the interest of our joint concern with XETRA, this analysis serves some useful purpose for you.

Respectfully,

Gordon McLendon

GBM:us



XTRA TRAVEL KIT

The following discrepancies were noted January 28, 1965, and were discussed with Russ Porterfield.

- 1.) Bill Abbott reading too rapidly.
- 2.) Various cartridges are still wowing. Engineers will fix this weekend.
- 3.) Jack Smith mispronounced "New Trier High School". He said "New Trier".
- 4.) L. A. office will be advised to carry and schedule only local NCSA's. Station was glutted with 60-second NCSA's for cancer, the Navy Nurse Corps, etc.
- 5.) Production loose as usual.
- 6.) Something wrong with the control room microphone. Live announcer sounds muddy compared to voices on recorded inserts, which sounded crisp and clear.

Don Keyes

ys

Jan 30th - Earphones for boardmen to prevent inadvertent broadcast of material. Bought but P'field says never worn.

XTRA

prog  
critique

THE McLendon STATIONS MEMORANDUM

To Gordon McLendon

Date August 6, 1965

From Don Keyes

Subject

Pursuant to Sr. Villalon's phone call of about three weeks ago, I went to San Diego on Thursday, July 16th and had a meeting the following Monday, July 19th with Russ Porterfield and Sr. Trevino. I had listened to the station over the weekend and the following points were covered.

- 1.) UNIONS -- Porterfield was complaining about some recent union activity but told him that I really couldn't be of any assistance here and that Sr. Trevino should handle the matter. Naturally, Trevino agreed and I think he was a bit miffed at Porterfield for even mentioning something that is completely out of our jurisdiction.
- 2.) MOVIE INDUSTRY NEWS -- The tie-in with VARIETY Magazine went into effect while I was there and I had the opportunity to hear it executed on the air. I was generally pleased with the presentation and had but a few comments to make regarding its improvement.
- 3.) CALL LETTERS -- Tell Sr. Villalon that Ubaldo Trevino will talk to Mexico City regarding the possibility of obtaining XENUS.
- 4.) Porterfield suggests that Homer or someone in the L. A. office inform Tijuana each day as to phone calls and/or mail received from listeners. This would help the newsmen feel less like they're in the hills of Mexico and more like they're broadcasting news to L. A. I think it's a good idea and will pursue it with Homer.
- 5.) 20-MINUTE FORMAT -- Both Trevino and Porterfield were enthused about what we're doing in Chicago with the 20-minute format and they are planning on doing it Monday, August 9th. Porterfield will go to Chicago before that time in order to visit and observe some of the intricacies of the change.
- 6.) WOMEN'S NEWS -- Both men were also enthused about the way WNUS was going to try to get some female audience by way of using a woman's voice delivering news of interest to women. Both were enthused over the idea and from their attitude, I think they're going to do it.
- 7.) TAPE RECORDER -- I approved the purchase of a Wollensak type tape recorder for XTRA. Trevino does not have one and they do occasionally need one.
- 8.) HOSPITALIZATION -- Trevino told me that he wanted to start the hospitalization plan immediately since it had been put off for so long. I told him to proceed since you had approved this expenditure some months ago.



9.) I called Homer to advise him of the format change that would be forthcoming, and while he expressed objection, we both decided that since that is what Sr. Villalon wanted to do that we did not have a helluva lot of choice. He wanted time to apprise the agencies of this move and it was for this reason, among others, that Porterfield chose the date of August 9th.

Don Keyes

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XTRA

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critique

THE McLendon STATIONS MEMORANDUM

To Gordon McLendon

Date August 18, 1965

From Don Keyes

Subject

Pursuant to Sr. Villalon's request, I went to Los Angeles last week to supervise the switch from 15-minute newscasts to 20-minute newscasts. While the transition went smoothly, I do have a few notes concerning the over-all sound of the station which I thought you might wish to read and then pass along to Lauro.

1.) The intros to the Variety stories had too much of a Jimmie Fidler sound. They suggested that the listener was going to hear some gossip items. I submitted five new intros to Porterfield which I felt gave more dignity to this feature. They are as follows:

a.) "Now, an exclusive XTRA NEWS feature. News of the motion picture industry. "

b.) "Exclusive to XTRA NEWS, news of the motion picture industry..."

c.) "Now, a special report heard only on XTRA NEWS. What's new today in the motion picture industry. "

d.) "Here's news of the motion picture industry, a new and exclusive feature of XTRA NEWS. "

e.) "As an exclusive service to Los Angeles' motion picture industry, here's a special XTRA NEWS report. "

2.) Performance of announcers was mediocre. Among the bad ones were Mike Kline, Don McKinnon, John Thomas, and James Canyon. Kline was reading as if he'd never seen the copy before and was stumbling all over it. McKinnon had recorded an insert in which some whooping and hollering was heard in the background, and almost broke him up. John Thomas' delivery was far too relaxed and even soft. He needs more authority and drive. Canyon has very fuzzy diction, if not a speech impediment. I am informed that he is a part time man. Porterfield mentioned that he would correct these problems.

3.) Virtually all recorded material originating from XTRA NEWS was terribly muddy. I don't know if this is due to the mike, the recording techniques, or dirty recording heads, but it sounds terrible.

Don Keyes



MEMORANDUM

XTRA

Prog.  
critiques

TO: Ubaldo Trevino

FROM: Don Keyes

November 10, 1965

Thought you would be interested in a few observations of XTRA's programming. I noted these while in Los Angeles last week.

1.) Frank Knight is using too many transitional phrases between items:

"Turning now to international news...."

"Overseas now...."

"In sports once again..."

These, obviously, should not be used at all.

2.) Due to some discrepancy, a "Miss XTRA" promo was on the air at 7:20 PM Monday, November 1 and again at 7:40.

3.) There were two Hollywood stories in the 7:20 PM newscast on November 1st.

4.) I telephoned Russ and gave him some format ideas regarding the elimination of headlines and the revision of the middle heads structure.

5.) The most serious weak spot seemed to be the lack of firm direction on the part of the Senior Editors in the designating of the three top stories of the moment. Keeping in mind that the all-news format is based upon repetition, I point out to you that at 7:20 Frank Knight's newscast lead off with:

- a.) Rhodesia Independence story.
- b.) L. A. smog control bill.
- c.) Republican Party plans comeback.

At 7:40, Mike Cline's newscast lead off with:

- a.) Brink's robbery in upstate New York.
- b.) The indictment of the Negro woman who started the Watts riots.
- c.) A new space walk is planned.

Obviously, it sounds as if these two newsmen were operating in two different radio stations. I hope you understand the point I'm trying to make.

Don Keyes

ys  
11/10/65



M E M O R A N D U M

TO: Ubaldo Trevino

FROM: Don Keyes

November 10, 1965

---

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- b.) The indictment of the Negro woman who started the Watts riots.
- c.) A new space walk is planned.

- 2 -

Obviously, it sounds as if these two newsmen were operating in two different radio stations. I hope you understand the point I'm trying to make.

Don Keyes

ys  
11/10/65

coverage



## Critiques

### Keyes

1. voice-dropping.
2. Canyon floor. Subsequent worse in pauses, voice dropping.
3. poor editing
4. headlines on 1st story, c + v, shorts types
5. all but 1 of 1st story types are sex or variation thereof.
6. sound effects between items.
7. describe format on column items
8. long pauses
9. Discontinue angle button
10. set 2 - second pause
11. fine 8-8:30 p.m. annor.
12. not NEARLY enough news machine b.g.
13. from the Harrison Carroll LA Exam column — set limit ...
14. Alvin Taylor is a complete blind-reader.
15. Kill LE May stuff WED.
16. Report Porterfield's salary agreement to Trivino, Manning.
17. When City News contract expire?
18. Over and over - same item, too, — from The Harrison Carroll, ~~the~~ LA Examiner column
19. 2:30 - 3:00 p.m. MASTER IN VOICE-DROPPING.
20. Dobbyn name his 5 newscasters.
21. 5 min 30 secs post 2

ALL-TIME  
WINNER

22. When new coverage breaks? Recorded listeners.
23. Klein is a blind-reader.
24. 2 min at 5 sec post...
25. maddy sounds on tape carts.
26. format for columns, weather - "weather for the Southland in just a moment" : You, Don, must write.
27. Mighty Six Ninety.
28. Society Items - where?
29. Art on equipment for newswheel.
30. 15 mins. on & 15 mins. off - possible to figure Newswheel where each has more off?
31. Summarizing the headlines on this & other.
32. headlines



Don Hayes  
for your info

THE McLendon STATIONS MEMORANDUM

XTRA  
Prog.  
critique

To Gary Fuller

Date April 18th, 1966

From Gordon McLendon

Subject

I was listening on Sunday, April 3rd, in the early hours, and want to pass on a few comments for what they are worth:

The newscaster at 5:13 AM--the time I started listening--was doing predominantly stories that had to do with Viet Nam, Israel, etc.--there was little or no mention of Los Angeles. He was indulging in a classic bit of voice dropping. I don't know where the promotions were but, if there were any on, I could not catch them during the newscast.

I'm going to write Bill McDowell directly on the following matters since it falls more correctly within the province of sales where our authority lies. I continue to hear PI promotions like: "Write Book -- X-TRA NEWS, Los Angeles." I'd like to be sure that we make decent money off such things as these. Otherwise they simply cheapen the station.

I did not hear very many inserts at all and, while this is all right if there aren't enough of quality items, I still wonder if they shouldn't be included on the basis of 2 or 3 each 30 minutes. I also heard no promotions at all for our new Overseas Service with reporters stationed in Saigon, Hong Kong, London, Paris, etc.

Have you any thoughts about a possible change in Yolanda Salas' station identification form? It might be an interesting thing to change its wordage slightly now. We can check this and any other program matters out with Villalon.

I would think it would be worthwhile now reinstating announcements to the effect that Radio Surveys are continually underway in the Los Angeles area, both by telephone and in person and, if they are listening to X-TRA NEWS, can identify it as "X-TRA NEWS", as "X-T-R-A" or as "The Mighty 690", etc. The exact wordage for such announcements you can get from WNUS.

I found the Almanac type news intros read with little or no emphasis or enthusiasm.

It would seem to me that we could use some different Lee Tower promotions. Even if they have to be live, I would think we ought to have more than just one, so that we get some variety.

(cont'd)

coverage

# THE McLendon STATIONS/MEMORANDUM

To Gary Fuller Date April 18th, 1966

From Gordon McLendon Subject Page - 2 -

There have been continual complaints from the sales office on our failure to have more sports news on X-TRA. A particular period ought to be set aside on each newscast for sports news--at least this would be the way I'd handle it, were I running it.

If there were any Front Page Type stories, I could not discern them and, also, I could discern no scheduled placement of the Headlines. At WNUS, in any 30-minute newscast, we have them at the beginning and at the 15-minute mark with the next newscaster again giving them at the beginning and at the 15-minute mark.

It seems to me awkward to say: "X-TRA NEWS Los Angeles Time". I would think it would be easier to say: "Los Angeles time on X-TRA NEWS -- 5:23," etc.

I heard no lead-lines or billboards. There was an excellent story on about a Florida kidnapping. The story was on UPI cart and yet, after the UPI cart, the announcer simply went on to the next story with no close after the cart at all. He did not wrap it up by saying: "This was John Wilks from Pensacola, Florida, reporting on the kidnapping of Joe Doe there"...or any other such thing.

On WNUS in Chicago there is no such word as "precipitation." It is called "rain" in Chicago.

I would think there would be other words with which you could phrase: "light to little eye irritation."

I think it is most awkward to say: "current headlines as well as those news headlines we've dropped." Why don't you get the copy being used at WNUS?

At 5:30 AM, the headlines were mostly lead paragraphs--they were not newspaper-like at all. There were by no means nine of them.

I don't know when your news announcers are allowed to give their names--there should be some pattern as to how often they can give their own names on the air.

Where was the localized Los Angeles public service?

I'll be doing some more listening before long and shall pass on to you other notes as I make them for whatever use you should care to make of them.

GBM

GBM:us

coverage



coverage

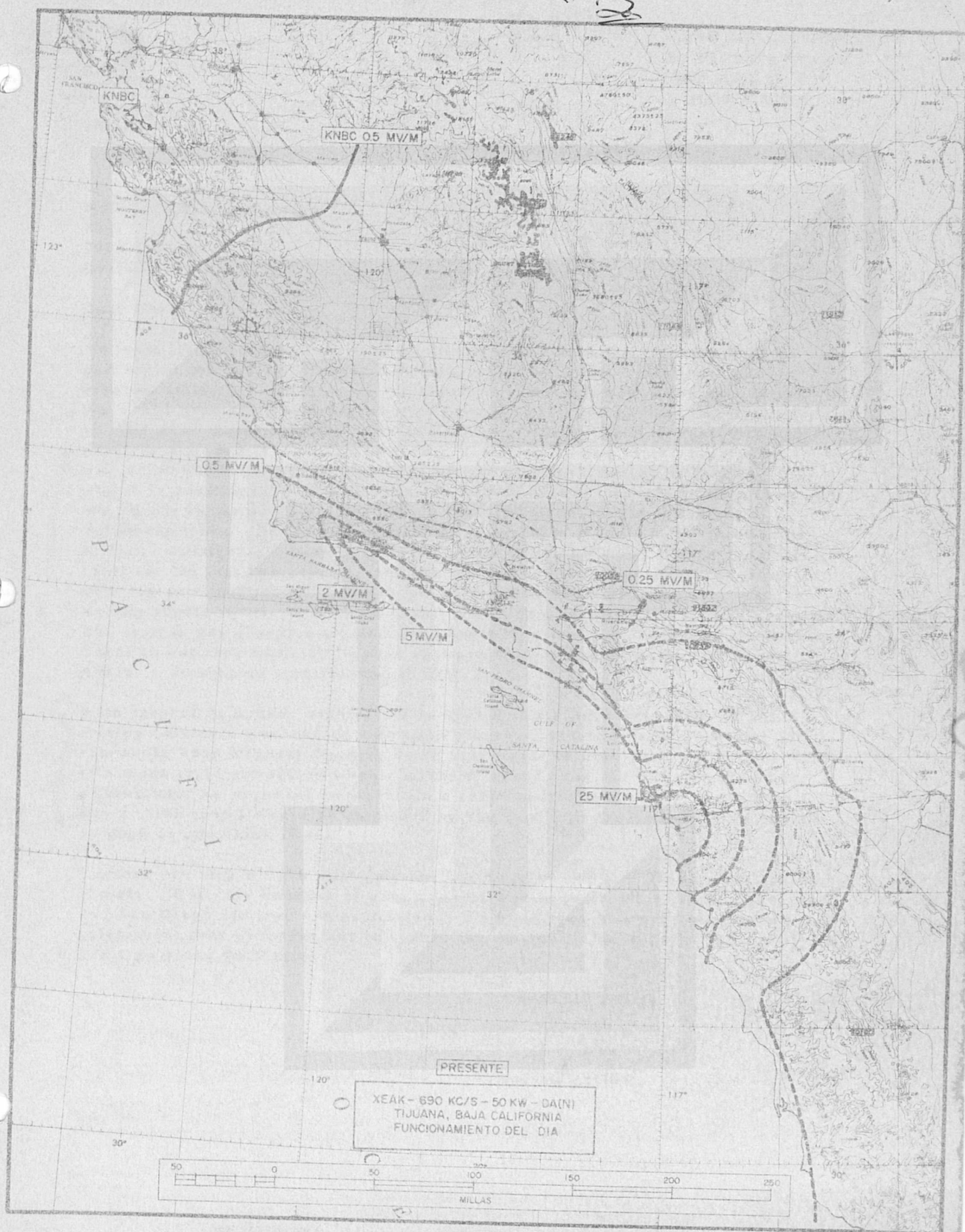
XTRA *eng*





Carta for your briefcase reference.

XTRA ENG





*Bill Morgan*  
*Don Keyser*  
*XTRA surveys*

THE PULSE INCORPORATED  
730 FIFTH AVENUE  
NEW YORK 19, N. Y.  
JUDSON 6-3316

*unreal!!*  
*DK*  
November 7, 1961

Mr. Gordon B. McLendon  
KLIF  
2008 Jackson Street  
Dallas, Texas

Dear Gordon:

*Syd Roslow*  
*THE FIRST MAN IN SPACE*

We must list the station as XETRA. I can asterisk it and footnote it and say at the bottom XETRA, also identified as XTRA. We would have a problem in listing a station in the report in other ways than the call letters. We would have some stations wanting themselves listed as "the CBS station", or "the good music station", or "the adult station". This is what they said over the air, and if we adopted such a policy of listing in the report this way we would have a problem. The roster shows the station as X-TRA, the way it is announced. This is what the listeners hear and this is what they see on our roster as an aid for proper identification. This is the most important thing. As for the growth of the station, I don't think the Hooper is that consistent. I have not seen the September-only but I have seen the total for the last two reports, and the station is off in the afternoon compared with the previous report. As you know, I haven't any concern with what the Hooper report shows. I believe that we will be measuring the station accurately. The station has always done better in San Diego and our San Diego shows this. There is not that much difference between Hooper and Pulse in San Diego. Again, I ascribe no significance to this.

With respect to Sunday night, this is what I would have expected. When a station carries a Mexican or a Spanish program, it has a solid potential for the whole hour of every Spanish home that wants to hear such a program. This is a more solid attraction to this minority group than the news programming which cannot be expected to maintain a large audience across a whole hour. I don't think that I would be surprised by the fact that the Spanish hour looked as good as you think it did.

I assure you that we are watching the Los Angeles and San Diego situation very closely. Not only because of your concern but because all of the Los Angeles and San Diego stations are concerned. We have even had expressions from subscribers that we ought not to report the station in our report. Naturally we can't go along with this.

Cordially yours,

*Syd*  
Sydney Roslow

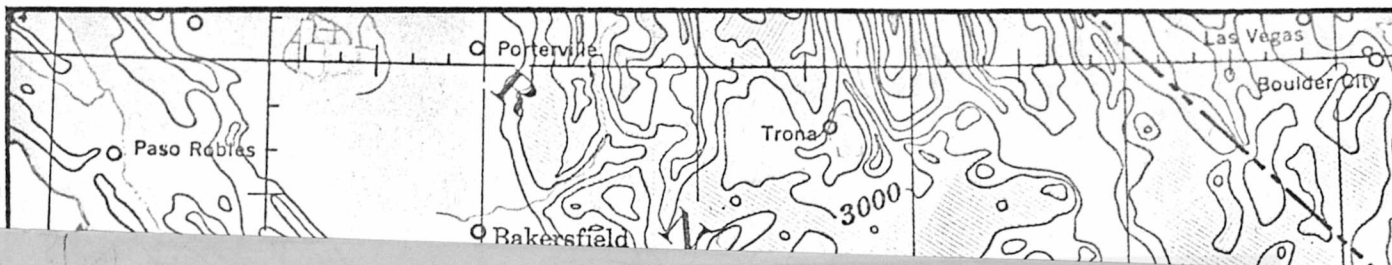
SR/fm

LOS ANGELES

CHICAGO

LONDON





# THE McLendon STATIONS MEMORANDUM

Coverage

To Gordon McLendon

Date 7/10/64

From Glenn Callison

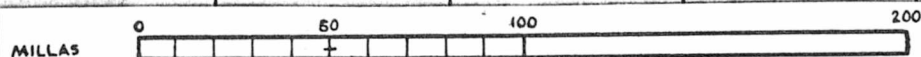
Subject XETRA Coverage Maps.

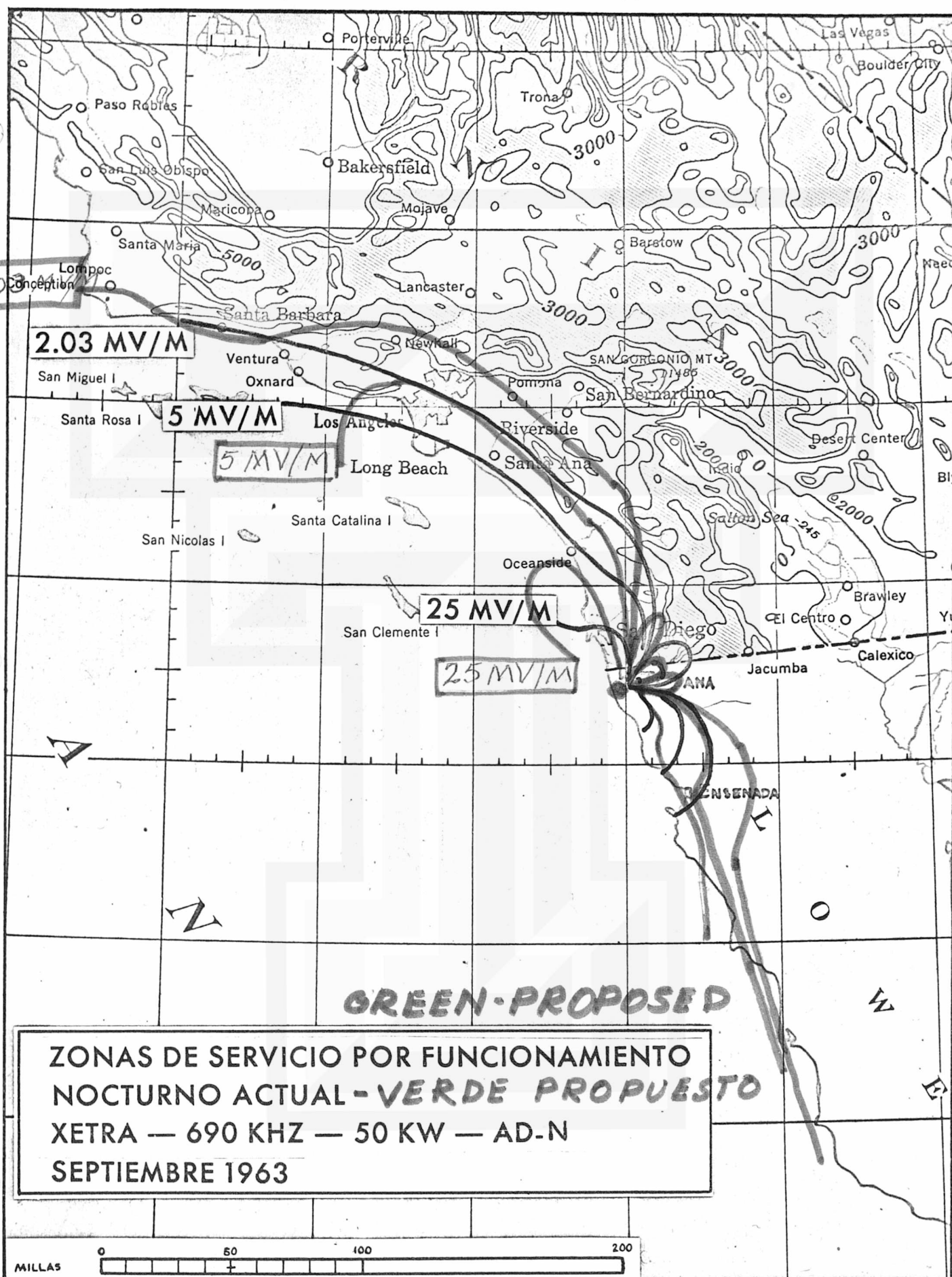
Gordon, as per your request, I am enclosing all of the copies of XETRA coverage maps I have in my files. The set with the green proposed overlay is the most recent and are taken from the day and nighttime applications. The set of maps showing the 2 and 0.5 mv/m contours daytime and the 10 mv/m daytime contour were prepared in 1961 and the proposed coverage map is probably based on the first 6 tower array daytime that Ralph designed. Of course you will readily recognize the blue XEAK sales coverage map, but anything beyond the .5 mv/m contour would not be a usable area.

I talked to Ralph this morning and he informs me that the nighttime applications will be in Pepe's hands next week and I will instruct Pepe to personally file these in Mexico City immediately upon receipt. Gordon as I discussed the matter of publicizing the pattern change and increased coverage of XETRA with you yesterday, in my opinion, I think it would only stir up the California B broadcasters at this time and we would most certainly not want to say a thing about our changes until after the nighttime was installed and operating from the new site. Ralph agrees with my thinking 100% and would like to discuss it with you at your earliest convenience.

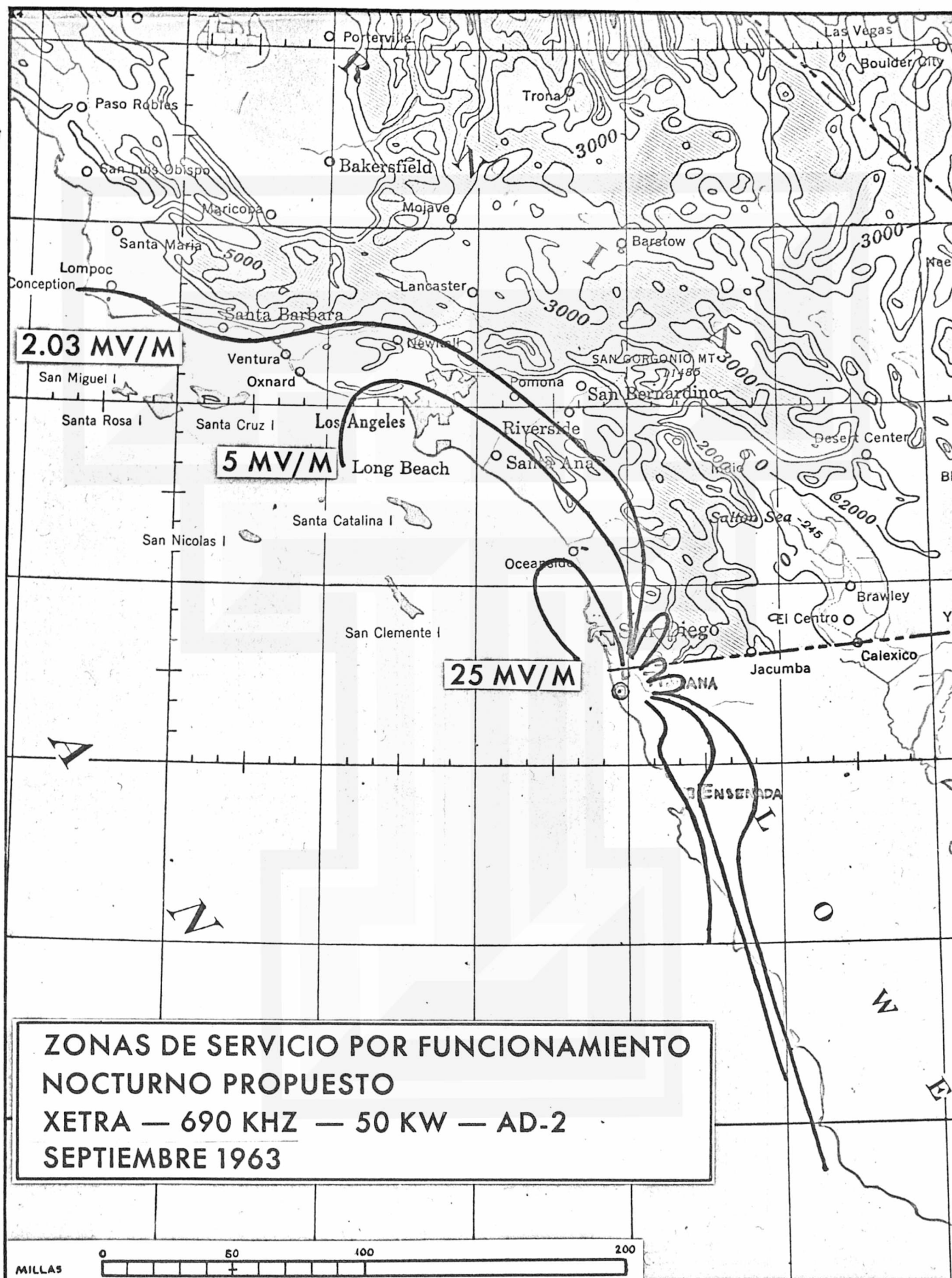
Cal

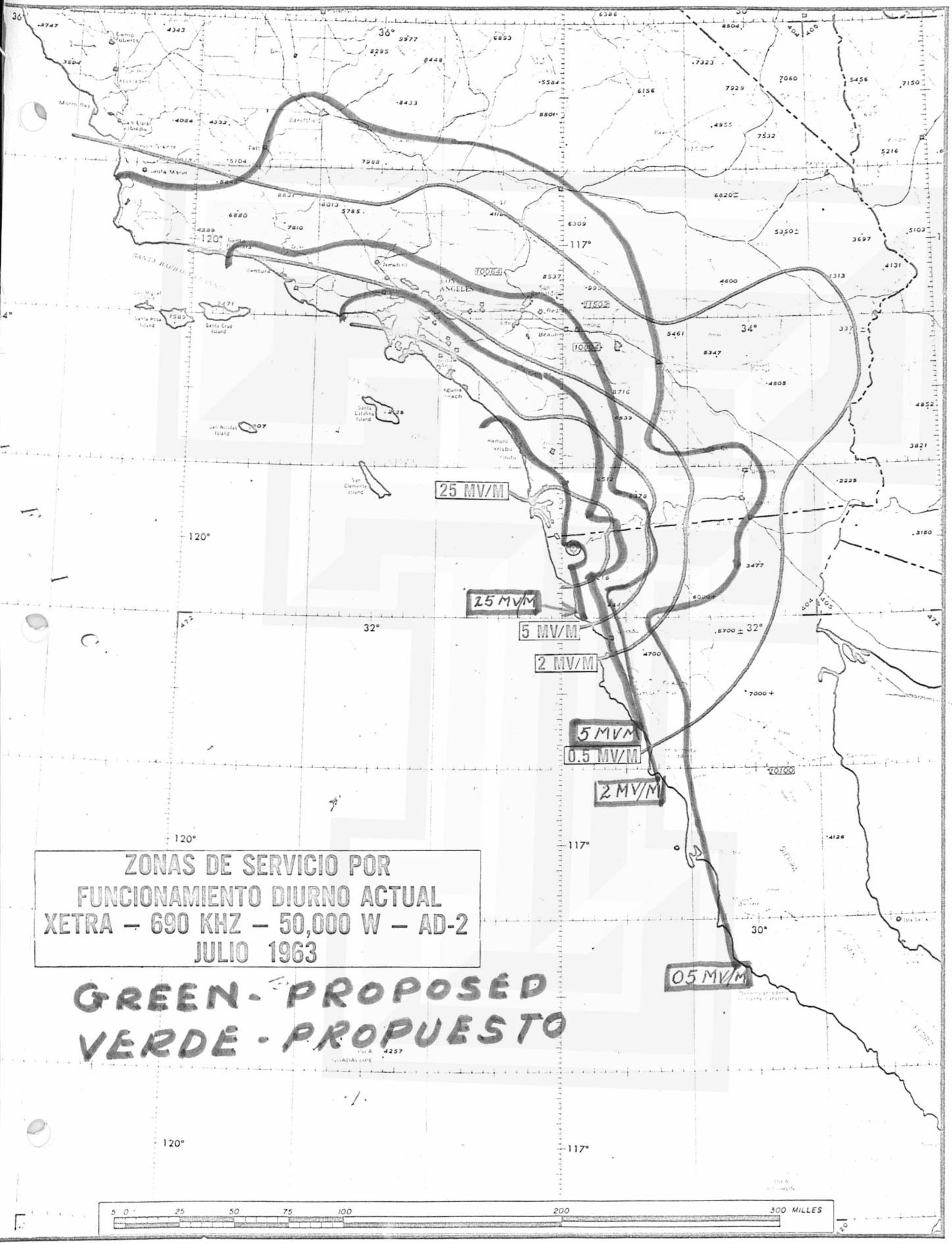
ZONAS DE SERVICIO POR FUNCIONAMIENTO  
NOCTURNO ACTUAL - VERDE PROPUESTO  
XETRA — 690 KHZ — 50 KW — AD-N  
SEPTIEMBRE 1963











ZONAS DE SERVICIO POR  
FUNCIONAMIENTO DIURNO ACTUAL  
XETRA - 690 KHZ - 50,000 W - AD-2  
JULIO 1963

GREEN - PROPOSED  
VERDE - PROPUESTO

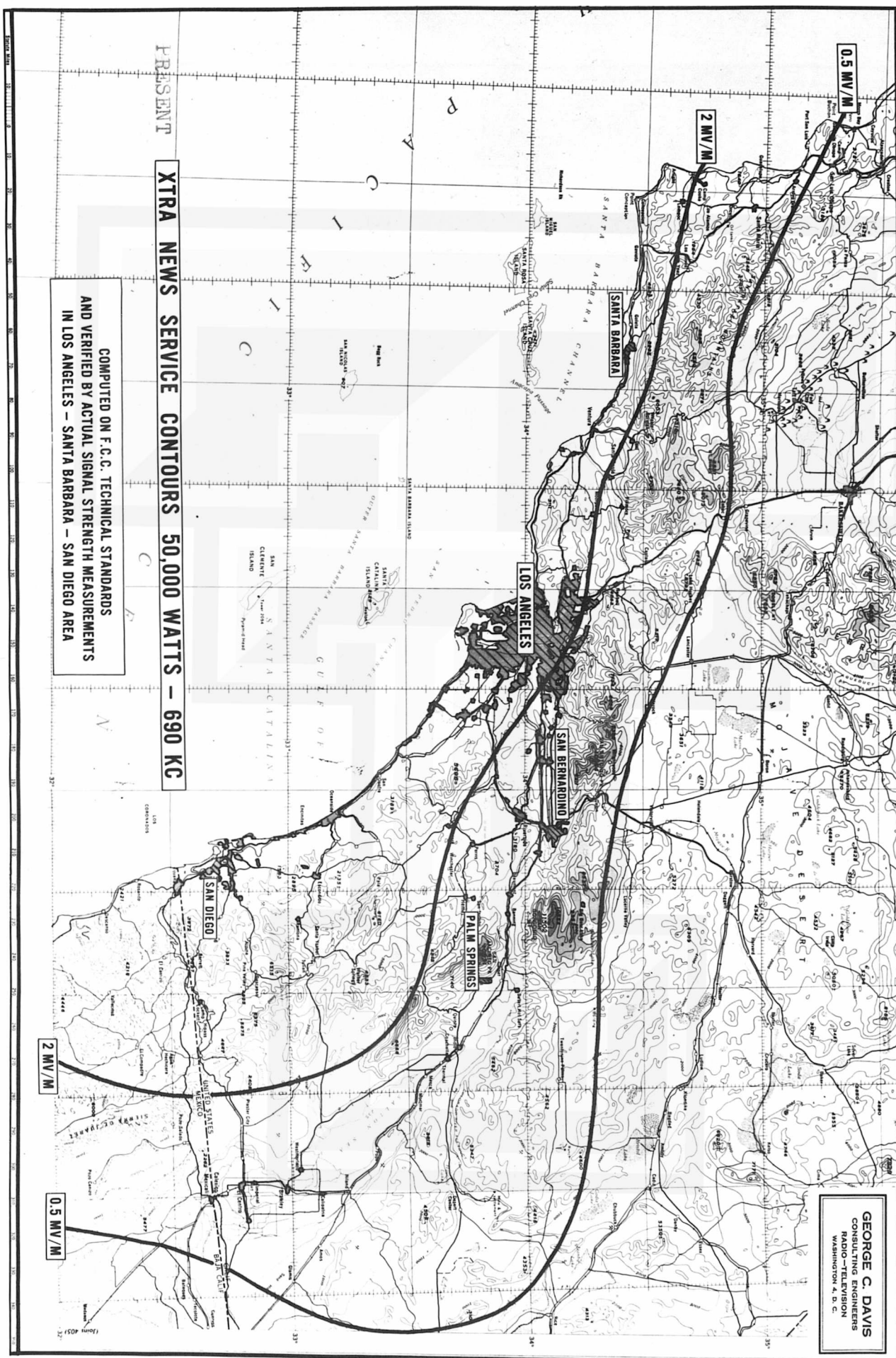
MEXICO CITY



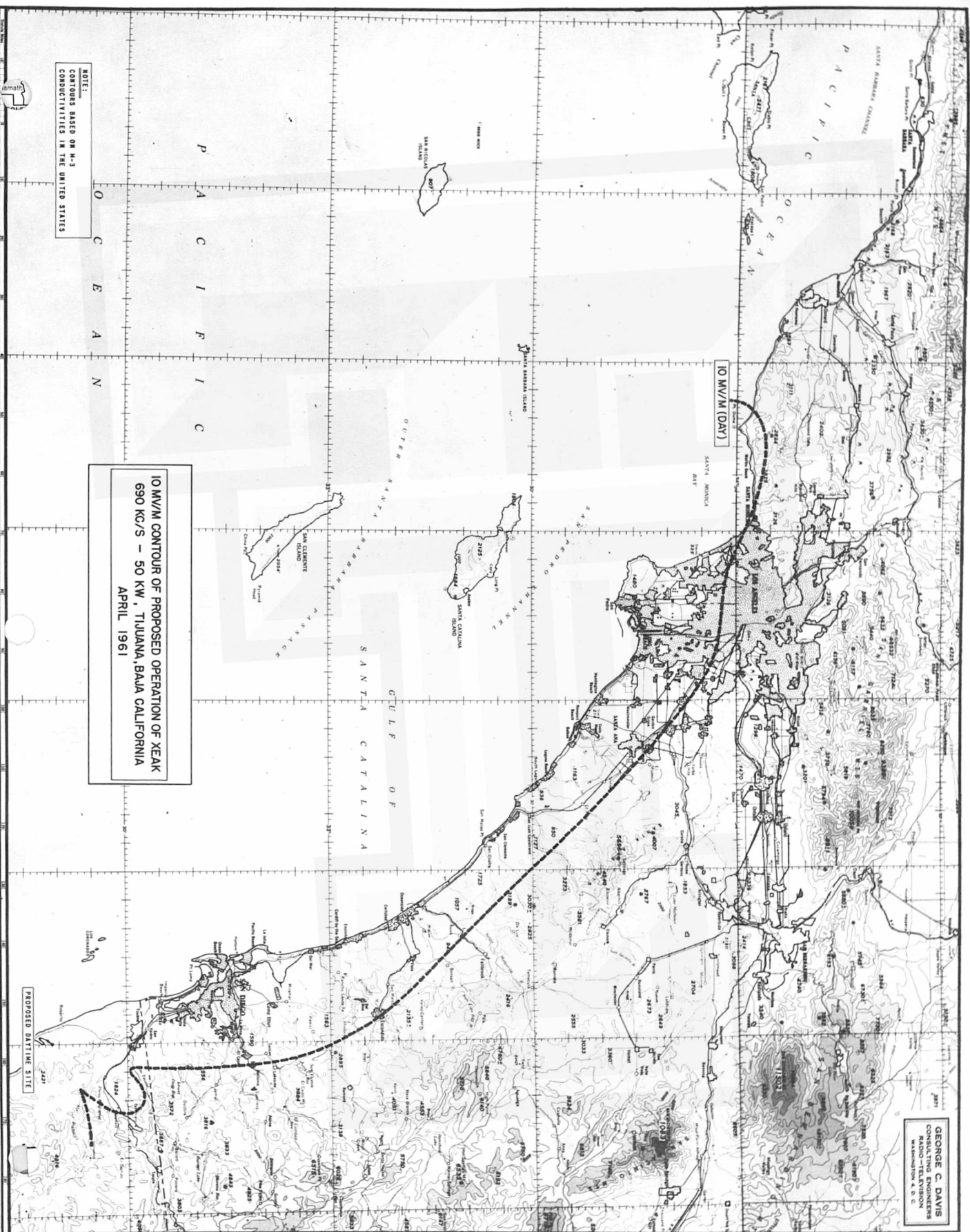
**ZONAS DE SERVICIO POR  
FUNCIONAMIENTO DIURNO PROPUESTO  
XETRA - 690 KHZ - 50,000 W - AD-2  
JULIO 1963**

5 0 25 50 75 100 200 300 MILES

MEXICO CITY







NOTE:  
CONTOUR BASED ON M-3  
CONDUCTIVITIES IN THE UNITED STATES

10 MV/M CONTOUR OF PROPOSED OPERATION OF XEAK  
690 KC/S - 50 KW, TIJUANA, BAJA CALIFORNIA  
APRIL 1961

GEORGE C. DAVIS  
CONSULTING ENGINEERS  
WASHINGTON, D. C.

PROPOSED DARTING SITE



*the* **690**  
*Mighty*  
*Radio* **XEAK**

MISSION VALLEY INN  
SAN DIEGO 10, CALIF.

CYpress 8-0528  
TWX—SD 6450

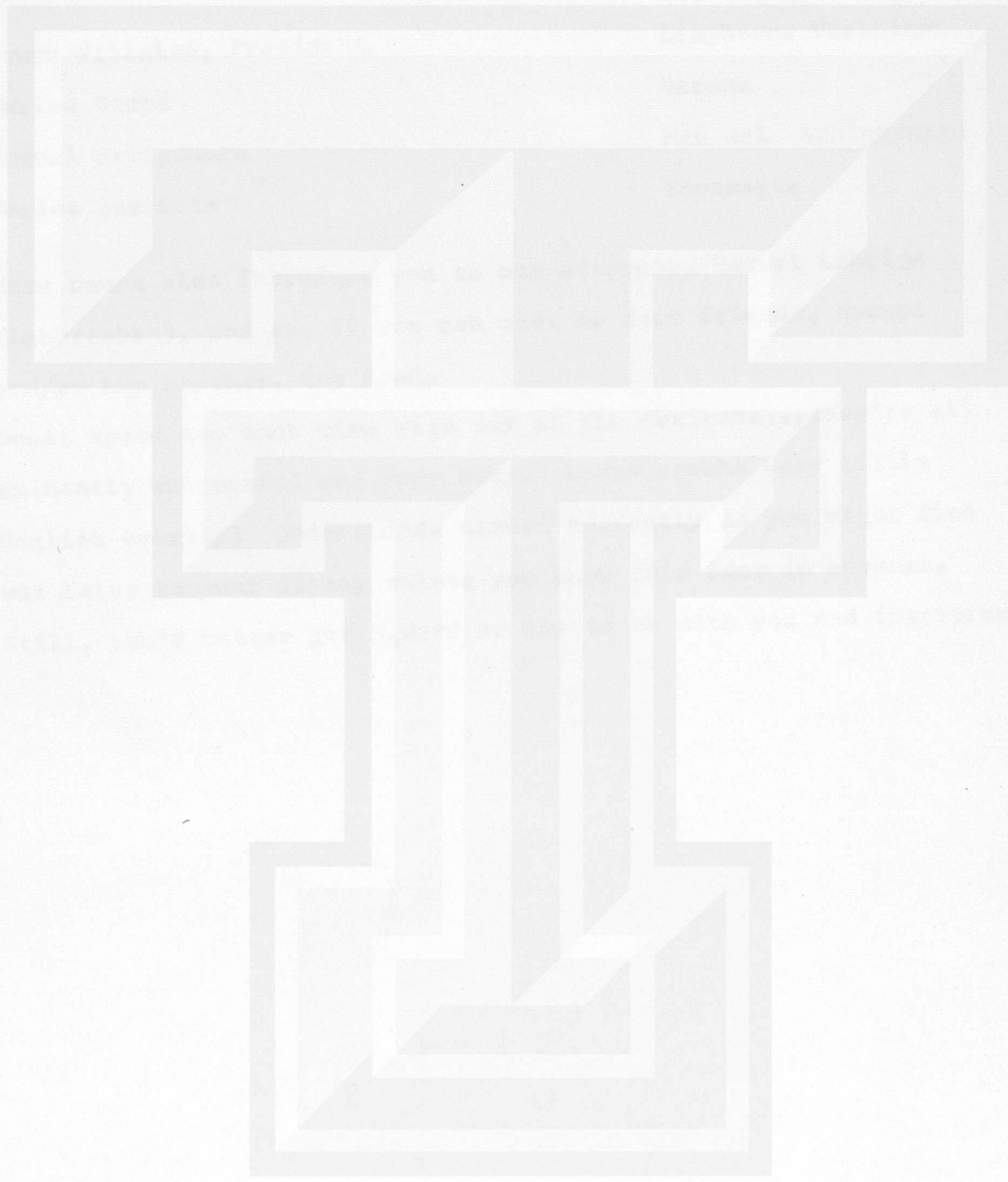
690 KC. **XEAK** 50,000 W.  
**CALIFORNIA BROADCASTERS, INC.**  
SAN DIEGO, CALIF.

0.5 mv/m contour  
based on  
F.C.C. Standards  
Figure M-3

Clyde H. Bond  
CONSULTING ENGINEER  
RADIO & TELEVISION  
EL CAJON, CALIFORNIA



1



MEXICO CITY

*stock holders*

XETRA STOCKHOLDERS AND DIRECTORS

Lauro Villalon, President

Carlos Osuna

Manuel Arrigunaga

Carlos Busqueta

Lough-row Veeahlohn

Osoona

Man wel Arhigoonaga

Booskayta

Have Lauro also introduce you to our attorney, Rafael Lebrija (Lehbreehah), and see if you can meet my dear friends, Howard and/or his brother, Roy Reed.

Don't spend too much time with any of the Mexicans...they're all eminently successful and very busy. Lauro speaks very little English overtly; understands almost perfectly as you might find out later to your dismay unless you knew this fact in advance. Still, you'd better get Howard or Roy to be with you and interpret.



Salary

Mr. B.R. McLendon

March 11, 1966

cc: Gordon McLendon

Yolanda Salas

CONFIDENTIAL

Mr. Mac,

Lauro Villalon called me today.

When I sent you my earlier memo regarding his raise, I made a mistake. I was going under GBM's conversations with Mr. Villalon in Mexico City November 1964. However, since then, Your letter to him dated December 20th states that his salary will go to \$1500 monthly, "...when your new construction permits become completely final....". He called me today to bring this to my attention.

My mistake and I stand corrected.

Would you OK the attached for bookkeeping? Thank you.

ys

Mr. B. R. McLendon  
cc: Gordon McLendon

March 11, 1966

Yolanda Salas

CONFIDENTIAL - 20, 1965

Per our agreement, Lauro Villalon's monthly checks, effective April 1, 1966, should be in the amount of \$1500.00.

Mr. Lauro Villalon  
Caucaso 2225  
Lomas Chapultepec  
Mexico, D.F.

Dear Lauro:

ys

Under the terms of our sales contract with Radiodifusora del Pacifico, S.A., we are to reimburse the licensee for reasonable expenses. This is the end of our calendar tax year and in the preparation of our tax reports to be filed with the IRS ( Internal Revenue Service ), we are preparing explanations to the IRS of the various items of expenses, the burden of which is on us to satisfy the IRS or else they would be disallowed. In Gordon's absence, I am taking the liberty of writing you and I certainly hope that there will be no offense taken as certainly none is intended by the request and suggestions I am going to make.

Our position with the IRS is made doubly hard for the reason that due to the inefficiencies and blunders by certain of the Union announcers-board operators have caused some of our very best clients to cancel important schedules with us to the point where XTRA sales have so dipped that we are losing money on the contract with Radiodifusora del Pacifico, S.A.

Therefore, as in all businesses operating in the red, we must do some belt tightening and reduce our expenses which I hope you will understand.

While we are still in agreement as to the increase in your expense withdrawals to \$1500 monthly when your new construction permits become completely final, I must ask that until there is some further agreement between us and a decided improvement in our business, I must ask that the monthly expense withdrawals be all that we are obligated for.



THE *McLendon* STATIONS

EXECUTIVE OFFICES / 2008 JACKSON STREET / DALLAS, TEXAS 75201 / RIVERSIDE 7-9311

December 20, 1965

Mr. Lauro Villalon  
Caucaso 1225  
Lomas Chapultepec  
Mexico, D. F.

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Mr. Lauro Villalon

- 2 -

December 20, 1965

The problem of substantiating the expenses to the IRS is a very real and hard one and we cannot do so without detailed substantiations ( receipts, etc ). I mention this because I simply do not know how we can justify the \$500.00 telephone charges with no record of dates, times, charges, etc., and while I do not like to burden you with this, we simply have to have this information or the item will be promptly disallowed.

In regard to the telephone calls, and to prevent this trouble and annoyance to you in the future, I suggest that you place your calls to us collect, and then the telephone company will furnish us the information we need at this end of the line.

We have established with the IRS a fixed per-day allowance for our executives when they are on the road. This is limited with our executives to \$18.00-\$20.00 per day. In your case, suppose that we make it \$40.00 per day, which is double what we allow any of our people.

As to Las Vegas, we have been compelled to withdraw this privilege from all our executives for the very simple reason that we no longer have any reciprocal agreements in Las Vegas hotels and, therefore, must now pay cash for all bills there and the IRS will not allow these as a business expense except after the most searching investigation and I am sure you will agree that we could not show the necessity for such business expense.

Therefore, while it is embarrassing for me to ask that you defray your own cost to Las Vegas, and limit your special expense trips to Tijuana and Los Angeles to \$40.00 per day for those days actually spent there, I simply have no other alternative because unless we can get our expenses allowed by the IRS, we are just simply "out of business".

If Gordon, who is in Europe, were here I believe he might be able to phrase this letter to you in more diplomatic language, or he might be able to get my thoughts over to you in a less embarrassing way, but he is not here and this being so close to the first of the year I cannot delay but simply must make known my request to you.

I still have great hopes that our sales agreement will prove profitable especially when the new signal has had a chance to win some new friends and clients for XTRA.

I send you Season's Greetings for the Merriest of Christmases and I know that Gordon would want me to express the same sentiments to you. With warmest and kindest personal regards and best wishes, I am

Most sincerely yours,

BCC: DMM  
H. Reed

B. R. McLendon

ys



THE *McLendon* STATIONS

EXECUTIVE OFFICES / 2008 JACKSON STREET / DALLAS, TEXAS 75201 / RIVERSIDE 7-9311

20 de Diciembre de 1965

Sr Lauro Villalon  
Caucaso 1225  
Lomas Chapultepec  
Mexico, D. F.

Estimado Lauro:

Bajo nuestro contrato de ventas con Radiodifusora del Pacifico, S. A., reembolsamos al dueño por gastos de negocio. Siendo este el fin del año, estamos preparando nuestros reportes para pagos de impuestos al departamento de la "IRS" ( Secretaria de Hacienda y Credito Publico ). Si nuestros recibos no estan en orden, no nos admiten que descontemos estos como gastos de negocios. En la ausencia de Gordon, tomo la libertad de escribirte y espero no vayas a tomar ofensa por lo que voy a decir pues no es mi intento ofenderte con mis sugerencias.

Nuestra posicion con la IRS es mas dificil pues los trabajadores de consol de la XETRA han cometido tantos errores que han causado que perdamos varios de nuestros clientes mas importantes, causando que las ventas bajen de tal manera que estamos perdiendo dinero con nuestro contrato con Radiodifusora del Pacifico, S. A. No hay mas que hacer sino que como en raros casos cuando algun negocio opera al estar perdiendo dinero, reducir nuestros gastos. Se que estaras de acuerdo con mi modo de pensar.

Nuestro plan de subir tu pago a \$1500.00 dollars por mes cuando hayas recibido los documentos de permiso para el cambio a Rosarito, se llevara a cabo tal como te dijo Gordon. Pero te voy a pedir muy respetuosamente que hasta que llegemos a otro acuerdo, o cuando nuestro negocio mejore, que este pago mensual sea lo unico por que seamos nosotros responsables.

Sr Lauro Villalon

- 2 -

20 de Diciembre de 1965'

El problema es que para comprobar a la IRS que los gastos son legitimos gastos de negocio se necesita tener recibos o comprobantes detallados. Menciono por ejemplo lo dificil que sera comprobar que los \$500.00 que la XETRA te pago por llamadas telefonicas fue gasto legitimo de negocio sin tener recibos, tiempo, fechas, etc. No quiero causarte molestias pero sin esta informacion, este gasto no podremos anotar como gasto legitimo de negocio. La IRS no lo aceptaria.

Por esa razon, y para eliminar problemas con la IRS en el futuro, sugiero que de aqui adelante nos llames por cobrar. De esta manera la compania telefonica aqui nos mandara recibos que podamos presentar a la IRS.

Tambien hemos establecido con la IRS gastos diarios de \$18.00-\$20.00 dollars por dia cada vez que nuestros empleados vayan fuera de la ciudad en asuntos de negocio. Al regresar a la oficina, presentan un reporte por escrito dando detalles de gastos. En tu caso, porque no ponemos un limite de \$40.00 por dia cuando vayas a Tijuana o Los Angeles por asuntos de la XETRA. Creo esta suma es razonable siendo que es el doble de lo que pagamos a nuestros empleados. No te parece? Tambien nos seria de mucha ayuda con la IRS si nos mandaras un reporte por escrito de tus gastos y asi tendremos recibos como comprobantes.

Tambien siento decirte que la IRS hasta nos ha prohibido anotar viajes a Las Vegas como viajes de negocio. Por esa razon, cancelamos nuestro acuerdo de cortesia en el Hotel Riviera. Quizas con tiempo volvamos a conseguir otro acuerdo como el que gozamos en El Riviera.

Lauro, es muy penoso para mi pedirte estas cosas pero yo se que comprenderas lo mucho que nos servira esta ayuda al terminar el ano y al preparar reportes para la IRS.

Si Gordon estuviera aqui creo el pudiera expresarse mejor o pudiera pasarte mis pensamientos y sugerencias en una manera menos penosa, pero el no esta aqui y siendo que el ano nuevo esta proximo, no pude esperar mas.

Soy de la opinion que pronto nuestro acuerdo con la XETRA sera un buen negocio y mas ahora que la nueva senal tiene la oportunidad de ganar nuevos amigos y clientes.

Tanto Gordon como yo te mandamos a ti y tu apreciable familia saludos afectuosos de Navidad y mejores deseos para el Ano Nuevo. Recibe un fuerte abrazo de tu amigo,

B. R. McLendon

ys



DRAFT

Dear Lauro:

While the terms of our sales contract with Radio Diffusora, Inc., require that we reimburse the licensee for "reasonable" expenses, in Gordon's absence I have noted recent expense bills submitted to us and, as a result, have checked into past such bills.

The recent bill for over \$700.00 for a trip to Los Angeles seems to me exorbitant and a check of past such bills reveals several others that seem to me unreasonable. Such bills impose a real strain on us considering the enormous expenses incurred by the new construction and the fact that, due in part at least to continued inefficiencies and blunders by certain of the union announcer-board operators, our XETRA sales have dipped to the point that at least for the moment XETRA is again a losing proposition for us.

We agreed to increasing your expense withdrawals to \$1500.00 monthly when your new construction permits became completely final. We are still in agreement on this but, speaking only for the writer personally, I must ask that henceforth this sum be all that we are obligated for in terms of your own expenses. It is my observation that \$1500.00 per month is a very liberal agreement considering our own sales office and other expenses and the fact that you certainly have not had to devote an unusual amount of your time to problems of XETRA. And I must further observe, Lauro, that people who are authorized to take such a liberal amount from the business should once in a while realize that they must pay for isolated expenses themselves rather than burdening another with a generous monthly withdrawal plus heavy special expenses.

We have another very real problem, Lauro. We must substantiate all expenses to the U.S. Internal Revenue Service, and we cannot do so without detailed substantiation (receipts, etc.) for heavy expense accounts. I also feel that we will be hard put to justify a withdrawal of \$500.00 for telephone charges with no record of dates, times, charges, etc.

*Good*  
*no*  
*MBM* On the latter item, this should be handled by you, simply making your telephone calls to our offices collect. As to any trips to Tijuana and/or Los Angeles, we believe that our payment of the airline bill plus \$40.00 per day expenses (almost twice as much as our own executives are permitted) is quite liberal. As to Las Vegas, we no longer have any reciprocal agreements with Las Vegas hotels and, therefore, since we must now pay cash for your visits there, we cannot justify such to IRS as a business expense. Therefore, I must ask that you defray your own costs to Las Vegas and limit your special expense bills on trips to Tijuana and/or Los Angeles to the airline fare plus \$40.00 per day for those days actually spent in Tijuana and/or Los Angeles but not in Las Vegas.

Gordon being in Europe, he may not agree with me on this but I am the one who has to sit up here day after day and oversee budgets and expenditures. Both Gordon and I value your continued leadership and guidance of XETRA, and especially your occasional thoughts on sales and your good efforts to keep operating expenses down. We are confident that with your cooperation we can turn XETRA receipts upward again and we are bending every effort in that direction.

I send you Season's Greetings for the merriest of Christmases and I know that Gordon would want me to express the same sentiments to you from him.

With kindest personal regards,

Sincerely,

B.R. McLendon

blind: Howard Reed  
Dorothy Manning



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With kindest personal regards,

Sincerely,

B.R. McLendon

blind: Howard Reed  
Dorothy Manning



to be dated and  
mailed Fri, Dec. 17

Dear Lauro:

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~~Diffusora~~ Diffusora, Inc., require that we re-imburse  
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to us and, as a result, have checked into past  
such bills.

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inefficiencies and blunders by certain of  
the union announcer-board operators, our  
XETRA sales have dipped to the point that  
~~at least~~ at least for the moment XETRA is  
again a losing proposition for us.

~~There, when construction was~~

We agreed to increasing your <sup>expense</sup> withdrawals

to \$1500<sup>00</sup> monthly when your new construction permits became completely final. We are still in agreement on this but speaking only for the writer personally, I must ask that henceforth this sum be all that we are obligated for in terms of your own expenses. It is my observation that \$1500<sup>00</sup> per month is a very liberal ~~and~~ agreement considering <sup>sales office and other</sup> our own expenses and the fact that you certainly ~~do~~ ~~not have~~ have not had to devote an unusual amount of <sup>your</sup> time to problems of XETRA. And + I must further observe, Laura, that people who are authorized to ~~make~~ <sup>take</sup> such a liberal amount from the business ~~must~~ ~~be~~ should once in a while realize that they must pay for isolated ~~3~~ expenses themselves rather than burdening another with ~~the~~ a generous monthly ~~withdrawal~~ withdrawal plus heavy special expenses.

We have another very real problem, Laura. We must substantiate all expenses to the U.S. Internal Revenue Service, and we cannot do so without ~~substantia~~ detailed substantiation (receipts, etc.) for heavy expense



• accounts, I also feel that we will be hard put to justify a withdrawal of \$500<sup>00</sup> for telephone charges with no record of dates, times, charges, etc.

On the latter item, this should be handled by you simply making your telephone calls to our offices collect. As to any trips to Tijuana and/or Los Angeles, we believe that our payment of the airline bill plus \$40<sup>00</sup> per day expenses (almost twice as much as ~~our~~ our own executives are permitted) is quite liberal. As to Las Vegas, we no longer have any reciprocal agreements with ~~Los Angeles~~ Las Vegas hotels and therefore since we must now pay cash for your visits there, we cannot justify such to IRS as a business expense. Therefore, I must ask that you defray your own costs to Las Vegas and limit your <sup>special</sup> expense bills on trips to ~~Los Angeles~~ Tijuana and/or Los Angeles to the airline fare plus \$40<sup>00</sup> per day for those days actually spent in Tijuana and/or Los Angeles but not in Las Vegas.

Gordon being in Europe, he may not

agree with me on this but I am the one who has to sit up here day after <sup>day</sup> and oversee budgets and expenditures. Both of Gordon and I value your continued leadership and guidance of XETRA, and especially your occasional thoughts on sales and your good efforts ~~to~~ to keep operating expenses down. We ~~are~~ <sup>are confident</sup> that with your cooperation we can turn XETRA receipts upward again and we are bending every effort in that direction.

I send you Season's Greetings for the merriest of Christmas and I know that Gordon would want me to express the same sentiments ~~for~~ ~~to~~ to you from him.

With kindest personal regards,

unmarked: Howard Reed  
Dorothy Manning

Sincerely,  
B. R. McEnroe



DRAFT ( 12/16/65 )

Dear Lauro:

Under the terms of our sales contract with Radiodifusora del Pacifico, S.A., we are to reimburse the licensee for reasonable expenses. This is the end of our calendar tax year and in the preparation of our tax reports to be filed with the IRS ( Internal Revenue Service ), we are preparing explanations to the IRS of the various items of expenses, the burden of which is on us to satisfy the IRS or else they would be disallowed. In Gordon's absence, I am taking the liberty of writing you and I certainly hope that there will be no offense taken as certainly none is intended by the request and suggestions I am going to make.

Our position with the IRS is made doubly hard for the reason that due to the inefficiencies and blunders by certain of the Union announcers-board operators have caused some of our very best clients to cancel important schedules with us to the point where XTRA sales have so dipped that we are losing money on the contract with Radiodifusora del Pacifico, S.A.

Therefore, as in all businesses operating at a loss, we must do some belt tightening and reduce our expenses which I hope you will understand.

While we are still in agreement as to the increase in your expense withdrawals to \$1500 monthly when your new construction permits become completely final, I must ask that until there is some further agreement between us and a decided improvement in our business, I must ask that the monthly expense withdrawals be all that we are obligated for.

The problem of substantiating the expenses to the IRS is a <sup>very</sup> real and hard one and we cannot do so without detailed substantiations ( receipts, etc. ) I mention this because I simply do not know how we can justify the \$500

telephone charges with no ~~receipts~~ records of dates, times, charges, etc. and while I do not like to burden you with this, we simply have to have this information or the item will be promptly disallowed.

In regard to the telephone calls, and to prevent this trouble and annoyance to you in the future, I suggest that you place your calls to us collect, and then the telephone company will furnish us the information we need at this end of the line.

We have established with the IRS a fixed per-day allowance for our executives when they are on the road. This is limited with our executives to \$18-\$20 per day. In your case, suppose that we make it \$40.00 per day, which is double what we allow any of our people.

As to Las Vegas, we have been compelled to withdraw this privilege from all our executives for the very simple reason that we no longer have any reciprocal agreements with Las Vegas hotels and, therefore, must now pay cash for all bills there and the IRS will not allow these as a business expense except after the most searching investigation and I am sure you will agree that we could not show the necessity for such business expense.

Therefore, while it is embarrassing for me to ask that you defray your own cost to Las Vegas and limit your special expense trips to Tijuana and Los Angeles to \$40.00 per day for those days actually spent in Tijuana and Los Angeles, I simply have no other alternative, because unless we can get our expenses allowed by the IRS, we are just simply "out of business."

If Gordon, who is in Europe, were here I believe he might be able to phrase this letter to you in more diplomatic language, or he might be able to get my thoughts over to you in a less embarrassing way, but he is not here and this being so close to the first of the year I cannot delay but simply must



make known my request to you.

I still have great hopes that our sales agreement will prove profitable especially when the new signal has had a chance to win some new friends and clients for XTRA.

I send you Season's Greetings for the Merriest of Christmases and I know that Gordon would want me to express the same sentiments to you.

With warmest and kindest personal regards and best wishes,

I am

Most sincerely yours,

BRM

ys

Gordon McLendon

April 2, 1965

Yolanda Salas

CONFIDENTIAL

Gordon,

Howard Reed called me today. It seems Mr. V. was talking to Howard about his raise and since Howard did not know exactly what had been set up, called to get details. I told him that as soon as the Mexican FCC gave KTRA final approval of the nighttime change, then Mr. V's salary would go to 1250. After six months from that date, his salary would then go to \$1500.

Howard will be here middle of next week and said he would call at that time.

Sends his regards.

ys



THE *McLendon* STATIONS  
EXECUTIVE OFFICES / 2008 JACKSON STREET / DALLAS, TEXAS 75201 / RIVERSIDE 7-9311

THE *McLendon* STATIONS ~~///~~ MEMORANDUM

To Mr. B.R. McLendon Date March 11, 1966  
cc: Gordon McLendon  
From Yolanda Salas Subject

CONFIDENTIAL

Mr. Mac,

Lauro Villalon called me today.

When I sent you my earlier memo regarding his raise, I made a mistake. I was going under GBM's conversations with Mr. Villalon in Mexico City November 1964. However, since then, Your letter to him dated December 20th states that his salary will go to \$1500 monthly, "...when your new construction permits become completely final....". He called me today to bring this to my attention.

My mistake and I stand corrected.

Would you OK the attached for bookkeeping? Thank you.

*Ys*

THE *McLendon* STATIONS

EXECUTIVE OFFICES / 2008 JACKSON STREET / DALLAS, TEXAS 75201 / RIVERSIDE 7-9311

December 20, 1965

Mr. Lauro Villalon  
Caucaso 1225  
Lomas Chapultepec  
Mexico, D. F.

Dear Lauro:

Under the terms of our sales contract with Radiodifusora del Pacifico, S. A., we are to reimburse the licensee for reasonable expenses. This is the end of our calendar tax year and in the preparation of our tax reports to be filed with the IRS ( Internal Revenue Service ), we are preparing explanations to the IRS of the various items of expenses, the burden of which is on us to satisfy the IRS or else they would be disallowed. In Gordon's absence, I am taking the liberty of writing you and I certainly hope that there will be no offense taken as certainly none is intended by the request and suggestions I am going to make.

Our position with the IRS is made doubly hard for the reason that due to the inefficiencies and blunders by certain of the Union announcers-board operators have caused some of our very best clients to cancel important schedules with us to the point where XTRA sales have so dipped that we are losing money on the contract with Radiodifusora del Pacifico, S. A.

Therefore, as in all businesses operating in the red, we must do some belt tightening and reduce our expenses which I hope you will understand.

While we are still in agreement as to the increase in your expense withdrawals to \$1500 monthly when your new construction permits become completely final, I must ask that until there is some further agreement between us and a decided improvement in our business, I must ask that the monthly expense withdrawals be all that we are obligated for.



Mr. Lauro Villalon

- 2 -

December 20, 1965

The problem of substantiating the expenses to the IRS is a very real and hard one and we cannot do so without detailed substantiations ( receipts, etc ). I mention this because I simply do not know how we can justify the \$500.00 telephone charges with no record of dates, times, charges, etc., and while I do not like to burden you with this, we simply have to have this information or the item will be promptly disallowed.

In regard to the telephone calls, and to prevent this trouble and annoyance to you in the future, I suggest that you place your calls to us collect, and then the telephone company will furnish us the information we need at this end of the line.

We have established with the IRS a fixed per-day allowance for our executives when they are on the road. This is limited with our executives to \$18.00-\$20.00 per day. In your case, suppose that we make it \$40.00 per day, which is double what we allow any of our people.

As to Las Vegas, we have been compelled to withdraw this privilege from all our executives for the very simple reason that we no longer have any reciprocal agreements in Las Vegas hotels and, therefore, must now pay cash for all bills there and the IRS will not allow these as a business expense except after the most searching investigation and I am sure you will agree that we could not show the necessity for such business expense.

Therefore, while it is embarrassing for me to ask that you defray your own cost to Las Vegas, and limit your special expense trips to Tijuana and Los Angeles to \$40.00 per day for those days actually spent there, I simply have no other alternative because unless we can get our expenses allowed by the IRS, we are just simply "out of business".

If Gordon, who is in Europe, were here I believe he might be able to phrase this letter to you in more diplomatic language, or he might be able to get my thoughts over to you in a less embarrassing way, but he is not here and this being so close to the first of the year I cannot delay but simply must make known my request to you.

I still have great hopes that our sales agreement will prove profitable especially when the new signal has had a chance to win some new friends and clients for XTRA.

I send you Season's Greetings for the Merriest of Christmases and I know that Gordon would want me to express the same sentiments to you. With warmest and kindest personal regards and best wishes, I am

Most sincerely yours,

B. R. McLendon

BCC: DMM  
H. Reed

ys

THE *McLendon* STATIONS

EXECUTIVE OFFICES / 2008 JACKSON STREET / DALLAS, TEXAS 75201 / RIVERSIDE 7-9311

20 de Diciembre de 1965

Sr Lauro Villalon  
Caucaso 1225  
Lomas Chapultepec  
Mexico, D. F.

Estimado Lauro:

Bajo nuestro contrato de ventas con Radiodifusora del Pacifico, S. A., reembolsamos al dueno por gastos de negocio. Siendo este el fin del ano, estamos preparando nuestros reportes para pagos de impuestos al departamento de la "IRS" ( Secretaria de Hacienda y Credito Publico ). Si nuestros recibos no estan en orden, no nos admiten que descontemos estos como gastos de negocios. En la ausencia de Gordon, tomo la libertad de escribirte y espero no vayas a tomar ofensa por lo que voy a decir pues no es mi intento ofenderte con mis sugerencias.

Nuestra posicion con la IRS es mas dificil pues los trabajadores de consol de la XETRA han cometido tantos errores que han causado que perdamos varios de nuestros clientes mas importantes, causando que las ventas bajen de tal manera que estamos perdiendo dinero con nuestro contrato con Radiodifusora del Pacifico, S. A. No hay mas que hacer sino que como en raros casos cuando algun negocio opera al estar perdiendo dinero, reducir nuestros gastos. Se que estaras de acuerdo con mi modo de pensar.

Nuestro plan de subir tu pago a \$1500.00 dollars por mes cuando hayas recibido los documentos de permiso para el cambio a Rosarito, se llevara a cabo tal como te dijo Gordon. Pero te voy a pedir muy respetuosamente que hasta que lleguemos a otro acuerdo, o cuando nuestro negocio mejore, que este pago mensual sea lo unico por que seamos nosotros responsables.



Sr Lauro Villalon

- 2 -

20 de Diciembre de 1965'

El problema es que para comprobar a la IRS que los gastos son legitimos gastos de negocio se necesita tener recibos o comprobantes detallados. Menciono por ejemplo lo dificil que sera comprobar que los \$500.00 que la XETRA te pago por llamadas telefonicas fue gasto legitimo de negocio sin tener recibos, tiempo, fechas, etc. No quiero causarte molestias pero sin esta informacion, este gasto no podremos anotar como gasto legitimo de negocio. La IRS no lo aceptaria.

Por esa razon, y para eliminar problemas con la IRS en el futuro, sugiero que de aqui adelante nos llames por cobrar. De esta manera la compania telefonica aqui nos mandara recibos que podamos presentar a la IRS.

Tambien hemos establecido con la IRS gastos diarios de \$18.00-\$20.00 dollars por dia cada vez que nuestros empleados vayan fuera de la ciudad en asuntos de negocio. Al regrezar a la oficina, presentan un reporte por escrito dando detalles de gastos. En tu caso, porque no ponemos un limite de \$40.00 por dia cuando vayas a Tijuana o Los Angeles por asuntos de la XETRA. Creo esta suma es razonable siendo que es el doble de lo que pagamos a nuestros empleados. No te parece? Tambien nos seria de mucha ayuda con la IRS si nos mandaras un reporte por escrito de tus gastos y asi tendremos recibos como comprobantes.

Tambien siento decirte que la IRS hasta nos ha prohibido anotar viajes a Las Vegas como viajes de negocio. Por esa razon, cancelamos nuestro acuerdo de cortesia en el Hotel Riviera. Quizas con tiempo volvamos a conseguir otro acuerdo como el que gozamos en El Riviera.

Lauro, es muy penoso para mi pedirte estas cosas pero yo se que comprenderas lo mucho que nos servira esta ayuda al terminar el ano y al preparar reportes para la IRS.

Si Gordon estuviera aqui creo el pudiera expresarse mejor o pudiera pasarte mis pensamientos y sugerencias en una manera menos penosa, pero el no esta aqui y siendo que el ano nuevo esta proximo, no pude esperar mas.

Soy de la opinion que pronto nuestro acuerdo con la XETRA sera un buen negocio y mas ahora que la nueva senal tiene la oportunidad de ganar nuevos amigos y clientes.

Tanto Gordon como yo te mandamos a ti y tu apreciable familia saludos afectuosos de Navidad y mejores deseos para el Ano Nuevo. Recibe un fuerte abrazo de tu amigo,

B. R. McLendon

ys

XTRA  
m4

Secretaría de Comunicaciones y Transportes.  
Dirección General de Telecomunicaciones.  
Oficina de Operación y Desarrollo.  
P r e s e n t e.

LAURO VILLALON y UBALDO H. TREVINO, en nuestro carácter de Presidente y Gerente, respectivamente, de Radiodifusora del Pacífico, S. A. (XEAK), ante esa H. Secretaría atentamente exponemos:

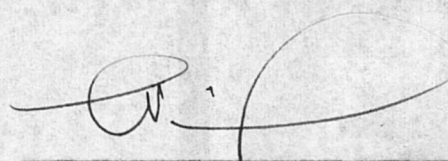
Nuestra Estación, hasta la fecha, había venido transmitiendo programas mixtos musicales y de noticias, pero hemos decidido cambiar tal programación y transmitir, exclusivamente, noticias internacionales, deportivas y de interés general, durante las 24 horas del día.


Por tal razón y por medio del presente oficio, suplicamos a esa H. Secretaría, por medio de la Dirección General de Telecomunicaciones, se nos conceda el permiso correspondiente a ese cambio de programación.

Atentamente.

Tijuana, B.C., 24 de Abril de 1961.

RADIODIFUSORA DEL PACIFICO, S. A.  
(XEAK).

  
\_\_\_\_\_  
Lauro Villalón.  
Presidente del Consejo de Admón.

  
\_\_\_\_\_  
Ubaldo H. Treviño.  
Gerente.

smc.

Dircc. Gen. de Telecomunicaciones  
**RECIBIDO**  
ABR 27 1961  
**RECIBIDO**  
OFIC. DE RADIOFUSION.



According to Donoser, this letter is useless to us until the Union in Tijuana answers that there are no Mexicans who are capable of holding job or who <sup>meet</sup> our qualifications. Then ~~Donoser~~ Camacho should write "gubernacion" <sup>requesting</sup> ~~asking~~ that we be granted work permits for Americans. Donoser will keep after Lebrija to get such letter from Camacho.

733/61.-

XTRA  
Mexico

C. JESUS SANCHEZ RIVERA  
SECCION TIJUANA DEL S.T.I.R.  
Calle Ave. "C" No. 457 Fed- De Trab. CTM,  
TIJUANA, B.C.-

Este Comité Nacional manifiesta a esa Sección que la Radiodifusora X.E.A.R. de aquella población, ha solicitado 16 locutores Bilingües que se encuentren aptos para transmitir flash de noticias en idioma inglés. Cada uno de las mencionados Locutores alternará con otro Locutor 3 horas diarias y tendrá como salario la cantidad de \$97.00 Dólares ó sean \$1,212.50 (UN MIL DOSCIENTOS-DOCE PESOS M.N. 50/100) semanarios.

Le suplicamos que en el caso de tener algunos elementos que deseen concursar para ocupar dichas plantas se sirvan informar directamente a este Ejecutivo Nacional a la mayor brevedad posible en grabaciones o cinta magnética -- con cinco o mas flashes de noticias en inglés, especificando en la misma cinta el nombre y domicilio de cada uno de los concursantes.

Por otra parte, le indicamos que preferiríamos locutores mexicanos, pero en caso de que no sea posible, concederemos la autorización a locutores -- extranjeros para que ocupen algunas de las plazas mencionadas, los cuales tendrán la obligación de pagar la cuota de tránsito correspondiente.

En espera de su pronta contestación, quedamos de usted,

FRATERNALMENTE  
"POR LA EMANCIPACION DE MEXICO"  
México, D.F., 25 de Abril de 1961  
POR EL COMITE EJECUTIVO NACIONAL.

EL SECRETARIO GENERAL

RAFAEL CAMACHO GUZMAN  
SIM/seg.-

EL SRJO. DE TRAB. Y PREV. SOC.

LIC. NETZAHUALCOOTL DE LA VEGA.

C.C.-Lic. Rafael Lebrija

XTRA  
mexico

September 26, 1961

Dear Tolson:

Gordon McLendon

October 6, 1961

cc: Bill Morgan, Dave Muhlstein

Don Keyes

I'm afraid we're really hung up on your proposed advertising matter on XTRA NEWS.

The "sanitation" spots must be broadcast in Spanish.

Before this law (Federal Law of Radio & TV) went into effect, there was in force the Sanitation Law which helped in the programming of these announcements, but since January 20, 1960, when the law of Don Keyes came into effect, this is the only ruling on this subject. As you know, the law as dictated by Article 48 overrules any previous laws. Therefore, this article is the only law. Moreover, all of Chapter 3, which covers articles 58 through 60, should be taken into consideration as should Chapter 2. (Gordon, these two chapters concern themselves with general programming. Article 48 is the only article on liquor. ys)

I waited till today to give you this information because I had an appointment with one of the Directors of the National Association of Broadcasters to see if he could shed some light on the subject. He advised that in this particular phase of programming, there is only one rule, that being Article 48.

I would like to tell you that, personally, I think it would be wise to advertise alcoholic beverages using an angle which would give the impression of being anything but an invitation to drink, such as is done by many beer breweries when they say,

"With your meals, drink XX Beer." .... "In your meetings or parties, cheer with XX Beer."

I hope I have answered your questions. Please know that I remain your friend and at your disposal. Let me know if I can clarify any questions on the matter.

Donosor Guerrero V.



September 26, 1961

Dear Yolanda:

As per our telephone conversation of yesterday regarding the advertising of hard liquor, I inform you of the following:

Article 68 of the Federal Law of Radio & Television states:

"Commercial radio stations in advertising drinks whose alcoholic content exceeds 20%, will have to abstain from any exaggeration and will have to combine or alternate with spots on hygiene and proper nutrition ( sanitation spots ). In broadcasting this type of advertising, minors cannot be employed, nor can these products be drunk ( in reality or pretense ) in front of the public."

Before this law ( Federal Law of Radio & TV ) went into effect, there was in force the Sanitation Law which helped in the programming of these announcements, but since January 20, 1960, when the law of Radio & TV came into effect, this is the only ruling on this subject. As you know, the law as dictated by Article 68 overrules any previous laws. Therefore, this article is the only law. However, all of Chapter 3, which covers articles 58 through 80, should be taken into consideration as should Chapter 5. ( Gordon, these two chapters concern themselves with general programming. Article 68 is the only article on liquor. ys )

I waited till today to give you this information because I had an appointment with one of the Directors of the National Association of Broadcasters to see if he could shed some light on the subject. He answered that in this particular phase of programming, there is only one rule, that being Article 68.

I would like to tell you that, personally, I think it would be wise to advertise alcoholic beverages using an angle which would give the impression of being anything but an invitation to vice, such as is done by many beer breweries when they say,

"With your meals, drink XX Beer." ..... "In your meetings or parties, cheer with XX Beer."

I hope I have answered your questions. Please know that I remain your friend and at your disposal. Let me know if I can clarify any questions on the matter.

Sincerely yours,  
Donesor Guerrero V.

*Donesor Guerrero V.*

AV. CHAPULTEPEC No. 18 4o. PISO

MEXICO, D. F.

TELS.  
10-95-84  
18-50-20 EXT. 75

Septiembre 26 de 1961

El artículo mencionado de la Ley, pero en lo particular, quiero decir a Srita. Yolanda Salas. que el anuncio de las bebidas alcohólicas lo 2008 Jackson Street. des con otros que le den un cariz distinto al Dallas. Texas. en directo al vicio, tal como lo hacen por ejemplo las compañías cerveceras que al anunciarse exponen: "En sus cervezas este está cerveza X" "En sus reuniones o fiestas brinda usted con

Muy estimada Yolanda:

En relación con la conferencia telefónica que sostuvimos el día de ayer, relativa a la transmisión de propaganda comercial de bebidas alcohólicas, me permito informarte lo siguiente:

El Art. 68 de la Ley Federal de Radio y Televisión de la cual durante tu estancia en México te proporcionamos un ejemplar, establece lo siguiente:

"Art. 68.- Las difusoras comerciales, al realizar la publicidad de bebidas cuya graduación alcohólica exceda de 20 grados, deberán abstenerse de toda exageración y combinarla o alternarla con propaganda de educación higiénica y de mejoramiento de la nutrición popular. En la difusión de esta clase de publicidad no podrán emplearse menores de edad; tampoco podrán ingerirse real o aparentemente frente al público, los productos que se anuncian"

Antes de la vigencia de la Ley mencionada, estuvo en vigor el Código Sanitario en su parte relativa, respecto a la programación de esta clase de anuncios, pero a partir del 20 de enero del año próximo pasado, fecha en que entró en vigor la Ley Federal de Radio y Televisión, ésta es la única que regula tal materia, pues es principio general en Derecho que toda Ley posterior deroga a la anterior, por lo cual únicamente deben basarse para ese tipo de programación en el transcrito Art. 68 y en general en el Capítulo 3o. de la propia Ley relativa a programación - que abarca de los artículos 58 al 80 inclusive de la propia Ley, debiendo tener en cuenta lo que establece el artículo 5o. de la misma.

Te doy esta información hasta ahora, en virtud de que - me entrevisté con uno de los Directivos de la Cámara Nacional de la Industria de la Radiodifusión para preguntarle si había alguna orientación al respecto proporcionada por la Cámara a sus afiliados, habiéndome contestado que sobre este aspecto rige únicamente



*Donesor Guerrero V.*

AV. CHAPULTEPEC No. 18 4o. PISO

MEXICO, D. F.

TELS.  
10-95-84  
18-50-20 EXT. 75

-2-

el artículo mencionado de la Ley, pero en lo particular, quiero decirte que es prudente que el anuncio de las bebidas alcohólicas lo hagan funcionando la idea con otras que le den un cariz distinto al de una incitación directa al vicio, tal como lo hacen por ejemplo las Compañías cerveceras que al anunciarse exponen: "En sus comidas tome usted cerveza X" "En sus reuniones o fiestas brinde usted con X".

Esperando haber dejado satisfechas tus preguntas, me es grato suscribirme como siempre tu atento amigo y seguro servidor y quedar a tus órdenes para cualquier aclaración al respecto.

*Donesor Guerrero V.*  
Donesor Guerrero V.

Lic. Tomas O'Gorman

( Stamps of Law--  
dated Feb 7, 1962 )

Donator Guerrero V.

Srita. Yolanda Salas.  
2008 Jackson Street.  
Dallas. Texas.

E. U. A.

Correo Aéreo. Entrega Inmediata.



46-58-93  
Telephones  
21-74-46

Original in Amm's  
files



Lic. Tomas O'Gorman  
Notary No. 96

( Stamps of Law--  
dated Feb 7, 1962 )

( O'Gorman  
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Volume 1

Page 201

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AV. CHAPULTEPEC No. 18 40. PISO  
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Original in Amm's  
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Lic. Tomas O'Gorman  
Notary No. 96  
Av. Juarez #88 off. 310  
Mexico, D. F.  
NOTARY 96

( Stamps of Law--  
dated Feb 7, 1962 )

LIC. TOMAS O" GORMAN  
Volumn 165, Number "7,635" ( seven thousand six hundred thirty five )  
Page 201 ( two hundred one ).....  
In the City of Mexico, on the second day of the month of February  
1962, I, Lic. Tomas O'Gorman, Notary Number 96 of the Federal District,  
Second  
T e s t i m o n y

certify, per request of Sr. Lic. Don Rafael Lebrija, the following certification  
of acts.

Of Deed # "7,635" which contains certification of acts which  
are authorized by Sr. Lic. Don Rafael Lebrija.  
shares of "Radio Difusora del Pacifico, S.A." authorized April 24, 1957 by  
the Federal office of Properties in Tijuana, Baja California, which on page  
two says,

( Quote )  
Drawn up for Lic. Don Rafael Lebrija  
as "We, Messrs. Jorge A. Rivera Betancourt and Jose Marques Munoz  
de Cote, President and Secretary, respectively, of the Advisory Board of  
Radio Difusora Del Pacifico, S. A., ratify and certify that the register of  
the stockholders on February 24, 1962 is as follows:  
Mexico D. F., February 7, 1962

Sr. Laure Villalon Garza..... 700 shares  
( Seven hundred shares )  
Sr. Lic. Rafael Lebrija Saavedra.....  
( Seven hundred shares ) ..... 700 shares

Av. Juarez # 88-310  
Mexico, D. F.  
46-58-93  
Telephones  
21-74-46

Original in Amm's  
files



Lic. Tomas O'Gorman  
Sr. Manuel Arrigunaga Notary No. 96  
( seven hundred shares ) Av. Juarez #88 off. 310 700 shares  
( O'Gorman's seal ) Antonio Busqueta Sr. ( Narvaez ) .....  
( seven hundred shares ) ..... 700 shares

( Stamps of Law--  
dated Feb 7, 1962 )

TOTAL .....  
( Total three thousand five hundred shares ) ..... 3,500 shares

Volumn 165, Number "7,635" ( seven thousand six hundred thirty five )

Page 201 ( two hundred one ) .....  
We so swear on this 24th day of February, 1961.

In the City of Mexico, on the second day of the month of February  
ENTERED : Signatures ..... Jorge A. Rivera  
1962, I, Lic. Tomas O'Gorman, Notary Number 96 of the Federal District,  
certify, per request of Sr. Lic. Don Rafael Lebrija, the following certification  
of acts.

Sr. Lic. Don Rafael Lebrija shows me the original book of register of  
shares of "Radio Difusora del Pacifico, S. A." authorized April 24, 1957 by  
the Federal office of Properties in Tijuana, Baja California, which on page  
two says,

( Quote ) I authorize this act in the City of Mexico on the same date  
so as "We, Messrs, Jorge A. Rivera Betancourt and Jose Marques Munoz  
de Cote, President and Secretary, respectively, of the Advisory Board of  
Radio Difusora Del Pacifico, S. A., ratify and certify that the register of  
the stockholders on February 24, 1961 is as follows:

Don Sr. Lauro Villalon Garza .....  
( Seven hundred shares ) ..... 700 shares  
and with the stamps of law. Mexico, D. F., February 7, 1962. I so  
Sr. Lic. Rafael Lebrija Saavedra .....  
certif ( Seven hundred shares ) ..... 700 shares  
Sr. Carlos Osuna Osuna ..... ( signed ) Tomas O'Gorman  
( Seven hundred shares ) ..... 700 shares  
( SEAL )

Sr. Manuel Arrigunaga Y Peon.....  
( seven hundred shares ) .....700 shares

TRANSLATION OF LEBRIJA'S LETTER DATED 5/26/62  
Sr. Antonio Busqueta Sr. ( Narvaez ).....  
( seven hundred shares ) .....700 shares

TOTAL .....  
.....3,500 shares  
( Total three thousand five hundred shares )

I received your letter dated May 22nd through the  
kindness of Yolanda and before leaving for Geneva, I wanted  
We so swear on this 24th day of February, 1961.  
to answer it.

ENTERED : Signatures ..... Jorge A. Rivera  
( Illegible signature of ) ..... Jose Marquez de Cote

Ubaldo Trevino re the announce salaries. You should have  
.....and seals .....  
copy of this letter. Trevino should be instructed to destroy same.

( End quote ) Also, I'd like to reiterate that I have spoken with Rafael

Camacho about the danger of the American Union. He has indicated  
I as Notary certify through the request of Don Rafael Lebrija that the  
to me that we should not worry because permission would never be  
acts contained in the present document are true and for any legal use which  
granted to an American Union to be represented in Mexico.  
may arise.

In regard to the change of location of XTRA NEWS, I  
I definitely authorize this act in the City of Mexico on the same date  
suggest that you direct this to Lauro Villalon since he is the one  
so as not to cause extra duty of stamps which is protocol. I so certify.  
to take the necessary steps. Any legal matters connected with this  
Tomas O'Gorman.....seal.....  
should be directed to my firm where I have three lawyers who will be

This is the second testimony made from the original, that being  
in charge.

Volumn 165, by me, Notary Number 96 of the Federal District, for Lic.  
I appreciate your good wishes for my trip. Please give my

Don Rafael Lebrija. Enclosed in useful manuscript, compared, corrected  
warmest regards to your family and my best to you.  
and with the stamps of law. Mexico, D.F., February 7, 1962. I so  
certify.

Rafael Lebrija  
( signed ) Tomas O'Gorman

( SEAL )



TRANSLATION OF LEBRIJA'S LETTER DATED 5/26/62

Dear Gordon:

I received your letter dated May 22nd through the kindness of Yolanda and before leaving for Geneva, I wanted to answer it.

Immediately upon receipt of your instructions, I wrote Ubaldo Trevino re the announcers' salaries. You should have copy of this letter. Trevino should be instructed to destroy same.

Also, I'd like to reiterate that I have spoken with Rafael Camacho about the danger of the American Union. He has indicated to me that we should not worry because permission would never be granted to an American Union to be represented in Mexico.

In regard to the change of location of XTRA NEWS, I suggest that you direct this to Lauro Villalon since he is the one to take the necessary steps. Any legal matters connected with this should be directed to my firm where I have three lawyers who will be in charge.

I appreciate your good wishes for my trip. Please give my warmest regards to your family and my best to you.

Your friend,

Rafael Lebrija

Varios ingenieros estan completando una aplicacion para cambiar el transmisor a la Isla Coronado. Esta isla es propiedad del Gobierno Mexicano. No creo que tengamos dificultad en que el Gobierno apruebe el cambio a la isla. Esta aplicacion estara lista para que se presente al Gobierno en dos o tres semanas. Este permiso se debera conseguir inmediatamente.

No creo que tendremos problemas con el Gobierno Americano pero si creo que el Gobierno Mexicano tendra que tomar piso fijo para defender los derechos del Canal 690 contra los Canadienses. Como los Mexicanos tienen primer derecho a este canal los Canadienses tienen que aceptar cualquier intervencion causada por el uso del Canal 690 por los Mexicanos. Aunque sea poca la intervencion, creo que los Canadienses van a quejarse.

22 de Mayo de 1962

Yo creo que desde ahorita deberemos conseguir permiso para cambiar el transmisor a la Isla Coronado, construir la estacion, y ponerla a trabajar y esperar que los Canadienses se quejen. Si simplemente pidiera el Gobierno Mexicano opinion del Gobierno Canadiense antes de construir, me detengan muchos meses.

Lic. Rafael Lebrija

Plaza Republica # 7

Mexico, D. F.

Querido Rafael:

Me doy cuenta que sales para Ginebra esta semana y si entendi bien, estaras fuera del pais dos o tres meses.

Esto no me preocupa acerca del Sindicato Americano, pues ya habras hablado con Camacho. Si es que tenemos problemas, hara lo posible en detenerlos.

A proposito, se decidio seguir pagando mitad de los sueldos a los locutores en el lado Americano pues si se cambia y todos los sueldos se reciben en Mexico, los impuestos que tendrian que pagar serian mas o menos \$65.00 USCy por mes en lugar de \$25.00, y ademas tendrian tambien que pagar impuestos en los Estados Unidos.

Uno de los problemas que existe es que el Sindicato de Tijuana parece estar muy amistoso con el Sindicato Americano de Artistas de Television y Radio ( AFTRA ) y esto no es bueno para nadie. Debes hablar con Camacho y arreglar esto para que no siga.

Lo mas importante es lo siguiente: Aunque nuestra senal es bastante fuerte en San Diego y su ambiente, simplemente no tenemos bastante fuerza en Los Angeles para lo que queremos hacer. Aunque nuestros programas son principalmente para Los Angeles, nuestra clasificacion de radiooyentes en San Diego es 4 o 5 veces mas alta que en Los Angeles. Esto es porque X-TRA NEWS no se puede oir en partes de Los Angeles y principalmente en el Valle de San Fernando. Entonces es necesario aumentar la senal y hacerlo pronto.



Varios ingenieros estan completando una aplicacion para cambiar el transmisor a la Isla Coronado. Esta isla es propiedad del Gobierno Mexicano. No creo que tengamos dificultad en que el Gobierno apruebe el cambio a la isla. Esta aplicacion estara lista para que se presente al Gobierno en dos o tres semanas. Este permiso se debera conseguir inmediatamente.

No creo que tendremos problemas con el Gobierno Americano pero si creo que el Gobierno Mexicano tendra que tomar piso fijo para defender los derechos del Canal 690 contra los Canadienses. Como los Mexicanos tienen primer derecho a este canal, los Canadienses tienen que aceptar cualquier intervencion causada por el uso del Canal 690 por los Mexicanos. Aunque sea poca la intervencion, creo que los Canadienses van a quejarse.

Yo creo que desde ahorita deberemos conseguir permiso para cambiar el transmisor a la Isla Coronado, construir la estacion, y ponerla a trabajar y esperar que los Canadienses se quejen. Si simplemente pidiera el Gobierno Mexicano opinion del Gobierno Canadiense antes de construir, pueda que nos detengan muchos meses.

Pero si acaso conseguimos permiso de cambiar el transmisor, tenemos que estar seguros que los Canadienses seran vencidos si es que se quejan. No necesito decirte que seria desastre si consiguiéramos permiso de cambio, nos cambiaríamos ( constandonos \$100,000.00 USCy ) y nos avisaran que el Gobierno Canadiense habia protestado y nos forzaran a volvernos a cambiar a donde estamos hoy.

Asi es que tan pronto como Manuel Canale, nuestro ingeniero en Mexico, reciba la aplicacion, tenemos que conseguir permiso para el cambio. Necesito saber el metodo de procedimiento en tu ausencia porque este cambio es muy importante y necesitamos arreglarlo inmediatamente.

Incidentally, it was decided to go ahead and continue paying part of the salary on the American side since if anything were done at this time and all of the income were received in Mexico, Tu Amigo, that these announcers would have to pay in Mexico would jump from roughly \$25.00 to \$65.00 per month and, in addition to that, the announcers would have to pay American income taxes.

Gordon McLendon

One of the main problems that exists here is that the Tijuana Union is apparently "playing ball" with the American Federation of Television and Radio Artists (AFTRA) and this is hurting everybody. You should get word to Camacho so that he can stop this bit of "footsie" before it goes any further.

One thing is particularly important, however, and that is the following:

While our signal is wonderful in San Diego and its environs, we simply do not have enough signal strength over Los Angeles to do the type of job we need to do. Although we program entirely for Los

Lic. Rafael Lebrija

- 2 -

May 22, 1962

Angeles, our audience ratings in the San Diego area are four to five times as high as they are in Los Angeles. This is all because it is simply very difficult to pick up X-TRA NEWS in many sections of Los Angeles. In fact, you cannot hear the station at all in vast portions of the San Fernando Valley. Thus, we are faced with the problem of having to get an increase in signal strength over Los Angeles and do so at once.

Consulting radio engineers are presently completing work on an application for change of the station's transmitter site from its present location to Coronado Island which is, of course, owned by the government. There should be no difficulty whatsoever in getting government approval to locate on this largely barren and rocky island. The application will be ready for submission to the Mexican FCC in approximately two weeks. We would like to see it granted almost immediately.

May 22, 1962

It presents, as I understand it, practically no problems at all even remotely connected with the United States, but may necessitate the Mexican Government taking a strong stand to defend its rights to the 690 channel against the Mexicans. The Mexicans have first right to this channel and they accept whatever interference is caused by the Canadians then have to accept whatever small their legal counts, I would expect that the Canadians would raise a big complaint.

Lic. Rafael Lebrija

Plaza Republica # 7

Mexico, D. F.

Dear Rafael:

I am aware that you will be leaving for Geneva this week and then on to the Far East. If I understood you correctly on the telephone you will be gone two or three months.

This does not bother me so much in connection with the American Union, since you will have talked to Camacho before you leave and, further than that, I can perhaps continue to stall on any troublesome problems until you do return.

Incidentally, it was decided to go ahead and continue paying part of the salaries on the American side since if anything were done at this time and all of the income were received in Mexico, the taxes that these announcers would have to pay in Mexico would jump from roughly \$25.00 to \$65.00 per month and, in addition to that, the announcers would have to pay American income taxes.

One of the main problems that exists here is that the Tijuana Union is apparently "playing ball" with the American Federation of Television and Radio Artists (AFTRA) and this is hurting everybody. You should get word to Camacho so that he can stop this bit of "footsie" before it goes any further.

One thing is particularly important, however, and that is the following:

Best regards,

While our signal is wonderful in San Diego and its environments, we simply do not have enough signal strength over Los Angeles to do the type of job we need to do. Although we program entirely for Los

Gordon McLendon



May 22, 1962

Angeles, our audience ratings in the San Diego area are four to five times as high as they are in Los Angeles. This is all because it is simply very difficult to pick up X-TRA NEWS in many sections of Los Angeles. In fact, you cannot hear the station at all in vast portions of the San Fernando Valley. Thus, we are faced with the problem of having to get an increase in signal strength over Los Angeles and do so at once.

Consulting radio engineers are presently completing work on an application for change of the station's transmitter site from its present location to Coronado Island which is, of course, owned by the government. There should be no difficulty whatsoever in getting government approval to locate on this largely barren and rocky island. The application will be ready for submission to the Mexican FCC in approximately two weeks. We would like to see it granted almost immediately.

It presents, as I understand it, practically no problems at all even remotely connected with the United States, but may necessitate the Mexican Government taking a strong stand to defend its rights to the 690 channel against the Canadians. You see the Mexicans have first right to this channel and they are supposed to do whatever they want to and the Canadians then have to accept whatever interference is caused by the Mexican usage of the 690 frequency. However small their legal counts, I would expect that the Canadians would raise a big complaint.

It therefore seems to me that we should lay out grounds right now to get an immediate grant of the move to Coronado Island, go ahead and construct the station and put it on the air, and then wait for the Canadians to complain. We might be delayed for many months if for some reason the Mexican FCC simply asked the Canadians for their opinion before we construct it. But when we receive our grant from Mexico, we would have to be sure that any Canadian protests would be overridden. I need not tell you how disastrous it would be if the Mexican Government granted us a move then after we had moved ( and it would cost us \$100,000.00 to move ) we were suddenly notified that the Canadian Government had protested and we were forced to move back to our original site where we are now.)

Thus we need to get a grant as swiftly as possible after Manuel Canale, our Consulting Engineer in Mexico, receives the engineering data which will be sent to him in two weeks.

I need to know the best method for procedure in your absence since this change in location will be vital to us and needs to be accomplished with the utmost expedition.

Have a wonderful trip!

Best regards,

Gordon McLendon

Dorothy Manning  
cc: B. Gordon McLendon

October 3, 1962  
July 20, 1962

Gordon McLendon  
Yolanda Salas

This matter, having been reviewed with the Mexican licensees, I wanted to cover a number of changes that they are in the process of making in the X-TRA program. The program staff is being reduced considerably and, as a matter of fact, shortly will consist of 8 American and one of the Mexican. I talked to Carlos Osuna and here is what he told me. You will note, for your bookkeeping purposes that this should affect a substantial reduction in the picture; His Real Estate agency is not active at this moment. It will be state unemployment, Federal old age, Federal unemployment, etc. active as soon as his project in Matamoros gets under way. He does not have active Real Estate men. However, he said that by my Mexican friend in Tijuana, Dr. Servando Osornio, who could possibly help us.

Transmitter sales tax 1.8%  
He said he could call Dr. Osornio and tell him that he was interested in some property in Tijuana and that one Dave Muhlstein would contact him in regard to same. He was going to call Dr. Osornio right away.

Mexican Social Security  
Should I contact Dave with this? Would you like to go through this man? Dr. Osornio is connected with the department of health and is also Honorary Consul for Belgium.

Since a substantial sum is going into the XTRA budget, for which we have to reimburse them, I think it is worthwhile for you to give some reconsideration to this matter at the earliest moment. It may be that the reduction of XTRA's staff will have a sizeable influence on one of the two sales taxes or upon Cedula 1a or Cedula 2a. Certainly, the reduction in staff should have a striking influence on the Mexican Social Security tax which they are paying and, of course, for which we have to reimburse them.

His address:

Dr. Servando Osornio  
Calle 5a 279  
Tijuana, B. C., Mexico  
51610

Avenida Jalisco # 300 (res.)  
Tijuana, B. C.  
54316  
I also point out that you should keep track of these reductions as they occur since they will affect California state unemployment, Federal old age and Federal unemployment benefit taxes and, further, other sizeable modifications can be made in the Texas Reserve Life insurance policy, the John Hancock life insurance policy, etc., all of which, I might mention, has been cleared with Mexico City--but only after some little discussion.

Please advise.

GBM:us

Gordon

ys



Dorothy Manning  
cc: B. R. McLendon

October 3, 1962

Gordon McLendon

This matter, having been reviewed with the Mexican licensees, I wanted to cover a number of changes that they are in the process of making in the X-TRA operation. The program staff is being reduced considerably and, as a matter of fact, shortly will consist of 8 American and one of the Mexican announcers who is already on the payroll. You will note, for your bookkeeping purposes that this should affect a substantial reduction in the tax picture; state unemployment, Federal old age, Federal unemployment, etc. Many of these personnel changes are effective immediately. At the moment, by my calculations, X-TRA is paying only slightly less than \$1600 in monthly Mexican taxes. These include the following:

Transmitter sales tax 1.8%	\$378.00
Transmitter sales tax 1.25%	\$262.50
Transmitter Cedula 1a	\$257.62
Transmitter Cedula 6a	\$144.61
Mexican Social Security	\$553.45
	<hr/>
	\$1596.18

Since such a sizeable sum is going into the XTRA budget, for which we have to reimburse them, I think it is worthwhile for you to give some reconsideration to this matter at the earliest moment. It may be that the reduction of XTRA's staff will have a sizeable influence on one of the two sales taxes or upon Cedula 1a or Cedula 6a. It is something you may wish to discuss with Sr. Lebrija on the telephone. Certainly, the reduction in staff should have a striking influence on the Mexican Social Security tax which they are paying and, of course, for which we have to reimburse them.

I also point out that you should keep track of these reductions as they occur since they will affect the California state unemployment, Federal old age and Federal unemployment benefit taxes and, further, other sizeable modifications can be made in the Texas Reserve Life insurance policy, the John Hancock life insurance policy, etc., all of which, I might mention, has been cleared with Mexico City--but only after some little discussion.

Gordon

GBM:us

## PROPOSED PROGRAMMING FORMAT OF RADIO STATION KEAK

Radio Station KEAK is recognized by the Government of Mexico as a foreign language radio station, since the radio station broadcasts part of its programming in English. Tijuana, B. C. 17 de Noviembre de 1964.  
been a polyglot and hybrid mixture of music and news.

The licensee of KEAK, Radio Difusora Del Pacifico, believes that such programming represents an uneconomic and incomplete use of their facility -- 50,000 Watts on 690 kc.

Sr. Dn. Lauro Villalón.

The Cauceño #12125 is that, in the United States, television has forced radio Lomas, to a service medium primarily offering two staples: Music and News. México, D. F. programming on which radio depended for years -- comedy, drama, variety, etc. -- is now necessarily fringe programming with marginal audience. This myriad of stations is now concentrating with varying degrees of intensity on the same two staples. This myriad of stations center itself around the same two staples. This, KEAK, a nombre de usted y del Sr. Lic. Dn. Rafael M. Lebrija, - quedando perfectamente legalizadas.

Muy estimado señor Villalón: y competitiva southern California market, over one hundred radio stations are now concentrating with varying degrees of intensity on the same two staples. This myriad of stations center itself around the same two staples. This, KEAK, a nombre de usted y del Sr. Lic. Dn. Rafael M. Lebrija, - quedando perfectamente legalizadas. Sólo me resta saludarlo afectuosamente y ofrecerle como siempre a sus órdenes.

The retention of KEAK's present programming, to some extent duplicating the programming of the aforementioned over one hundred other southern California radio stations, is, as already stated, an uneconomic use of this facility. Such a radio station should serve the needs of all its large coverage area, stretching from Baja, California north to southern California. To effect such a maximum use of this frequency and power, the provision of this all-news radio service is the logical answer. Such a service, although immeasurably more important, can be compared to the time and weather service available in many cities by dialing their radio. So it would be with KEAK. It is projected. Listeners in Baja, California and southern California would merely have to dial their radio to 690 kc and the news would be there.

Respetuosamente.

UBALDO H. TREVIÑO.

c.c.p. Y. Salas, Dallas, Texas.

Not only would KEAK gain a recurring tune-in, with listeners tuning in and out of the station ten or twelve times a day, but, in the frequent periods when a major news story breaks such as a volcano erupting, or news of a presidential UHT/jma. - KEAK would get continuing tune-in by homes and automobiles who wished to follow the story for hours on end as it progressed. While the station would have numbers of people who tune in for specific newscasts at specific hours, the typical audience would be composed probably 50% by people who impulsively wished to know what was going on in the world and pushed the button for KEAK as instinctively as they would look at their clock for the time, or dial a telephone time service, or, for that matter, who even look outside to see what the weather is. It would be this habit of tuning in whenever one wished to know what was going on, which would be the basic premise for the existence of KEAK's All-News format.



## PROPOSED PROGRAMMING FORMAT OF RADIO STATION XEAK

Radio Station XEAK is recognized by the Government of Mexico as a foreign language radio station, since the radio station broadcasts part of its programming in English. To the present, the programming of XEAK has been a polyglot and hybrid mixture of music and news.

The licensee of XEAK, Radio Difusora Del Pacifico, believes that such programming represents an uneconomic and incomplete use of their facility -- 50,000 Watts on 690 kc.

The reason for this belief is that, in the United States, television has forced radio to graduate to a service medium primarily offering two staples: Music and News. The old line programming on which radio depended for years -- comedy, drama, variety, etc. -- is now necessarily fringe programming with marginal audiences. And, in the extremely competitive southern California market, over one hundred radio stations are now concentrating with varying degrees of intensity upon music. The licensee of XEAK reasons that, with this myriad of other radio stations focusing on music, one radio station should center itself totally upon the other of radio's two staples -- notably, news. This, XEAK proposes to do -- become the world's first All-News Radio Station, offering four and a half minute news casts around the clock, except in those periods where it broadcasts tourist information, public service announcements and other programming in the public interest of Mexico.

The retention of XEAK's present programming, to some extent duplicating the programming of the aforementioned over one hundred other southern California radio stations, is, as already noted, an uneconomic use of this facility. Such a radio station should serve the needs of all its large coverage area, stretching from Baja, California northward throughout southern California. To effect such a maximum use of this frequency and power, the provision of this all-news radio service is the logical answer. Such a service, although immeasurably more important, can be compared to the time and weather service available in many cities by dialing the telephone. So it would be with XEAK, it is projected. Listeners in Baja, California and southern California would merely have to dial their radio to 690 kc and the news would be there.

Not only would XEAK gain a recurring tune-in, with listeners tuning in and out of the station ten or twelve times a day, but, in the frequent periods when a major news story breaks such as a volcano erupting, or news of a presidential election -- XEAK would get continuing tune-in by homes and automobiles who wished to follow the story for hours on end as it progressed. While the station would have numbers of people who tune in for specific newscasts at specific hours, the typical audience would be composed probably 50% by people who impulsively wished to know what was going on in the world and pushed the button for XEAK as instinctively as they would look at their clock for the time, or dial a telephone time service, or, for that matter, who even look outside to see what the weather is. It would be this habit of tuning in whenever one wished to know what was going on, which would be the basic premise for the existence of XEAK's All-News format.



The attached sketch serves to illustrate the all-news format in

It is obvious that such a station could truly render a service to its entire coverage area. First of all, XEAK should show approximately the same listening audience in every city in its coverage area, for it would be providing an unduplicated service. The percentage of people impulsively or habitually dialing for news at any given moment should logically be the same in every city in XEAK's coverage area, since the inhabitants of all cities listen to news roughly in the same percentage and furthermore since in the new all-news format XEAK would be an area station specializing for all cities but concentrating upon none.

When the licensee avers that XEAK would be an unduplicated operation, we make this statement because the proposed all-news radio station will be quite costly to operate. It will be costly enough that no station within the coverage area of XEAK could propose to have such a service, except possibly a radio station in the Los Angeles area, and it is doubtful if the service could or would be provided there because once one station has provided this service initially, it would be almost impossible to break the habit and compete with them. And to do the job effectively in smaller markets, as earlier pointed out, would be virtually impossible from a financial standpoint. XEAK proposes to have five news services -- the United Press Radio Wire, Sports Wire, and Transcontinental "AAA" Newspaper Wire, as well as Associated Press Radio Wire and Transcontinental "AAA" Newspaper Wire. Other services are being studied and would be added as necessity might indicate. The station would plan to maintain an extensive staff of newsmen.

The station wishes to use a Western Union clock or clocks, which are electronically synchronized with time services in Greenwich, England. The purpose for such clocks would be simply to be able to start XEAK's newscasts instantly at the quarter and half hours.

Advertisers on XEAK, by virtue of its all-news format, would receive the believability and prestige that goes with effective news coverage. Additionally, XEAK could expect to have a substantial adult audience. The new format would lend added weight and stature to the station's public service activities in the public interest of Mexico and would bring a vastly greater listening audience for the programs and announcements which it would and does run in behalf of tourism, Mexican charities, and for other public service projects, as well as the Mexican National hour.

There is attached a diagram of a typical hour of the proposed new XEAK program as an All-News Radio Station. Such an hour does not propose to convey every facet of XEAK's programming but rather to demonstrate only a typical hour.



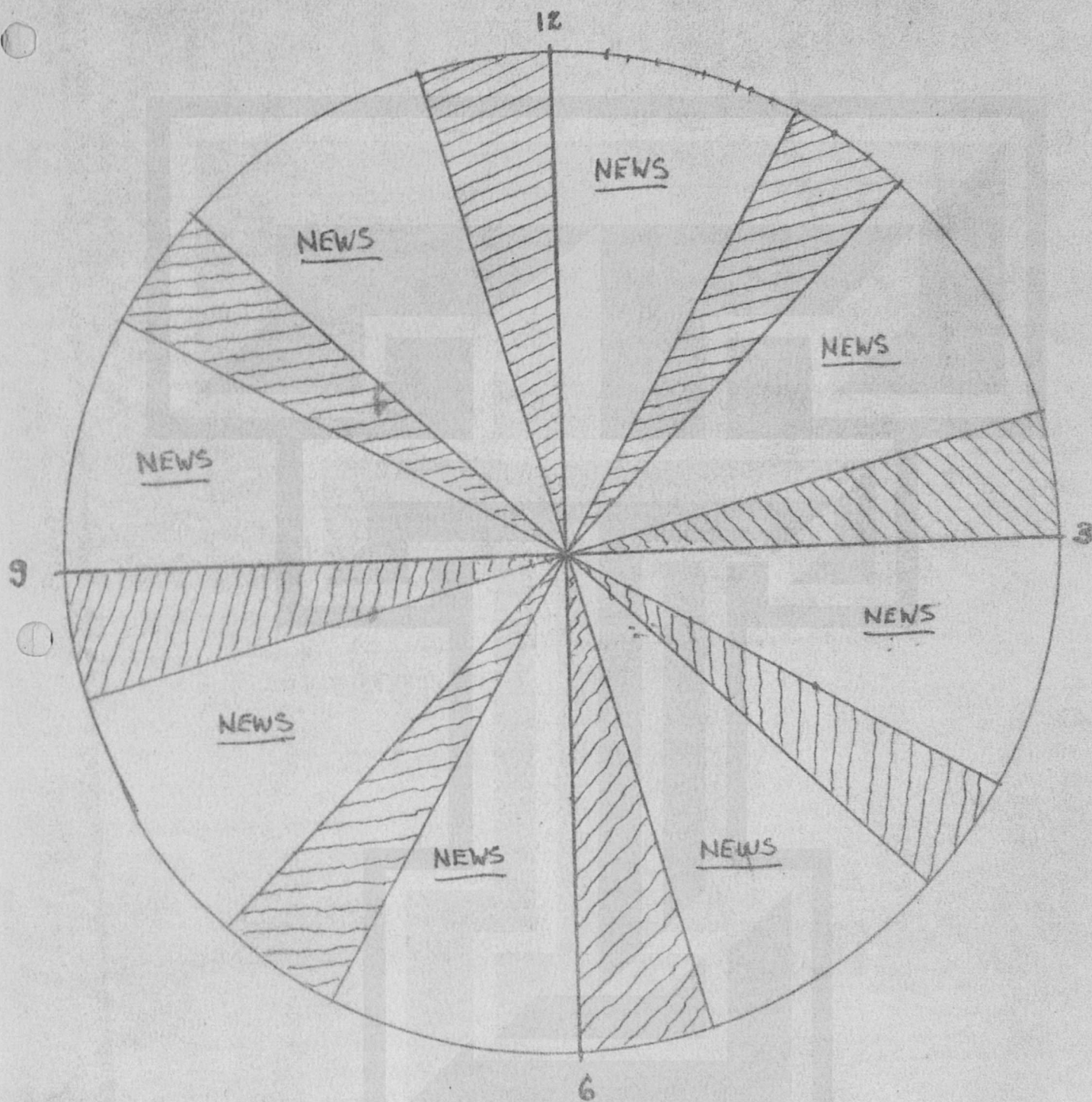
To Whom It May Concern:

The attached sketch serves to illustrate the all-news format in radio programming as it relates to an hour of time on a clock face. Each hour will be identical in structure.

For the benefit of the viewer, it is simply coded and indicates the basic programming sequence.

The white areas, with the word "News," designate the time devoted to the broadcast of news itself. They are each 4-1/2-minutes in length.

The shaded areas are 3-minutes in length and shall contain commercial announcements, promotional announcements, an extensive number of public service announcements and, of course, station identification announcements.



FORMAT HOUR



A.-L. BRIJA. RAFAEL LIC.  
PZA. DE LA REP. 7-ler. PISO  
CIUDAD.

México  
City

# DIARIO OFICIAL



ORGANO DEL GOBIERNO CONSTITUCIONAL DE LOS ESTADOS UNIDOS MEXICANOS

Director: Dr. CAYETANO ANDRADE

Registrado como artículo de  
2a. clase en el año de 1884.

MEXICO, MARTES 19 DE ENERO DE 1960

TOMO CCXXXVIII

No 15

## SUMARIO

### PODER EJECUTIVO

#### SECRETARIA DE GOBERNACION

Ley Federal de Radio y Televisión .....

#### SECRETARIA DE INDUSTRIA Y COMERCIO

Fe de erratas en la Norma Oficial de Calidad "Fabricación de Acumuladores portátiles de Acetileno" DGN B90-1959 (esta Norma cancela la DGN B90-1958) publicada en el "Diario Oficial" de fecha 4 de septiembre de 1959  
Fe de erratas a la Norma Oficial de Calidad para sujetapapeles de alambre, publicada el día 19 de enero de 1959 .....

#### SECRETARIA DE COMUNICACIONES Y TRANSPORTES

Tarifa General de Transporte Marítimo de Recreo y Deportivo para el Puerto de Acapulco, que incluye cuotas

para los diferentes servicios y reglas de aplicación de la propia Tarifa .....

#### DEPARTAMENTO DE ASUNTOS AGRARIOS Y COLONIZACION

Resolución sobre nueva adjudicación de parcela en favor de la ejidataria Florentina Esquivel, del poblado San Martín de las Pirámides, Municipio del mismo nombre, Estado de México .....  
Solicitud de vecinos radicados en el ejido Michoacán, San Luis Río Colorado, Son., para la creación de un centro de población agrícola que se denominará Emigdio Ruiz K. 57 .....

Avisos Generales ..... 13 a 16

## PODER EJECUTIVO

### SECRETARIA DE GOBERNACION

#### LEY Federal de Radio y Televisión.

Al margen un sello con el Escudo Nacional, que dice: Estados Unidos Mexicanos.—Presidencia de la República.

ADOLFO LOPEZ MATEOS, Presidente Constitucional de los Estados Unidos Mexicanos, a sus habitantes, sabed:

Que el H. Congreso de la Unión se ha servido dirigirme el siguiente

#### DECRETO:

"El Congreso de los Estados Unidos Mexicanos, decreta:

#### LEY FEDERAL DE RADIO Y TELEVISION

##### TITULO PRIMERO

##### Principios fundamentales

##### CAPITULO UNICO

ARTICULO 1o.—Corresponde a la Nación el dominio directo de su espacio territorial y, en consecuencia, del medio en que se propagan las ondas electromagnéticas. Dicho dominio es inalienable e imprescriptible.

ARTICULO 2o.—El uso del espacio a que se refiere el artículo anterior, mediante canales para la difusión de noticias, ideas e imágenes, como vehículos de información y de expresión, sólo podrá hacerse previos concesión o permiso que el Ejecutivo Federal otorgue en los términos de la presente ley.

ARTICULO 3o.—La industria de la radio y la televisión comprende el aprovechamiento de las ondas electromagnéticas, mediante la instalación, funcionamiento y operación de estaciones radiodifusoras por los sistemas de modulación, amplitud o frecuencia, televisión, facsímil o cualquier otro procedimiento técnico posible.

ARTICULO 4o.—La radio y la televisión constituyen una actividad de interés público, por lo tanto el Estado deberá protegerla y vigilarla para el debido cumplimiento de su función social.

ARTICULO 5o.—La radio y la televisión, tienen la función social de contribuir al fortalecimiento de la integración nacional y el mejoramiento de las formas de convivencia humana. Al efecto, a través de sus transmisiones, procurarán:

I.—Afirmar el respeto a los principios de la moral social, la dignidad humana y los vínculos familiares;



II.—Evitar influencias nocivas o perturbadoras al desarrollo armónico de la niñez y la juventud;

III.—Contribuir a elevar el nivel cultural del pueblo y a conservar las características nacionales, las costumbres del país y sus tradiciones, la propiedad del idioma y a exaltar los valores de la nacionalidad mexicana.

IV.—Fortalecer las convicciones democráticas, la unidad nacional y la amistad y cooperación internacionales.

ARTICULO 6o.—En relación con el artículo anterior, el Ejecutivo Federal por conducto de las Secretarías y Departamentos de Estado, los Gobiernos de los Estados, los Ayuntamientos y los organismos públicos, promoverán la transmisión de programas de divulgación con fines de orientación social, cultural y cívica.

ARTICULO 7o.—El Estado otorgará facilidades para su operación a las estaciones difusoras que, por su potencia, frecuencia o ubicación, sean susceptibles de ser captadas en el extranjero, para divulgar las manifestaciones de la cultura mexicana, fomentar las relaciones comerciales del país, intensificar la propaganda turística y transmitir informaciones sobre los acontecimientos de la vida nacional.

## TITULO SEGUNDO

### Jurisdicción y competencias

#### CAPITULO UNICO

ARTICULO 8o.—Es de jurisdicción federal todo lo relativo a la radio y la televisión.

ARTICULO 9o.—A la Secretaría de Comunicaciones y Transportes corresponde:

I.—Otorgar y revocar concesiones y permisos para estaciones de radio y televisión, asignándoles la frecuencia respectiva;

II.—Declarar la nulidad o la caducidad de las concesiones o permisos y modificarlas en los casos previstos en esta ley;

III.—Autorizar y vigilar, desde el punto de vista técnico, el funcionamiento y operación de las estaciones y sus servicios;

IV.—Fijar el mínimo de las tarifas para las estaciones comerciales;

V.—Intervenir en el arrendamiento, venta y otros actos que afecten al régimen de propiedad de las emisoras;

VI.—Imponer las sanciones que correspondan a la esfera de sus atribuciones, y

VII.—Las demás facultades que le confieren las leyes.

ARTICULO 10.—Compete a la Secretaría de Gobernación:

I.—Vigilar que las transmisiones de radio y televisión se mantengan dentro de los límites del respeto a la vida privada, a la dignidad personal y a la moral, y no ataquen los derechos de tercero, ni provoquen la comisión de algún delito o perturben el orden y la paz públicos;

II.—Coordinar el funcionamiento de las estaciones de radio y televisión pertenecientes al Gobierno Federal;

III.—Vigilar la eficacia de las transmisiones a que se refiere el artículo 59 de esta ley;

IV.—Imponer las sanciones que correspondan a sus atribuciones y denunciar los delitos que se cometan en agravio de las disposiciones de esta ley, y

V.—Las demás facultades que le confieren las leyes.

ARTICULO 11.—La Secretaría de Educación Pública tendrá las siguientes atribuciones:

I.—Promover y organizar la enseñanza a través de la radio y la televisión;

II.—Promover la transmisión de programas de interés cultural y cívico;

III.—Promover el mejoramiento cultural y la propiedad del idioma nacional en los programas que difundan las estaciones de radio y televisión;

IV.—Intervenir dentro de la radio y la televisión para proteger los derechos de autor;

V.—Extender certificados de aptitud al personal de locutores que eventual o permanentemente participe en las transmisiones;

VI.—Informar a la Secretaría de Gobernación los casos de infracción que se relacionen con lo preceptuado en este artículo, con excepción de la fracción IV, a fin de que imponga las sanciones correspondientes, y

VII.—Las demás que le confiera la ley.

ARTICULO 12.—A la Secretaría de Salubridad y Asistencia compete:

I.—Autorizar la transmisión de propaganda comercial relativa al ejercicio de la medicina y sus actividades conexas;

II.—Autorizar la propaganda de comestibles, bebidas, medicamentos, insecticidas, instalaciones y aparatos terapéuticos, tratamientos y artículos de higiene y embellecimiento y de prevención o de curación de enfermedades;

III.—Promover y organizar la orientación social en favor de la salud del pueblo;

IV.—Imponer las sanciones que correspondan a sus atribuciones, y

V.—Las demás facultades que le confiera la ley.

## TITULO TERCERO

### Concesiones, permisos e instalaciones

#### CAPITULO PRIMERO

##### Concesiones y permisos

ARTICULO 13.—Al otorgar las concesiones o permisos a que se refiere esta ley, el Ejecutivo Federal por conducto de la Secretaría de Comunicaciones y Transportes determinará la naturaleza y propósito de las estaciones de radio y televisión, las cuales podrán ser: comerciales, oficiales, culturales, de experimentación, escuelas radiofónicas o de cualquier otra índole.

Las estaciones comerciales requerirán concesión. Las estaciones oficiales, culturales, de experimentación, escuelas radiofónicas o las que establezcan las entidades y organismos públicos para el cumplimiento de sus fines y servicios, sólo requerirán permiso.

ARTICULO 14.—Las concesiones para usar comercialmente canales de radio y televisión, en cualesquiera de los sistemas de modulación, de amplitud o frecuencia, se otorgarán únicamente a ciudadanos mexicanos o a sociedades cuyas socios sean mexicanos. Si se tratare de sociedad por acciones, éstas tendrán precisamente el carácter de nominativas y aquéllas quedarán obligadas a proporcionar anualmente a la Secretaría de Comunicaciones y Transportes la lista general de sus socios.



ARTICULO 15.—La instalación de una difusora de radio que vaya a operar retransmitiendo o enlazada permanentemente a otra que no era recibida anteriormente en la localidad en que pretenda ubicarse, será considerada como una estación nueva y, en consecuencia, deberá llenar todos los requisitos respectivos.

ARTICULO 16.—El término de una concesión no podrá exceder de 30 años y podrá ser refrendada al mismo concesionario que tendrá preferencia sobre terceros.

ARTICULO 17.—La solicitud de concesión deberá llenar los siguientes requisitos:

I.—Nombre o razón social del interesado y comprobación de su nacionalidad mexicana;

II.—Justificación de que la sociedad, en su caso, está constituida legalmente.

III.—Información detallada de las inversiones en proyecto y de la clase de actividades que se pretenda realizar, y

IV.—Indicación de las características técnicas y del área o zona que trate de cubrir la estación.

A la solicitud se acompañará información demográfica y económica para comprobar la necesidad del servicio.

ARTICULO 18.—La Secretaría de Comunicaciones y Transportes señalará al solicitante el monto del depósito o de la fianza que deberá constituir para garantizar que se continuarán los trámites hasta que la concesión sea otorgada o negada.

De acuerdo con la categoría de la estación radiodifusora en proyecto, el monto del depósito no podrá ser menor de 2,000 ni exceder de 10,000 pesos, y el de la fianza será de 5 a 50 mil pesos.

La garantía quedará sin efecto al otorgarse o negarse la concesión. Si el interesado abandona el trámite, la garantía se aplicará al erario federal.

ARTICULO 19.—Constituido el depósito u otorgada la fianza, se procederá a efectuar los estudios técnicos que correspondan, y si su resultado fuere favorable, la solicitud, con las modificaciones que acuerde la Secretaría de Comunicaciones y Transportes, se publicará por dos veces y con intervalo de diez días, a costa del interesado, en el "Diario Oficial" de la Federación y en otro periódico de los de mayor circulación en la zona donde se pretenda operar, señalando un plazo de treinta días contados a partir de la última publicación, para que las personas o instituciones que pudieran resultar afectadas, presenten sus objeciones.

Si transcurrido el plazo de referencia no se presentan objeciones, se otorgará la concesión, si además fuese procedente. Cuando se presenten objeciones, la Secretaría oír en defensa a los interesados, les recibirá las pruebas que ofrezcan en un término de quince días y dictará la resolución que proceda en un plazo que no exceda de treinta, oyendo a la Comisión Técnica Consultiva establecida por la Ley de Vías Generales de Comunicación.

Otorgada la concesión, se ordenará su publicación en el "Diario Oficial" de la Federación, a costa del interesado y se fijará el monto de la garantía que asegure el cumplimiento de las obligaciones que imponga dicha concesión. Esta garantía no será inferior de cinco mil ni excederá de cincuenta mil pesos cuando se trate del depósito, y de diez mil a cien mil pesos cuando se trate de fianza.

ARTICULO 20.—Las garantías que deben otorgar los concesionarios en cumplimiento de las obligaciones que contraigan de acuerdo con las concesiones y permisos respectivos, y las demás que fijen las leyes o reglamentos, se constituirán en la Nacional Financiera, S. A., cuando sean en efectivo. La calificación de las fianzas u otras garantías será hecha por la Secretaría ante la que deban prestarse.

ARTICULO 21.—Las concesiones contendrán, cuando menos, lo siguiente:

- a).—Canal asignado;
- b).—Ubicación del equipo transmisor;
- c).—Potencia autorizada;
- d).—Sistema de radiación y sus especificaciones técnicas;
- e).—Horario de funcionamiento;
- f).—Nombre, clave o indicativo;
- g).—Término de su duración.

ARTICULO 22.—No podrán alterarse las características de la concesión sino por resolución administrativa en los términos de esta ley o en cumplimiento de resoluciones judiciales.

ARTICULO 23.—No se podrá ceder ni en manera alguna gravar, dar en fideicomiso o enajenar total o parcialmente la concesión, los derechos en ella conferidos, instalaciones, servicios auxiliares, dependencias o accesorios, a un gobierno o persona extranjeros, ni admitirlos como socios de la empresa concesionaria.

ARTICULO 24.—Las acciones y participaciones emitidas por las empresas que exploten una estación radiodifusora, que fueren adquiridas por un gobierno o persona extranjeros, desde el momento de la adquisición quedarán sin efecto para el tenedor de ellas y pasarán al dominio de la nación los derechos que representen, sin que proceda indemnización alguna.

ARTICULO 25.—Los permisos para las estaciones oficiales, culturales y de experimentación y para las escuelas radiofónicas, sólo podrán otorgarse a ciudadanos mexicanos y entidades u organismos públicos o sociedades cuyos socios sean mexicanos. Si se tratara de sociedades por acciones, éstas tendrán precisamente el carácter de nominativas y aquéllas quedarán obligadas a proporcionar anualmente a la Secretaría de Comunicaciones y Transportes la lista general de sus socios.

ARTICULO 26.—Sólo se autorizará el traspaso de concesiones de estaciones comerciales y de permisos de estaciones culturales, de experimentación y de escuelas radiofónicas, a entidades, personas físicas o morales de orden privado o público que estén capacitados conforme esta ley para obtenerlos y siempre que hubieren estado vigentes dichas concesiones y permisos por un término no menor de tres años y que el beneficiario hubiese cumplido con todas sus obligaciones.

ARTICULO 27.—Para que una concesión pueda ser transmitida por herencia o adjudicación judicial o cualquier otro título, se requerirá que los causahabientes reúnan la calidad de mexicanos.

ARTICULO 28.—Cuando por efecto de un convenio internacional, sea indispensable suprimir o restringir el empleo de un canal originalmente asignado a una radiodifusora, el concesionario o permisionario tendrá derecho a un canal equivalente entre los disponibles y lo más próximo al suprimido o afectado.

## CAPITULO SEGUNDO

### Nulidad, caducidad y revocación

ARTICULO 29.—Son nulas las concesiones y los permisos que se obtengan o se expidan sin llenar los trámites o en contravención con las disposiciones de esta ley y sus reglamentos.

ARTICULO 30.—Las concesiones otorgadas para el funcionamiento de las estaciones de radio y televisión, caducarán por las causas siguientes:

I.—No iniciar o no terminar la construcción de sus instalaciones sin causa justificada, dentro de los plazos y prórrogas que al efecto se señalen;



II.—No iniciar las transmisiones dentro de los plazos fijados en la concesión, salvo causa justificada;

III.—No otorgar la garantía a que se refiere el artículo 18 de esta ley.

ARTICULO 31.—Son causas de revocación de las concesiones:

I.—Cambiar la ubicación del equipo transmisor sin previa autorización de la Secretaría de Comunicaciones y Transportes;

II.—Cambiar la o las frecuencias asignadas, sin la autorización de la Secretaría de Comunicaciones y Transportes;

III.—Enajenar la concesión, los derechos derivados de ella o el equipo transmisor, sin la aprobación de la Secretaría de Comunicaciones y Transportes.

IV.—Enajenar, ceder o transferir, hipotecar, dar en garantía o en fideicomiso o gravar de cualquier modo, íntegra o parcialmente, la concesión y los derechos derivados de ella, el equipo transmisor, o los bienes afectos a su actividad, a Gobierno, empresa o individuo extranjeros, o admitirlos como socios de la negociación concesionaria.

V.—Suspender sin justificación los servicios de la estación difusora por un período mayor de 60 días;

VI.—Proporcionar al enemigo, en caso de guerra, bienes o servicios de que se disponga, con motivo de la concesión;

VII.—Cambiar el concesionario su nacionalidad mexicana o solicitar protección de algún gobierno, empresa o persona extranjeros.

VIII.—Modificar la escritura social en contravención con las disposiciones de esta ley;

IX.—Cualquier falta de cumplimiento a la concesión, no especificada en las fracciones anteriores.

ARTICULO 32.—En los casos de los artículos anteriores, y cuando la causa sea imputable al concesionario, éste perderá a favor de la nación el importe de la garantía que hubiese otorgado conforme al artículo 18 o al 19 en su caso.

ARTICULO 33.—En los casos de las fracciones IV, VI y VII del artículo 31, el concesionario perderá la propiedad de los bienes en favor de la nación. En los demás casos de caducidad y de revocación, el concesionario conservará la propiedad de los bienes pero tendrá obligación de levantar las instalaciones en el término que al efecto le señale la Secretaría de Comunicaciones y Transportes, la cual podrá efectuar dicho levantamiento a costa del concesionario, siguiendo el procedimiento administrativo establecido en el Código Fiscal de la Federación.

ARTICULO 34.—El Ejecutivo Federal, en los casos a que se refiere el artículo anterior, tendrá en todo tiempo, derecho de adquirir los bienes que el concesionario conserve en propiedad, previo pago de su valor, fijado por peritos nombrados conforme al procedimiento judicial señalado en materia de expropiación, que los valúen conforme a las normas de la misma.

ARTICULO 35.—La caducidad y la revocación, serán declaradas administrativamente por la Secretaría de Comunicaciones y Transportes, conforme al procedimiento siguiente:

I.—Se hará saber al concesionario los motivos de caducidad o revocación que concurren, y se le concederá un plazo de treinta días para que presente sus defensas y sus pruebas;

II.—Formuladas las defensas y presentadas las pruebas, o transcurrido el plazo sin que se hubieren presentado, la

Secretaría dictará su resolución declarando la procedencia o improcedencia de la caducidad o de la revocación, salvo cuando medie caso fortuito o fuerza mayor.

En los casos de nulidad se observará el procedimiento anterior para declararla.

ARTICULO 36.—El beneficiario de una concesión declarada caduca o revocada no podrá obtener otra nueva, dentro de un plazo de uno a cinco años, según la gravedad de la causa que motivó la declaración, contados a partir de la fecha de ésta.

No podrá otorgarse otra nueva concesión al que hubiere incurrido en alguna de las causas enumeradas en las fracciones IV, VI y VII del artículo 31.

ARTICULO 37.—Los permisos para el funcionamiento de estaciones de radio y televisión, podrán ser revocados por los siguientes motivos:

I.—Cambiar la ubicación del equipo transmisor sin la autorización de la Secretaría de Comunicaciones y Transportes;

II.—Cambiar la o las frecuencias asignadas, sin la autorización de la Secretaría de Comunicaciones y Transportes;

III.—Transmitir anuncios comerciales o asuntos ajenos a aquéllos para los que se concedió el permiso;

IV.—No prestar con eficacia, exactitud y regularidad, el servicio especializado, no obstante el apercibimiento; y

V.—Traspasar el permiso sin la autorización de la Secretaría de Comunicaciones y Transportes.

ARTICULO 38.—Las autorizaciones otorgadas a los locutores extranjeros, serán revocadas cuando éstos hayan reinvidido en alguna de las infracciones señaladas en esta ley.

ARTICULO 39.—En los casos previstos en los dos artículos anteriores, se declarará la revocación observando lo dispuesto en el artículo 35 de esta ley.

## CAPITULO TERCERO

### Instalaciones

ARTICULO 40.—Cuando fuere indispensable, a juicio de la Secretaría de Comunicaciones y Transportes, el uso de algún bien de propiedad federal para ser empleado en la instalación, construcción y operación de las estaciones y sus servicios auxiliares, dicho uso deberá sujetarse a las leyes y disposiciones relativas. El Ejecutivo Federal podrá acordar en los casos a que se refiere este artículo, que no se cobren contraprestaciones por el uso de estos bienes, ni en su caso, se causen derechos.

ARTICULO 41.—Las estaciones radiodifusoras se construirán e instalarán con sujeción a los requisitos técnicos que fije la Secretaría de Comunicaciones y Transportes, de acuerdo con los planos, memorias descriptivas y demás documentos relacionados con las obras por realizarse, los cuales deberán ajustarse a lo dispuesto por esta ley, sus reglamentos y las normas de ingeniería generalmente aceptadas.

Las modificaciones se someterán igualmente, a la aprobación de la Secretaría de Comunicaciones, salvo los trabajos de emergencia necesarios para la realización del servicio, respecto a los cuales deberá rendirse un informe a dicha Secretaría, dentro de las 24 horas siguientes.

ARTICULO 42.—La Secretaría de Comunicaciones y Transportes dictará todas las medidas que juzgue adecuadas para la seguridad y eficiencia técnica de los servicios que presten las radiodifusoras, las cuales deberán estar dotadas de los dispositivos de seguridad que se requieran.

ARTICULO 43.—Las estaciones radiodifusoras podrán instalarse dentro de los límites urbanos de las poblaciones, siempre que no constituyan obstáculos que impidan o estor-



ben el uso de calles, calzadas y plazas públicas, y que cumplan los requisitos técnicos indispensables para no interferir la emisión o recepción de otras radiodifusoras. Además, las torres deberán instalarse las señales preventivas para la navegación aérea que determine la Secretaría de Comunicaciones y Transportes.

ARTICULO 44.—Las estaciones difusoras podrán contar con un equipo transmisor auxiliar, que eventualmente sustituya al equipo principal.

ARTICULO 45.—La Secretaría de Comunicaciones y Transportes señalará un plazo prudente, no menor de 180 días, para la terminación de los trabajos de construcción e instalación de una emisora, tomando en cuenta los cálculos que presente el concesionario o permisionario, de conformidad con los planos aprobados.

#### TITULO CUARTO

##### Funcionamiento

#### CAPITULO PRIMERO

##### Operación

ARTICULO 46.—Las difusoras operarán con sujeción al horario que autorice la Secretaría de Comunicaciones y Transportes, de acuerdo con los Tratados Internacionales vigentes y las posibilidades técnicas de utilización de los canales.

ARTICULO 47.—Las estaciones no podrán suspender sus transmisiones, salvo hecho fortuito o causa de fuerza mayor. El concesionario deberá informar a la Secretaría de Comunicaciones y Transportes:

a).—De la suspensión del servicio;

b).—De que utilizará, en su caso, un equipo de emergencia mientras dure la eventualidad que origine la suspensión;

c).—De la normalización del servicio al desaparecer la causa que motivó la emergencia.

Los avisos a que se refieren los incisos anteriores, se darán en cada caso, en un término de veinticuatro horas.

ARTICULO 48.—Las estaciones operarán con la potencia o potencias que tuvieran autorizadas para su horario diurno o nocturno, dentro de los límites de tolerancia permitidos por las normas de ingeniería.

Las estaciones que deban operar durante las horas diurnas con mayor potencia que la nocturna, estarán dotadas de dispositivos para reducir la potencia.

ARTICULO 49.—El funcionamiento técnico de las estaciones de radio y televisión deberá reunir las condiciones señaladas en las disposiciones que dicte la Secretaría de Comunicaciones y Transportes, de acuerdo con las normas de ingeniería reconocidas.

ARTICULO 50.—La Secretaría de Comunicaciones y Transportes dictará las medidas necesarias para evitar interferencias en las emisiones de radio y televisión. Toda estación o aparato científico, terapéutico o industrial, y aquellas instalaciones que radien energía en forma suficientemente perceptible para causar perturbaciones a las emisiones autorizadas, deberán suprimir esas interferencias en el plazo que al efecto fije la Secretaría.

ARTICULO 51.—La misma Secretaría evitará las interferencias entre estaciones nacionales e internacionales, y dictará las medidas convenientes para ello, velando porque las estaciones que operen sean protegidas en su zona autorizada de servicio.

Determinará también los límites de las bandas de los distintos servicios, la tolerancia o desviación de frecuencia

y la amplitud de las bandas de frecuencia de emisión para toda clase de difusoras cuando no estuvieren especificados en los tratados en vigor.

ARTICULO 52.—No se considerará interferencia objetiva la que provenga de algún fenómeno esporádico de radiopropagación.

#### CAPITULO SEGUNDO

##### Tarifas

ARTICULO 53.—La Secretaría de Comunicaciones y Transportes fijará el mínimo de las tarifas a que deberán sujetarse las difusoras comerciales en el cobro de los diversos servicios que les sean contratados para su transmisión al público.

ARTICULO 54.—La misma Secretaría vigilará que se apliquen correctamente las tarifas y que no se hagan devoluciones o bonificaciones que impliquen la reducción de las cuotas señaladas.

ARTICULO 55.—Se exceptúan de lo dispuesto en el artículo anterior:

I.—Los convenios celebrados por las difusoras, con el Gobierno Federal, Gobiernos Locales, Ayuntamientos y organismos públicos, en interés de la Sociedad o de un servicio público;

II.—Las transmisiones gratuitas o las reducciones que hagan las empresas por razones de beneficencia a instituciones culturales, a estudiantes, a maestros y a conjuntos deportivos.

ARTICULO 56.—Las estaciones difusoras deberán tener a disposición del público, en sus oficinas, suficientes ejemplares de las tarifas respectivas y de sus formas de aplicación.

ARTICULO 57.—No se concederán prerrogativas que impliquen privilegios de alguna empresa de radio y televisión en perjuicio de las demás.

#### CAPITULO TERCERO

##### Programación

ARTICULO 58.—El derecho de información, de expresión y de recepción, mediante la radio y la televisión, es libre y consecuentemente no será objeto de ninguna inquisición judicial o administrativa ni de limitación alguna ni censura previa, y se ejercerá en los términos de la Constitución y de las leyes.

ARTICULO 59.—Las estaciones de radio y televisión deberán efectuar transmisiones gratuitas diarias, con duración hasta de 30 minutos continuos o discontinuos, dedicados a difundir temas educativos, culturales y de orientación social. El Ejecutivo Federal señalará la dependencia que deba proporcionar el material para el uso de dicho tiempo y las emisiones serán coordinadas por el Consejo Nacional de Radio y Televisión.

ARTICULO 60.—Los concesionarios de estaciones radio-difusoras comerciales y los permisionarios de estaciones culturales y de experimentación, están obligados a transmitir gratuitamente y de preferencia:

I.—Los boletines de cualquier autoridad que se relacionen con la seguridad o defensa del territorio nacional, la conservación del orden público, o con medidas encaminadas a prever o remediar cualquier calamidad pública;

II.—Los mensajes o cualquier aviso relacionado con embarcaciones o aeronaves en peligro, que soliciten auxilio.

ARTICULO 61.—Para los efectos del artículo 59 de esta ley, el Consejo Nacional de Radio y Televisión oírä previa-



mente al concesionario o permisionario y, de acuerdo con ellos, fijará los horarios a que se refiere el citado artículo.

ARTICULO 62.—Todas las estaciones de radio y televisión en el país, estarán obligadas a encadenarse cuando se trate de transmitir informaciones de trascendencia para la nación, a juicio de la Secretaría de Gobernación.

ARTICULO 63.—Quedan prohibidas todas las transmisiones que causen la corrupción del lenguaje y las contrarias a las buenas costumbres, ya sea mediante expresiones maliciosas, palabras o imágenes procaces, frases y escenas de doble sentido, apología de la violencia o del crimen; se prohíbe, también, todo aquello que sea denigrante u ofensivo para el culto cívico de los héroes y para las creencias religiosas, o discriminatorio de las razas; queda asimismo prohibido el empleo de recursos de baja comicidad y sonidos ofensivos.

ARTICULO 64.—No se podrán transmitir:

I.—Noticias, mensajes o propaganda de cualquier clase, que sean contrarios a la seguridad del Estado o el orden público;

II.—Asuntos que a juicio de la Secretaría de Comunicaciones y Transportes impliquen competencia a la Red Nacional, salvo convenio del concesionario o permisionario, con la citada Secretaría.

ARTICULO 65.—La retransmisión de programas desarrollados en el extranjero y recibidos por cualquier medio por las estaciones difusoras, o la transmisión de programas que patrocine un gobierno extranjero o un organismo internacional, únicamente podrán hacerse con la previa autorización de la Secretaría de Gobernación.

ARTICULO 66.—Queda prohibido interceptar, divulgar o aprovechar, los mensajes, noticias o informaciones que no estén destinados al dominio público y que se reciban por medio de los aparatos de radiocomunicación.

ARTICULO 67.—La propaganda comercial que se transmite por la radio y la televisión se ajustará a las siguientes bases:

I.—Deberá mantener un prudente equilibrio entre el anuncio comercial y el conjunto de la programación;

II.—No hará publicidad a centros de vicio de cualquier naturaleza;

III.—No transmitirá propaganda o anuncios de productos industriales, comerciales o de actividades que engañen al público o le causen algún perjuicio por la exageración o falsedad en la indicación de sus usos, aplicaciones o propiedades.

ARTICULO 68.—Las difusoras comerciales, al realizar la publicidad de bebidas cuya graduación alcohólica exceda de 20 grados, deberán abstenerse de toda exageración y combinarla o alternarla con propaganda de educación higiénica y de mejoramiento de la nutrición popular. En la difusión de esta clase de publicidad no podrán emplearse menores de edad; tampoco podrán ingerirse real o aparentemente frente al público, los productos que se anuncian.

ARTICULO 69.—Las difusoras comerciales exigirán que toda propaganda de instalaciones y aparatos terapéuticos, tratamientos y artículos de higiene y embellecimiento, prevención o curación de enfermedades, esté autorizada por la Secretaría de Salubridad y Asistencia.

ARTICULO 70.—Sólo podrá hacerse propaganda o anuncio de loterías, rifas y otra clase de sorteos, cuando éstos hayan sido previamente autorizados por la Secretaría de Gobernación. La propaganda o anuncio de las Instituciones de Crédito y Organizaciones Auxiliares y de las operaciones que realicen, deberá contar con la autorización de la Secretaría de Hacienda.

ARTICULO 71.—Los programas comerciales de concursos, los de preguntas y respuestas y otros semejantes en que se ofrezcan premios, deberán ser autorizados y supervisados por la Secretaría de Gobernación, a fin de proteger la buena fe de los concursantes y el público.

ARTICULO 72.—Para los efectos de la fracción II del artículo 5o. de la presente ley, independientemente de las demás disposiciones relativas, la transmisión de programas y publicidad impropios para la niñez y la juventud, en su caso, deberán anunciarse como tales al público en el momento de iniciar la transmisión respectiva.

ARTICULO 73.—Las difusoras deberán aprovechar y estimular los valores artísticos locales y nacionales y las expresiones de arte mexicano, dedicando como programación viva el mínimo que en cada caso fije la Secretaría de Gobernación, de acuerdo con las peculiaridades de las difusoras y oyendo la opinión del Consejo Nacional de Radio y Televisión. La programación diaria que utilice la actuación personal, deberá incluir un mayor tiempo cubierto por mexicanos.

ARTICULO 74.—Para los efectos del artículo anterior, se entenderá por programa vivo toda intervención personal realizada en el momento de la transmisión, exceptuando el anuncio o mención comercial.

ARTICULO 75.—En sus transmisiones las estaciones difusoras deberán hacer uso del idioma nacional.

La Secretaría de Gobernación podrá autorizar, en casos especiales, el uso de otros idiomas, siempre que a continuación se haga una versión al español, íntegra o resumida, a juicio de la propia Secretaría.

ARTICULO 76.—En toda transmisión de prueba o ajuste que se lleve a cabo por las estaciones, así como durante el desarrollo de los programas y en lapsos no mayores de 30 minutos, deberán expresarse en español las letras nominales que caracterizan a la estación, seguidas del nombre de la localidad en que esté instalada.

ARTICULO 77.—Las transmisiones de radio y televisión, como medio de orientación para la población del país, incluirán en su programación diaria información sobre acontecimientos de carácter político, social, cultural, deportivo y otros asuntos de interés general nacionales o internacionales.

ARTICULO 78.—En las informaciones radiofónicas, deberán expresarse la fuente de la información y el nombre del locutor, y se evitará causar alarma o pánico en el público.

ARTICULO 79.—Para que una estación de radio y televisión se dedique a la transmisión de sólo uno de los asuntos permitidos por esta ley, se deberán llenar los siguientes requisitos:

I.—Que se trate de un servicio de interés público, a juicio de la Secretaría de Comunicaciones y Transportes;

II.—Que se garantice la regularidad y eficiencia del servicio, y

III.—Que no se cree una innecesaria multiplicación del mismo servicio.

ARTICULO 80.—Serán responsables personalmente de las infracciones que se cometan en las transmisiones de radio y televisión, quienes en forma directa o indirecta las preparen o transmitan.

#### CAPITULO CUARTO

##### De las escuelas radiofónicas

ARTICULO 81.—Las escuelas radiofónicas constituyen un sistema de estaciones emisoras y receptores especiales para los fines de extensión de la educación pública, en los aspectos de difusión cultural, instrucción técnica, industrial, agrícola, alfabetización y orientación social.



## SECCION I

## Reglas de aplicación para todos los servicios

**Lugar de partida y llegada.** 1.—El lugar, la salida y llegada de las embarcaciones será el previamente indicado por las autoridades competentes.

**Seguro del viajero.** 2.—Las cuotas anteriores incluyen el Seguro del Viajero.

**Boletos.** 3.—La empresa expedirá al pasajero un boleto numerado de acuerdo con el modelo que apruebe la Secretaría de Comunicaciones y Transportes, y deberá contener la nota relativa al Seguro del Viajero. Cada boleto deberá tener el sello del Departamento de Tarifas de la Secretaría de Comunicaciones y Transportes. Los boletos de cortesía también deberán tener dicho sello.

**Disposiciones generales.** 4.—Los casos no previstos en la presente tarifa serán objeto de convenio entre las partes y si no hubiere acuerdo, se sujetarán al arbitraje del representante del Departamento de Tarifas; en caso de inconformidad la Secretaría de Comunicaciones y Transportes resolverá en definitiva.

5.—Las infracciones a la presente Tarifa serán sancionadas en los términos de la Ley de Vías Generales de Comunicación.

6.—La presente Tarifa será publicada y colocada a la vista del público en los lugares donde se toma pasaje y a bordo de las embarcaciones.

7.—Cada tipo de embarcación deberá llevar en parte visible la calcomanía de la Secretaría de Comunicaciones y Transportes que indique la clase de servicio.

**Franquicias y descuentos.** 8.—Los servicios para el Gobierno Federal se proporcionarán con el descuento de 50% que señala el artículo 102 de la Ley de Vías Generales de Comunicación.

Los inspectores oficiales de Vías Generales de Comunicación disfrutarán de franquicia, contra la exhibición de la credencial respectiva.

## SECCION II

## Reglas para el servicio de lanchas rápidas

1.—El servicio de lanchas rápidas se prestará mediante lanchas ligeras con motor interior que permitan desarrollar

más de 20 Km. por hora, las cuales invariablemente deberán ser tripuladas por el personal que tenga los requisitos que fijen las autoridades competentes.

2.—El servicio mencionado puede ser para el deporte de esquí acuático y para paseos dentro de la bahía.

3.—La cuota incluye el uso del equipo necesario para practicar el deporte de esquí, que consta de dos pares de esquís, un esquí especial para "Slalom", dos cuerdas de manila de 190 cm. de diámetro (3/4") y 23 mts. de largo cada una; y los servicios de un instructor y su ayudante.

## SECCION III

## Reglas para el servicio de embarcaciones de paseo

1.—El servicio de paseo se prestará mediante embarcaciones de motor o de vela, en tráfico interior de puerto y se efectuará con arreglo a la clasificación de la tarifa respectiva.

2.—Las cuotas del servicio comprenden bebidas a bordo permitidas por las autoridades competentes. Las cuotas de lancha de paseo con fondo de cristal no comprenden bebidas a bordo.

3.—Los niños menores de 5 años viajarán gratuitamente; los mayores de 5 años pero menores de 12 pagarán medio pasaje.

## SECCION IV

## Reglas para el servicio de embarcaciones de pesca deportiva

1.—El servicio de pesca deportiva se prestará mediante embarcaciones de motor en navegación de altura, quedando sujeto dicho servicio a la clasificación que se contiene en la tarifa respectiva.

2.—La empresa será responsable del mal uso que los usuarios puedan hacer de las autorizaciones y reglamentos relativos a la pesca durante el viaje salvo que la propia empresa demuestre que tomó las medidas adecuadas para impedir las transgresiones aludidas.

3.—Las cuotas incluyen el uso de los avíos de pesca tales como caña, carretes, currucanes, hilo, etc., y las carnadas necesarias cualquiera que sea su tipo.

4.—Las cuotas incluyen el pago de los derechos que señalen las autoridades competentes por concepto de las licencias que se obtengan para la pesca.

## DEPARTAMENTO DE ASUNTOS AGRARIOS Y COLONIZACION

**RESOLUCION** sobre nueva adjudicación de parcela en favor de la ejidataria Florentina Esquivel, del poblado San Martín de las Pirámides, Municipio del mismo nombre, Estado de México.

Al margen un sello que dice: Poder Ejecutivo Federal.—Estados Unidos Mexicanos.—Departamento de Asuntos Agrarios y Colonización.

**VISTO** para resolver en el expediente relativo a privaciones de derechos y nuevas adjudicaciones de parcelas en el poblado de San Martín de las Pirámides, Municipio de San Martín de las Pirámides, del Estado de México; y

**RESULTANDO PRIMERO.**—Consta en el expediente, que el comisionado por las autoridades agrarias, para iniciar

juicio privativo de derechos en contra de los ejidatarios por sucesión Fidel Martínez y Rosario Martínez, por fallecimiento de la titular Pánfila Martínez, por haber dejado de cultivar personalmente su parcela durante más de dos años consecutivos; convocó a asamblea general de ejidatarios, la cual tuvo verificativo el día 8 de junio de 1958, habiéndose ratificado por la misma el trámite de privación de derechos a los mencionados campesinos y propuesto para adjudicar las unidades de dotación abandonadas a la C. campesina Florentina Esquivel Benítez.

**RESULTANDO SEGUNDO.**—Los campesinos sujetos a juicio privativo de derechos agrarios, fueron oportunamente notificados según avisos fijados de tres en tres días, en la Oficina Municipal, en los lugares más visibles del poblado y en los tableros de la Dirección de Derechos Agrarios.



**RESULTANDO TERCERO.**—La documentación relativa, fue turnada a la Dirección de Derechos Agrarios, la que hizo una revisión minuciosa de la misma y habiendo comprobado la legalidad de las notificaciones, la turnó a su vez al Cuerpo Consultivo Agrario con opinión de que fuera aprobada por estar integrada correctamente. El Cuerpo Consultivo Agrario, en sesión celebrada el día 24 de abril de 1959, emitió su dictamen en el sentido de este fallo; y

**CONSIDERANDO PRIMERO.**—El presente juicio privativo de derechos agrarios, se ha seguido de acuerdo con los trámites previstos por el artículo 173 y su reglamento del Código Agrario en vigor; habiéndose comprobado por las constancias que obran agregadas en antecedentes, que los ejidatarios por sucesión al principio mencionados, han incurrido en la causa de privación de derechos, a que se refieren los artículos 169 y 170 del Código Agrario en vigor, por haber dejado de cultivar personalmente su parcela durante más de dos años consecutivos; que quedaron oportunamente notificados los campesinos sujetos a juicio y que, finalmente, se siguieron los posteriores trámites legales, por lo que es procedente privarlos de sus derechos agrarios y ordenar la cancelación del certificado correspondiente.

**CONSIDERANDO SEGUNDO.**—El nuevo adjudicatario propuesto según constancias que corren agregadas al expediente, ha venido cultivando personalmente, durante más de dos años ininterrumpidos, la parcela abandonada en cuestión, habiéndosele reconocido sus derechos por la asamblea general de ejidatarios celebrada en la fecha ya indicada, de acuerdo con los artículos 156 y 164 del código de la materia, por lo que, de conformidad con estos preceptos legales y lo establecido por los artículos 54, 153, 165, y 170 de la misma ley, procede decretar en su favor la nueva adjudicación y expedir a su nombre el correspondiente certificado de derechos agrarios.

Por todo lo anteriormente expuesto, y con apoyo en los artículos ya mencionados del Código Agrario en vigor, se resuelve:

**PRIMERO.**—Se decreta la privación de derechos de los ejidatarios, por sucesión Fidel Martínez y Rosario Martínez, como ejidatarios del poblado de San Martín de las Pirámides, Municipio de su nombre, del Estado de México; como consecuencia, se cancela el certificado de derechos agrarios números 112821, que fuera expedido a nombre de la finada titular Pánfila Martínez.

**SEGUNDO.**—Se adjudica a Florentina Esquivel Benítez, la parcela que perteneció a los campesinos sancionados en el punto resolutivo que antecede; como consecuencia, expídase a la nueva adjudicataria el correspondiente certificado de derechos agrarios.

**TERCERO.**—Publíquese esta resolución en el "Diario Oficial" de la Federación, y en el Periódico Oficial del Gobierno del Estado de México; háganse las anotaciones correspondientes en la Oficina del Registro Agrario Nacional; notifíquese y ejecútese.

Dada en el Palacio del Poder Ejecutivo de la Unión, en México, D. F., a los dieciocho días del mes de agosto de mil novecientos cincuenta y nueve.—**Adolfo López Mateos.**—Rúbrica.—Presidente Constitucional de los Estados Unidos Mexicanos.—**Roberto Barrios Castro.**—Rúbrica.—Jefe del Departamento de Asuntos Agrarios y Colonización.

**SOLICITUD de vecinos radicados en el ejido Michoacán, San Luis Río Colorado, Son., para la creación de un centro de población agrícola que se denominará Emigdio Ruiz K. 57.**

Al margen un sello que dice: Poder Ejecutivo Federal.—Estados Unidos Mexicanos.—Departamento de Asuntos Agrarios y Colonización.

Exp. Emigdio Ruiz K. 57.  
Mpio. San Luis Río Colorado.  
Edo. Sonora.

#### COPIA CERTIFICADA

C. Prof. Roberto Barrios.—Jefe del Departamento de Asuntos Agrarios y Colonización.—México, D.F.—Los suscritos, vecinos del ejido Michoacán (Nuevo Michoacán), la Delegación del poblado Luis B. Sánchez, del Municipio de San Luis Río Colorado, del Estado Libre y soberano de Sonora, dedicados a las labores del campo, como jornaleros, no poseedores de ninguna propiedad ni de capital alguno, ante usted con todo respeto exponemos:—Que por carecer de las tierras necesarias para satisfacer nuestras más apremiantes necesidades venimos a solicitar de usted con el debido respeto y basados en las disposiciones legales que nos rigen:—1.—Que nos tenga por presentados para el grupo que denominaremos Emigdio Ruiz, para la creación de nuevo centro de población agrícola.—2.—Que la misma oficina proceda a recabar los datos que sean necesarios de los proyectos de Colonización que estén desarrollando en el Estado de la Sra. de Agricultura y Fomento o en los colindantes para que en ellos recibamos las parcelas.—3.—Que turne nuestra solicitud a la Comisión Agraria Mixta, para los efectos legales correspondientes.—4.—Que para la creación del nuevo centro de población agrícola nos permitimos señalar como afectables los terrenos de los extranjeros Lee Ki, Tanaka Asadu, en la Colonia Coahuila, del Ing. Sánchez, Coronel Gutiérrez, de la misma Colonia, que tienen acaparada por fraccionamientos simulados gran cantidad de tierras, toda ella en el Municipio de San Luis Río Colorado, de este Estado de Sonora.—5.—Que tenemos conocimiento directo de que en el Ejido Nuevo Michoacán donde nosotros radicamos existen un gran número de ejidatarios que son a la vez colonos y que solamente en el ejido tienen 50 hectáreas de riego, por lo que pedimos se haga la investigación necesaria para que se proceda a efectuar la Depuración ejidal y se de acomodo a los compañeros que sea factible.—6.—Que de acuerdo con lo dispuesto por el Artículo 227 del Código, todos los firmantes desde luego manifestamos nuestra conformidad para movilizarnos al lugar donde se establezca el nuevo centro de población y nuestra decisión de arraigar en el mismo.—7.—Que para integrar el Comité Agrario nos permitimos señalar a los señores Rafael Torres como presidente.—Fernando Moya como Secretario y Manuel Murrieta como Vocal.—Señalamos como domicilio social para recibir notificaciones el Apartado Postal 15551 de la ciudad de Mexicali, B. C.—Protestamos a usted lo necesario. Ejido Nuevo Michoacán, Mpio. San Luis Río Colorado, Son., marzo 10. de 1959.—Por la Emanicipación de los Trabajadores.—Rafael Torres.—Firmado.—Fernando Moya.—Firmado.—Manuel Murrieta.—Firmado.—José Baltazar.—firmado.—Carlos Gutiérrez.—firmado.—Gregorio Pérez.—firmado.—Fernando Moya.—firmado.—Federico Pérez.—firmado.—Pastor Nuñez.—firmado.—Ignacio González.—firmado.—José Gutiérrez.—firmado.—Abel Moya.—firmado.—Jacinto Torres.—firmado.—Marcos Lara.—firmado.—José Rodríguez.—firmado.—Eligio Cabrera.—firmado.—Manuel Murrieta.—firmado.—Francisco Gutiérrez.—firmado.—Francisco Gutiérrez González.—firmado.—José Cañedo.—firmado.—Ramon Gutiérrez.—firmado.—Ricardo Andrade.—firmado.—Dionisio Flores.—firmado.—J. Carmen Vázquez.—firmado.—Ismael Ibáñez.—firmado.—Angel Solís.—firmado.—José Nuñez.—firmado.—Rafael Torres.—firmado.

Es copia fiel sacada de su original, que certifico.

México, D. F., a los veintidós días del mes de septiembre de mil novecientos cincuenta y nueve.—El Secretario General de Asuntos Agrarios, **Arcadio Noguera.**—Rúbrica.



## SECCION DE AVISOS

## AVISOS GENERALES

ALMACENES NACIONALES DE DEPOSITO, S. A.  
Organización Nacional Auxiliar de Crédito

## AVISO DE REMATE

## Primera Almoneda

De conformidad con lo que dispone el artículo 59 de la Ley General de Instituciones de Crédito y Organizaciones Auxiliares vigentes, se hace saber por medio del presente Aviso, el Remate en Primera Almoneda de la mercancía descrita a continuación que se llevará a efecto el día 28 de enero actual, a las 12.00 horas, en el local que ocupa nuestra bodega ubicada en la calle de Granada número 6 de esta ciudad.

Servirá de base para el Remate, la cantidad de \$9,089.13, siendo postura legal la que se cubra al contado.

Mercancía, Alimento para Aves. Unidad, 213 bolsas de papel. Kls. 4,829.18. Certif. 57591. Depositante, señor Jorge Woodhouse.

México, D. F., a 18 de enero de 1960.

(Dos firmas ilegibles).

19 enero.

(R.—130)

## A V I S O

Se comunica a los tenedores de Bonos Financieros Financiera del Norte, S. A., que en el sorteo celebrado el día 15 de enero de 1960 con la intervención del C. Inspector de la H. Comisión Nacional Bancaria, señor Francisco Martínez Bazán, resultaron amortizados los siguientes bonos que corresponden al Grupo No. 35 (treinta y cinco).

Títulos de 1 Bono	Títulos de 5 Bonos	Títulos de 10 Bonos	Títulos de 50 Bonos
1021 a 1030	1333 a 1350	1581 a 1590	1725 a 1730

Su importe está a la disposición de los tenedores a partir del próximo 31 de enero de 1960, en nuestras oficinas en el segundo piso del edificio Vidriera, en Zaragoza y Magallanes y en nuestra Sucursal en México, D. F., Torre Latino Americana, esquina Madero y San Juan de Letrán, piso 16 y en nuestra Agencia en Guadalajara, Jalisco, en Madero 416, Despacho 1, contra entrega de los bonos amortizados que desde esa fecha dejan de causar intereses.

Monterrey, N. L., a 16 de enero de 1960.

FINANCIERA DEL NORTE, S. A.

Lic. Salvador González G. Jr.  
Director General.

19 enero.

(R.—128)

NACIONAL FINANCIERA, S. A.

## OBLIGACIONES HIPOTECARIAS DE CELULOSA DE CHIHUAHUA, S. A.—SERIE B

Monto: Dls. 4,160,000.00

Fecha: 31 de julio de 1954.

Plazo: 15 años.

Tasa: 2.5% semestral.

Se participa a los tenedores de obligaciones hipotecarias de Celulosa de Chihuahua, S. A., que por acta No. 33413, levantada ante el Notario No. 69 Lic. Carlos Garcíadiego Jr., se llevó a cabo el sorteo de las obligaciones que deberán amortizarse durante el año de 1960, resultando sorteados los siguientes títulos:

## 44 Títulos de Dls. 500.00

10	38	57	89	114	130	165	180	213
242	268	284	313	340	356	393	417	444
461	494	511	535	556	592	608	641	663
687	709	745	758	794	812	843	855	887
904	948	951	960	967	979	990	994	

## 164 Títulos de Dls. 1,000.00

1009	1032	1063	1080	1105	1131	1171	1188	1206
1229	1261	1290	1314	1339	1366	1384	1411	1438
1462	1494	1520	1542	1565	1579	1616	1642	1667
1694	1716	1733	1765	1776	1819	1844	1861	1887
1914	1930	1968	1976	2001	2042	2065	2080	2111
2138	2163	2194	2207	2233	2255	2288	2320	2336
2368	2376	2414	2437	2472	2485	2516	2530	2562
2591	2624	2639	2667	2685	2710	2737	2774	2785
2806	2839	2861	2893	2915	2937	2966	2979	3013
3032	3070	3078	3100	3107	3124	3146	3161	3176
3195	3209	3224	3232	3250	3266	3278	3299	3310
3325	3336	3354	3368	3387	3400	3418	3426	3442
3467	3479	3495	3509	3524	3531	3547	3565	3577
3599	3608	3622	3631	3648	3655	3670	3688	3712
3720	3730	3746	3753	3770	3783	3800	3819	3832
3847	3866	3881	3914	3932	3966	3984	4010	4030
4062	4088	4111	4135	4164	4193	4209	4226	4268
4283	4314	4331	4364	4388	4405	4440	4463	4493
4520	4542							

Los títulos anteriores deberán presentarse para su cobro en las oficinas de esta Nacional Financiera, S. A., (V. Carranza No. 25), a partir del día 31 de enero de 1960, fecha en que dejarán de percibir intereses.

México, D. F., a 5 de enero de 1960.

Emisora  
CELULOSA DE CHIHUAHUA, S. A.  
Lic. Rodrigo Vázquez Mendoza.

Representante Común  
NACIONAL FINANCIERA, S. A.  
Luis Soto Ortiz.

Lic. Carlos Garcíadiego Jr.  
Notario Número 69,

19 enero.

(R.—98)

## BANCO CAPITALIZADOR DE AMERICA, S. A.

Resultado del 295. Sorteo de Capitalización Anticipada celebrado el día 11 de enero de 1960.

Serie B.—I y II-02438, \$5,000.00, Ofelia Díaz de Trani, Acapulco, Gro.—I y II-02439, \$5,000.00, Profa. Luz Velasco Estrada, Iguala, Gro.—05438, \$2,500.00, Rebeca R. Vda. de Nieto, Tehuacan, Pue.—08439, \$2,500.00, Nina Medina Linares, Veracruz, Ver.—VII y VIII, 11438, \$5,000.00, Luisa S. de Martínez, Cuernavaca, Mor.—I al IV-14439, \$10,000.00, Angélica S. de Villarreal, Acapulco, Gro.—I al IV-17439, \$10,000.00, Consuelo C. de Castillo, Hermosillo, Son.—I al IV-20439, \$10,000.00, Mercedes C. de Silva, Acapulco, Gro.—III y IV-23438, \$5,000.00, Ana María de García, Cuernavaca, Mor.—Serie C.—00749, \$5,000.00, Wances Ir-



ma Mancera, Cd. Juárez, Chih.—01949, \$5,000.00, Emilia P. de Ralph, México, D. F.—03149, \$5,000.00, José Agustín Montes, Tapachula, Chis.—06749, \$5,000.00, Constantino Alvarez G., México, D. F.—09149, \$5,000.00, Emilia P. de Ralph, México, D. F.—11549, \$5,000.00, Anselmo Cortés M., Guadalajara, Jal.—13949, \$5,000.00, Emilia P. de Ralph, México, D. F.—17549, \$10,000.00, Arnulfo Montiel S., México, D. F.—18749, \$2,500.00, Florencia Pico, Amatlán, Jal.

Desertos.—Serie A: 00956; Serie B: 05439, 08438, I al VI-11438, 11439, 14438, 17438, 20438, I y II-23438, 23439, 26438, 26439.—Serie C: 12749, 15149, 19949, 21149, 22349, 23549, 24749, 25949, 27149, 28349, 29549 y 30053.

No Suscritos.—Serie B: 29438 y 29439.

En mora.—Serie C: 4349, 05549, 07949, 10349 y 16349.

México, D. F., 13 de enero de 1960.

BANCO CAPITALIZADOR DE AMERICA, S. A.

(Dos firmas ilegibles)

19 enero.

(R.—95)

NACIONAL FINANCIERA, S. A.  
OBLIGACIONES HIPOTECARIAS DE CELULOSA  
DE CHIHUAHUA, S. A.

#### SERIE A

Monto: \$35,000,000.00  
Fecha: 31 julio 1954.

Plazo: 15 años.  
Tasa: 4% semestral.

Se participa a los tenedores de obligaciones hipotecarias de Celulosa de Chihuahua, S. A., que opr. acta No. 33413, levantada ante el Notario No. 69 Lic. Carlos Garcíadiego Jr., se llevó a cabo el sorteo de las obligaciones que deberán amortizarse durante el año de 1960, resultando sorteados los siguientes títulos:

#### 160 Títulos de \$10,000.00

15	38	57	81	109	126	150	166	201
218	242	263	288	300	337	346	373	408
434	447	461	495	513	529	562	585	599
630	662	677	700	725	739	772	788	817
839	850	886	914	940	951	972	999	1012
1044	1066	1090	1103	1118	1139	1162	1177	1205
1228	1244	1276	1301	1330	1346	1372	1393	1404
1429	1466	1482	1502	1530	1555	1564	1597	1611
1634	1660	1686	1711	1721	1748	1780	1795	1829
1842	1864	1896	1910	1933	1963	1976	2012	2025
2048	2067	2099	2120	2141	2170	2188	2204	2239
2251	2283	2309	2335	2358	2370	2396	2411	2450
2465	2482	2516	2526	2559	2576	2609	2631	2645
2668	2697	2721	2749	2758	2790	2815	2831	2849
2883	2898	2920	2944	2957	2971	2984	2999	3010
3030	3043	3067	3085	3100	3117	3124	3143	3160
3168	3187	3202	3219	3244	3270	3292	3312	3344
3361	3379	3405	3436	3449	3477	3495		

Los títulos anteriores deberán presentarse para su cobro en las oficinas de esta Nacional Financiera, S. A., (V. Carranza No. 25), a partir del día 31 de enero de 1960, fecha en que dejarán de percibir intereses.

México, D. F., a 5 de enero de 1960.

Emisora

CELULOSA DE CHIHUAHUA, S. A.

Lic. Rodrigo Vázquez Mendoza.  
Representante Común

NACIONAL FINANCIERA, S. A.  
Luis Soto Ortiz.

Notario Número 69,  
Lic. Carlos Garcíadiego Jr.

19 enero.

(R.—99)

#### CONVOCATORIA

Por acuerdo del Consejo de Administración de Calefacción Moderna, S. A., se convoca a los señores accionistas de la misma a Asamblea General Ordinaria para el día 25 del actual a las 6.30 horas P. M., en la casa número 703, departamento 303, de la calle de Hegel, de esta ciudad, para tratar los asuntos que se contienen en la siguiente

#### ORDEN DEL DIA:

- 1.—Informe del Consejo de Administración sobre las actividades de la Sociedad al 31 de octubre de 1959.
- 2.—Resolución sobre dicho informe.
- 3.—Presentación del balance y estado de Pérdidas y Ganancias al 31 de octubre de 1959.
- 4.—Informe del señor Comisario sobre dichas cuentas.
- 5.—Resolución sobre el citado balance y estado de Pérdidas y Ganancias.
- 6.—Aplicación de los resultados del ejercicio.
- 7.—Designación de los miembros del Consejo y Comisario y fijación de sus emolumentos.

Se recuerda a los señores accionistas que para asistir a la asamblea deberán depositar sus títulos de acciones o certificados de depósito expedidos por instituciones de crédito del país, con el Tesorero de la Sociedad en calle Escape número 20, San Bartolo Naucalpan, Méx., cuando menos con dos días de anticipación a su celebración.

México, D. F., a 15 de enero de 1960.

Dr. Guillermo Dusendschon Larios,  
El Presidente del Consejo.

19 enero.

(R.—129)

AFIANZADORA INSURGENTES, S. A.  
Autorizada por la Secretaría de Hacienda para Otorgar Fianzas a Título Oneroso

Esq. Av. Insurgentes y Liverpool 108—2o. Piso.  
México 6, D. F.

#### CONVOCATORIA

Por acuerdo del Consejo de Administración de Afianzadora Insurgentes, S. A., tomado en sesión celebrada el día de hoy, se convoca a los accionistas de dicha Sociedad a la Asamblea General Ordinaria que se verificará el jueves 4 de febrero del presente año, a las 16 horas, en el domicilio social ubicado en Liverpool 108—2o. piso, para tratar los asuntos a que se refiere la siguiente

#### ORDEN DEL DIA:

- 1.—Instalación de la asamblea.
- 2.—Informe del Presidente del Consejo de Administración.
- 3.—Discusión y aprobación, en su caso, del estado de Pérdidas y Ganancias de Afianzadora Insurgentes, S. A., formulado al 31 de diciembre de 1959.
- 4.—Designación de Consejeros propietarios y suplentes para el ejercicio social de 1960.
- 5.—Designación del Comisario propietario y del suplente para el ejercicio social de 1960.
- 6.—Asuntos generales.

Para tener derecho a asistir a dicha asamblea, los accionistas deberán depositar sus acciones ante el suscrito Secretario del Consejo de Administración en el domicilio de la Sociedad o en cualquier institución bancaria, a más tardar el día 2 de febrero próximo, recabando la tarjeta de admisión correspondiente que acreditará el carácter de accionista y el número de votos que le corresponda a cada uno.

México, D. F., a 7 de enero de 1960.

El Secretario del Consejo de Administración de Afianzadora Insurgentes, S. A.,  
Lic. Francisco de Rosenzweig.

19 enero.

(R.—124)



**CERVECERIA YUCATECA, S. A.**  
BALANCE GENERAL AL 31 DE OCTUBRE DE 1959

**A C T I V O**

<b>Disponible:</b>			
Existencia en Caja y Bancos .....			\$ 492,411.69
<b>Circulante:</b>			
Deudores y Cuentas por Cobrar .....	\$ 2,009,762.01		
Menos: Rva. para Créditos Incobrables .....	225,537.59	\$ 1,784,224.42	
Inventarios: Materias Primas, Productos Elaborados y en Proceso de Elaboración, Envases y Empaques, Combustibles y Lubricantes, Salón Carta Clara y Mercancías en Camino .....		6,227,508.49	8,011,732.81
<b>Fijo:</b>			
Edificios y Terrenos .....	\$ 6,443,785.56		
40% Revaluación .....	1,670,738.41	\$ 8,114,523.97	
Menos: Rva. para Amortización .....	\$ 2,770,177.57		
Menos: Rva. para Revaluación .....	616,209.81	3,386,387.38	\$ 4,728,136.59
Maquinaria, Equipo y Muebles .....	\$ 16,793,091.08		
40% Revaluación .....	2,316,693.12	\$ 19,109,784.20	
Menos: Rva. para Depreciación .....	\$ 12,513,884.06		
Menos: Rva. para Revaluación .....	2,190,322.56	14,704,206.62	4,405,577.58
Suma el Activo .....			\$ 17,637,858.77

**P A S I V O**

<b>Circulante:</b>			
Acreedores Diversos .....		\$ 197,140.52	
Impuesto Sobre la Renta .....		315,186.25	\$ 512,326.77
<b>Fijo:</b>			
Obligaciones Hipotecarias .....		\$ 6,000,000.00	
<b>Capital Social:</b>			
Reserva Legal .....	\$ 742,142.77		
Reserva para Reinversión .....	693,570.26		
Reserva de Reinversión por Valuación .....	2,806,532.07		
Utilidades Pendientes de Aplicar .....	2,146,503.58		
Utilidad Obtenida en el Ejercicio .....	635,405.80	7,024,154.84	13,024,154.84
Superávit por Valuación .....			1,180,899.16
Suma Pasivo, Capital y Reservas .....			\$ 17,637,858.77

He examinado el balance general de la Cervecería Yucateca, S. A., al 31 de octubre de 1959, y el correspondiente Estado de Pérdidas y Ganancias por el año terminado en esa fecha. Mi examen fue practicado de acuerdo con las normas de Auditoría generalmente aceptadas y, en consecuencia, incluyo pruebas de la documentación y de los libros y registros de la contabilidad y otros procedimientos de Auditoría que consideré necesarios en las circunstancias.

En mi opinión, el balance general y el estado de Pérdidas y Ganancias adjunto, presentan razonablemente la situación financiera de la Cervecería Yucateca, S. A., al 31 de octubre de 1959 y los resultados de sus operaciones por el año terminado en esta fecha, y se formularon de conformidad con principios de Contabilidad generalmente aceptados, aplicados sobre las bases consistentes con las del año anterior.

Basado en el examen practicado y en cumplimiento con lo dispuesto por el artículo 57 de la Ley Federal del Impuesto sobre Ingresos Mercantiles, hago constar que la Cervecería Yucateca, S. A., se encuentra exenta del pago del Impuesto sobre Ingresos Mercantiles, por quedar comprendida dentro de la fracción VIII del artículo 18 de dicha ley.

Mérida, Yuc., Méx., diciembre 14 de 1959.

Enrique López Novelo, C. P. T.,  
Cédula Profesional No. 58684.

19 enero,

(R.—104)

**BANCO POPULAR DE EDIFICACION Y AHORROS, S. A.**  
Monterrey, N. L.

En el Sorteo número 307 celebrado por esta institución el día de hoy, resultaron premiados los Títulos de Capitalización números 0380 y 0518 de los Grupos con probabilidad de uno entre 1,200 y uno entre 1,500, respectivamente, como sigue: No. 0380 Grupos de 1,200: IV Grupo, Título deserto; VI Grupo, Título deserto; VII Grupo, Título deserto; IX Grupo, Título deserto; XIV Grupo, Título deserto; XVII Grupo, \$5,000.00, María E. Hernández y Hna., Nuevo Laredo, Tam.; XXIV Grupo, \$10,000.00, Pedro de la Fuente, Cd. Victoria, Tam.; XXVIII Grupo, \$10,000.00, Javier de la Fuente, Cd. Victoria, Tam.; XXIX Grupo, Título deserto; XXXI Grupo, Título deserto; XXXII Grupo, Título deserto; XXXIII Grupo, \$2,500.00, Angela S. de Cárdenas, Gómez Palacio, Dgo.; XXXIV Grupo, Título deserto; XXXV Grupo, Título deserto; XXXVI Grupo, Título deserto;

XXXVII Grupo, Título deserto; XXXVIII Grupo, Título deserto; XXXIX Grupo, Título deserto; XL Grupo, Título deserto; XLI Grupo, Título deserto; XLII Grupo, Título deserto y XLIII Grupo, Título deserto. No. 0518 Grupos de 1,500: I Grupo, Título en mora; I-A Grupo, \$10,000.00, Guadalupe E. M. de Torres, Monterrey, N. L.; II Grupo, \$9,000.00, Fernando Dávalos Ruiz, Nay.; III Grupo, \$1,000.00, María Guadalupe Hernández, Jiménez, Tam.; V Grupo, \$1,000.00, Antonio Ponce M., Monterrey, N. L.; VIII Grupo, \$7,500.00, Enrique F. Dávila, Saltillo, Coah.; X Grupo, Título en mora; XI y XII Grupos, \$5,000.00, Humberto Saldaña, Sabinas Hidalgo, N. L.; XIII Grupo, \$20,000.00, Elisa Guerrero Ruiz, Nuevo Laredo, Tam.; XV Grupo, \$1,000.00, Ma. Luisa Cruz Cortés, Lampazos, N. L.; XVI Grupo, Título en mora; XVIII Grupo, \$20,000.00, Pablo Garza Flores, Nuevo Laredo, Tam.; XIX Grupo, \$1,000.00, Rosendo Cortés y Hnos., Linares, N. L.; XX Grupo, Título en mora; XXI Grupo, \$1,000.00, Victorino Morán Gómez, Alamo, Ver.; XXII Grupo, Título en mora; XXIII Grupo, \$10,000.00, Victoriano Nieto R., México.



D. F.: XXV Grupo, Título en mora; XXVI Grupo, \$2,000.00, Fidelia Tamez de Sada, Cadereyta Jiménez, N. L.; XXVII Grupo, \$5,667.00, Guadalupe Prado y Hnos., Monterrey, N. L.; XXX, XLV y XLVI Grupo, \$75,000.00, Octavio Orozco C., Durango, Dgo.; XLVIII Grupo, \$1,000.00, Sistemas y Servicios Técnicos, S. A., Monterrey, N. L.; LI Grupo, \$1,133.00, Mirthala Méndez M., Cerralvo, N. L.; LII Grupo, \$20,000.00, Josefina Avilés, Monterrey, N. L.; LIII Grupo, \$10,000.00, Arnulfo Villanueva M., Acámbaro, Gto.; LIV Grupo, \$25,000.00, Cayetana Garza, Cd. Victoria, Tam.; LV Grupo, Título en mora; LVI y LVII Grupos, \$3,000.00, Lorenzo Soriano, Monterrey, N. L. y LVIII y LIX Grupos, \$11,000.00, Primas no Devengadas, \$3,237.85, Juan Lamadrid López, México, D. F.

Monterrey, N. L., sábado 9 de enero de 1960.

BANCO POPULAR DE EDIFICACION Y AHORROS, S. A.

Manuel L. Barragán,  
Director General.

19 enero.

(R.—100)

AFIANZADORA INSURGENTES, S. A.

Autorizada por la Secretaría de Hacienda para Otorgar Fianzas a Título Oneroso

Esq. Av. Insurgentes y Liverpool 108—2o. Piso,  
México 6, D. F.

#### AVISO A LOS SEÑORES ACCIONISTAS AUMENTO DE CAPITAL

El Consejo de Administración en su sesión del día 19 de diciembre de 1959, acordó ofrecer a la venta 300 acciones con valor nominal de \$1,000.00 cada una de las depositadas en la tesorería de la esta compañía, de acuerdo con las siguientes condiciones:

I.—Los actuales accionistas tienen derecho preferente para suscribir las acciones que se ofrecen, en la proporción de 3 por cada 20 de las actuales, al precio de \$1,000.00 cada una.

II.—Para hacer uso de ese derecho de preferencia, los señores accionistas deberán exhibir las acciones que actualmente poseen dentro de un plazo que principiará a partir de esta fecha y que concluirá 15 días después de la publicación de estos acuerdos en el "Diario Oficial".

Junto con la exhibición, los señores accionistas deberán entregar en efectivo en la caja de la compañía el valor de las acciones que suscriban.

III.—Con los mismos requisitos los señores accionistas podrán solicitar, además, suscribir mayor número de acciones de las que les correspondan conforme a su derecho preferente. Estas solicitudes y las cantidades necesarias para su pago eventual, se recibirán con la reserva del derecho preferente de los demás accionistas, y por lo tanto, únicamente se considerarán disponibles aquellas acciones que no hubieran sido suscritas en uso de este derecho y se distribuirán a prorrata de acuerdo con el número de acciones de que sean tenedores.

IV.—En caso de que los señores accionistas no hagan uso de los derechos a que se refieren los puntos anteriores el Consejo de Administración dispondrá como deben ser vendidas las acciones sobrantes, en la inteligencia de que su precio de venta no será menor que el de su valor nominal.

V.—Las cantidades entregadas por los suscriptores de acuerdo con lo estipulado en el punto III que antecede, les serán devueltas sin interés alguno en la parte que corresponda a las acciones que no les hayan sido asignadas.

VI.—Las nuevas acciones que se suscriban percibirán dividendos a partir del ejercicio social de 1960.

México, D. F., a 19 de diciembre de 1959.

AFIANZADORA INSURGENTES, S. A.

El Secretario del Consejo de Administración,  
Lic. Francisco de Rosenzweig.

19 enero.

(R.—125)

## “DIARIO OFICIAL”

SECRETARIA DE GOBERNACION

Director:

Dr. CAYETANO ANDRADE

Administrador: JOSE M. GUERRERO L.

Oficinas: 2a. calle de Tacuba número 712 (Edificio SCOP)

Teléfonos:

Dirección: 13-78-93

Administración: 12-95-97

Informes y venta de ejemplares: 12-77-98

#### SUSCRIPCIONES:

Para la República y el Extranjero, un semestre .... \$ 30.00

#### NUMEROS SUELTOS:

Del año en curso .....	0.25
De años anteriores .....	0.50

#### PUBLICACIONES:

Avisos y documentos, cuya inserción debe hacerse conforme a la ley, por cada línea ..... 0.50

Balances y documentos similares, cuya inserción debe hacerse conforme a la ley, por cada línea ..... 1.00

#### CONDICIONES:

Las suscripciones y publicaciones serán de pago precisamente adelantado.

Los suscriptores o anunciantes FORANEOS podrán hacer sus pagos por medio de VALES o GIROS POSTALES a la orden del Administrador, tomando éste por excluido cualquier otro documento.

Los de la CIUDAD efectuarán sus pagos precisamente en efectivo y en la Caja Recaudadora adscrita a esta Secretaría.

No se admiten pagos en TIMBRES POSTALES.

Las suscripciones se computarán precisamente por los períodos del 19 de enero al 30 de junio y del 19 de julio al 31 de diciembre y debe quedar cubierto el valor de las mismas dentro de los dos meses anteriores a la fecha inicial de los semestres respectivos.

Las que no hayan sido renovadas a su vencimiento se cancelarán, y las que se soliciten después, serán computadas desde la quincena siguiente en que su importe sea cubierto hasta el fin del semestre natural a que correspondan.

Las reclamaciones por remesas de ejemplares serán atendidas por la Administración, si las recibe dentro de los ocho, quince y treinta días siguientes a la fecha del Diario reclamado, según se trate respectivamente, del Distrito Federal, del interior o del extranjero.

Se publicarán al siguiente día, únicamente los avisos —composición corrida— que se depositen en la Administración antes de las 10.30 horas. Los que contengan estadística, tres días después de la fecha del depósito.

En ningún caso se hará responsable la Dirección de los errores originados por escritura incorrecta o confusa.



documents

Mr. Mac

February 23, 1966

Yolanda

March 15, 1966  
Confidential

Mr. Mac,

Howard Reed called me yesterday. He said he had been thinking over our situation and suggests the following:

He suggests that either you or Gordon write a letter addressed to Lebrija. This letter should not be mailed but taken down there by me. Howard will meet me in Mexico City and he and I will take the letter to Lebrija's office. There, he and I will explain to him the reason for wanting the certificates and book of register and whatever else he may have in his possession. Howard suggests saying something to the effect that the McLendons are in the middle of a financial deal and are using this as part of the guarantee. But he does not want that put in the letter. The letter should just be an authorization from you or Gordon for Howard and me to pick up the material. This letter should be signed at the bottom to be used as receipt or a separate receipt signed.

Then Howard said that we'd get a safety deposit box ( per your wishes ) and deposit this material therein.

Howard cannot be back in Mexico City until early March. He will call me and advise the date.

F. Y. I.

Most sincerely,

B. R. McLendon

BRM/ys

Documents

Gordon McLendon  
B.R. McLendon

June 29, 1966

March 15, 1966

Yolanda Sales

CONFIDENTIAL

Lic Rafael Lebrija

Bufete Lebrija

Howard Plaza de la Republica # 7 my lunch hour. Since I was  
out, Don Mexico, D.F. to him. He had the following information:

Today, Dear Ray: Mr. Villalon and Lic. Lebrija had a meeting  
meeting with them. Howard says that he discussed the divorce  
matter with them. As neither Gordon nor I are able to visit Mexico City at  
question this time, I have asked a very close friend and adviser  
office, of ours, Mr. Howard Reed, whom I'm sure needs no  
he does introduction to you, to meet with Yolanda and go over a  
he will matter with you of importance to us.

He will Your cooperation and assistance to them will be a distinct  
personal favor to both Gordon and myself.

F.Y.I.

I am looking forward to that golf game with you and hope it  
will not be too long before it can be arranged.

Most sincerely,

B. R. McLendon

BRM/ys



Documents

Gordon McLendon  
B.R. McLendon

June 29, 1966

Yolanda Salas

CONFIDENTIAL

Howard Reed called today during my lunch hour. Since I was out, Don Keyes talked to him. He had the following information:

Today, he met with Mr. Villalon and Lic. Lebrija and had a lengthy meeting with them. Howard says that he discussed the documents matter with Lebrija and that everything seems to be alright--no questions, or discontent. Since they did not meet in Lic. Lebrija's office, and since everyone had another appointment after the meeting, he does not have the documents in his hands. However, next week he will stop by Lebrija's office and pick them up and deposit them.

He will call us as soon as this is done.

F.Y.I.

ys

FCC -- Dippell

FD

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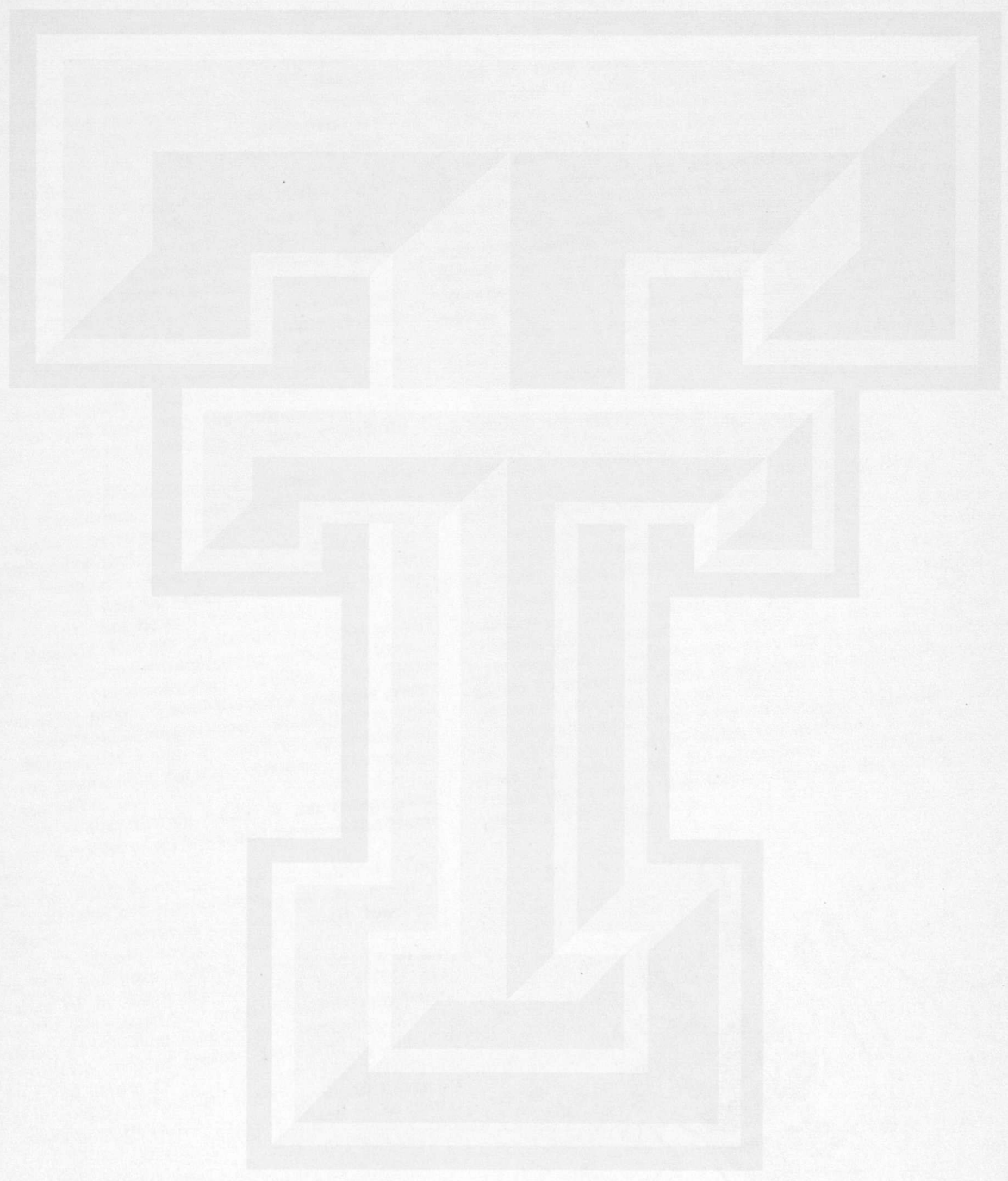
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FCC -- Dippell



## Chairmanships

**N**OW that President-elect Kennedy has just about completed the appointment of his cabinet it should not be too long before he grapples with the task of converting the political complexions of the independent agencies from Republican to Democratic coloration. The agencies with which we are concerned are the Federal Communications Commission and the Federal Trade Commission.

There is reason to believe that the incoming President will approach the FCC somewhat sympathetically, because of his appreciation of the importance of communications. Greater concern, however, is evinced over the FTC, dealing as it does with advertising and marketing. This concern is evident because among Mr. Kennedy's strategists are economists who deprecate the value of advertising and would impose restrictions on it.

The fortunes of political war augur changes in the chairmanships of these two agencies. The spoils belong to the victors. The fact that FCC Chairman Fred Ford and FTC Chairman Earl Kintner have good records, without regard to party fealty, unfortunately does not alter the prospects.

At the FCC, Chairman Ford is reconciled to a change. He was an FCC member before he became chairman and he will revert to FCC membership even better equipped to vote his conscience and without the onerous time-consuming burdens of the chairmanship. Obviously he does not relish the loss of prestige associated with the relinquishment of the chairmanship, but there is nothing he can or will do about it.

At the FTC the situation is different. Chairman Kintner's term expired last September. The new President is free to nominate his successor or to renominate him. Mr. Kintner has been an aggressive chairman and a man with a plan which even his business adversaries have accepted. He understands advertising and he believes passionately in the free enterprise system. But he is a Republican.

Word has it that Mr. Kintner informally has been asked to stay on as an FTC member—something he is loath to do. But he would accept reappointment as chairman to allow him to implement his program with the same freedom given him by the incumbent administration. Realistically, this isn't likely to happen. If it did, it would be applauded by the businessmen responsible for our economy, Democrats and Republicans alike.

The chairman is the moving force of the independent agency. He sets the tone of its work and he takes the blame or the tribute.

These agencies, while bi-partisan, are not political. They are quasi-judicial and are ostensibly beyond the reach of political influence. Votes rarely are along party lines and when they are it's usually happenstance.

While the FCC had been under fire, we do not recall any recent instance of hanky-panky involving the FTC. Mr. Kintner needs a year or so to complete his program which has done much to stimulate honesty in advertising, initially through suasion and rule of reason. He hasn't hesitated to crack down when necessary.

Mr. Kintner ought to have the opportunity to finish his crusade before returning to law practice a year or so hence.

## Journalistic maturity

**T**HERE can no longer be any doubt that television has become a major journalistic force. Events of the past few weeks, capping an unparalleled performance during the election campaign, leave no room for questions.

The accuracy of that statement can be tested in several ways. One is performance. In its handling of the election campaign alone television justified its claim as a first-line

information medium. But forget politics. Entirely aside from that, the three tv networks in 1960 not only have presented more vital informational programming than ever before but also have organized program schedules that promise to double the volume in the year ahead. These statistics relate solely to information programming in prime evening hours; they do not count the many other hours in fringe periods, on Sundays and even in daytime periods, aimed at selective audiences.

Another test is in the executive direction being given to this kind of programming. All three networks have benefited from top-flight leadership, and yet in one way or another all three have taken steps which they obviously expect to lead to further improvement.

NBC's news team has enjoyed increasing attention from Bob Kintner, an experienced newsman who has become sort of unofficial managing editor as well as official president of NBC. ABC, although the announcement hasn't made it official yet, is bringing in Jim Hagerty to operate a news and public affairs department that promises far more activity than was possible while ABC was busy hauling itself into competition in the entertainment area. CBS, as reported elsewhere in this issue, is making a major rearrangement which retains the present news structure but puts it under a committee of corporate and divisional heads, with Dick Salant as fulltime chairman, for policy, operational and scheduling decisions.

Another test of progress in information programming—a critical test, considering the costs involved—is advertiser acceptance. This support has been slow in coming, but it is gradually building up. The Gulf Oil deal with NBC, in which Gulf put up more than \$1 million for programs to be prepared and scheduled as news developments warrant, is the most dramatic recent example and in itself is a tribute to television's journalistic maturity. And the list continues to grow. There is sound reason to expect that Gulf and the Prudentials, Purexes, Timexes, Texacos, Longines, Norelcos, Schicks, Firestones, Philip Morris, Bell & Howells, Mead Johnsons and others that have been or are now engaged in information program sponsorship will be joined by more and more as the sense of advertiser responsibility in this area expands.

No medium becomes a force overnight. Television itself, for all the speed with which it established itself, did not start out full-grown. Its journalistic contributions in the future undoubtedly will surpass those of the past, but it is off to a resounding start.



Drawn for BROADCASTING by Sid Hix

"When I said come on loaded, I meant with a pack on your back!"



## OUR RESPECTS to William Ewart Matthews, vp, Young & Rubicam

### He got away from the Texas mule, but never the nickname

William E. Matthews, vice president and director of media relations and planning at Young & Rubicam, may be easily pictured by those who know of him by name only.

The trick is just to recall to mind one's favorite professor of college years.

But only the uninitiated in the agency business ever refer to Mr. Matthews by any other name than just plain "Pete" Matthews. None of his friends, business associates or even family recognizes any other. He was dubbed Pete in college and the name stuck. He bemoans its origination as "the sort of thing only friends would do" ("the worst experience I ever had was with an old mule named Pete"), but even his mother calls him by that name and a nephew already has been named Pete in his honor.

But for this former English professor-turned-advertising-man, this everyday nickname seems something out of character.

Moreover, on Madison Avenue Mr. Matthews' appearance is the antithesis of that usually associated with admen. Even his suits are conservative and they're worn jacket open with Phi Beta Kappa key on chain draped across vest.

Mr. Matthews is one of the most erudite and professorial executives in advertising. He's the son of a Texas Baptist clergyman, a descendant of a long line of Matthews who traveled in 1835 (10 years before Texas annexed the Union, as he'll tell you) to the great Lone Star State.

**Memphis to Natchitoches** ■ The early Matthews were of Virginia stock who migrated to western Tennessee near Memphis (in cotton-growing Haywood County). As the story goes, they then collected livestock, equipment and other belongings, put them on flat boats and floated them down the Mississippi to the mouth of the Red River; thence to Alexandria, La.; then by wagon through Natchitoches Parish and into Texas where the clan cultivated cotton. Pete Matthews was born in Waco.

This is about as far from Young & Rubicam and Madison Avenue as one can get. But William E. of the Matthews' offspring had a sense of history, a command of the English language and a scholarship that landed him eventually in the far north at Cambridge, Mass. From there, it was only a Texas-style leap to Madison Avenue.

As Madison Avenue's media "professor," Mr. Matthews delivers his formal "lectures" on the luncheon circuit whenever industry people manage to snare him.

**Facets & facts** ■ Whether in private or public, however, Mr. Matthews can

dissect painstakingly each facet of such intricate broadcast subjects as triple-spotting, program clipping, magazine concept, network clearance or minute breaks in the manner he once employed in analyzing the third act of "Macbeth" or in evaluating American literature of the 19th Century.

Mr. Matthews has been with the same agency for the entire 16 years of his advertising career.

He was graduated from Baylor U. with a bachelor of arts degree (majored in English), moved on along the academic route with a U. of Missouri fellowship and a master of arts in English degree and a job teaching writing. In 1923 he was at Yale U. as an assistant instructor. He taught for three years at the U. of Delaware starting in 1925 and then was at Wesleyan U. until 1935. For the next seven years he was in Cambridge, editing business publications for the Harvard Press. The next two years he spent in New York connected with the war effort, and in 1944 joined Young & Rubicam as a media buyer.

How (or why) the switch from educational work to an association with advertising? Aside from being asked to join the agency by Raymond Rubicam, then chairman of the board (now retired), and Tony Geoghegan, director of media (now chairman of plans board and executive vice president), Mr. Matthews places the change in logical perspective: The English language is a means of communication, and advertising is a key communicating medium.

Mr. Matthews finds Y & R's media strength lies in a balanced billing and its experimental use of media (in radio, for example, the agency pioneered the 2½ and 3-minute announcement and

the "paired" or "framed" commercial—more than one spot within a given program period with no other commercial intervening).

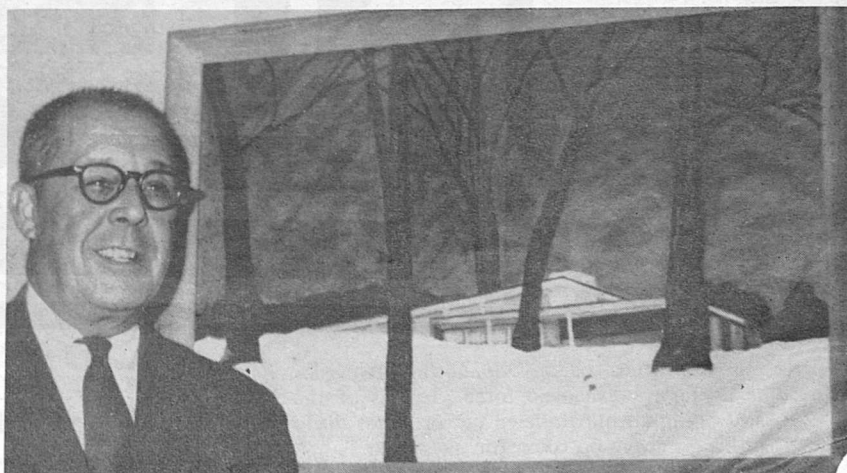
**Minute man** ■ Mr. Matthews is in the forefront as an exponent of a movement to increase the prime-time period between network tv programs from 30 seconds (10-second ID and a 20-second spot) to a full minute.

His tv philosophy is extensive. As a sampling, he urges respect for the medium—"using it in advertising at its natural best." A danger, he warns, is to use television more as a "mass plug or reminder" than for its natural effectiveness in explaining and demonstrating products.

As a way to enhance tv's effectiveness, Mr. Matthews suggests agencies work "with the medium rather than exploit it by engaging in excessive spotting, bartering and under-the-table rate deals."

Mr. Matthews in eight years moved up in successive media posts until in 1952 he became assistant to the director of media relations. In January 1959, he was selected to his present post. He was editor of Y & R's "Evaluation and Use of Advertising Media," co-translator of "Space, Time and Architecture" by Siegfried Giedion (architecture run second to his interest in advertising and author of numerous other works relating to advertising).

His architectural and design and painting (oils and sketches) avocations are represented on the wall of his office by a painting he did of the contemporary home he designed and owns in New Canaan, Conn. (see cut). He married the former Louise Mathews in 1928 when he was at Wesleyan. They have a daughter, Mrs. Joan McWherter, and a grandson, Stephen.



Y&R's Matthews  
A mixture of art, architecture and advertising



GEORGE C. DAVIS  
JULIUS COHEN  
WALTER L. DAVIS  
RALPH E. DIPPELL, JR.

*File XEAK*  
GEORGE C. DAVIS

Consulting Engineers  
Radio-Television  
WASHINGTON 4, D. C.

527 MUNSEY BUILDING  
STERLING 3-0111

January 24, 1961

Mr. Gordon McLendon  
The McLendon Corporation  
2008 Jackson Street  
Dallas, Texas

Re: XEAK 690 KC

Dear Gordon:

This is a summary of the 690 KC situation to date and is the result of not only our various trips to the Coast and to Mexico, but also weeks of calculations here in our Washington office.

Populations and Areas served

First, we will consider the populations and areas presently served by XEAK and those which will be served by the proposed improvement resulting from change in transmitter site and the use of highly directional antennas for daytime and nighttime operations.

The present 50 KW non-directional daytime, directional nighttime operation of XEAK places a usable interference-free signal over about 4.5 million persons in the Los Angeles urbanized area. All population data are based on the 1960 Census. The present XEAK receives varying degrees of interference from KMPC, however, in an area comprising approximately 30% of the Los Angeles urbanized area and approximately 2 million people. As you know, the 1960 population of the urbanized Los Angeles area is approximately 6.5 million people.

Now with the proposed improvement of the XEAK facility, we can reduce the area of interference which 690 KC will receive from KMPC, 710 KC, from the value of 30% to approximately 7% of the total

GEORGE C. DAVIS

Mr. Gordon McLendon

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January 24, 1961

Los Angeles urbanized area. This improved XEAK operation will therefore result in rendering an interference-free signal of at least 5 mv/m (not 0.5) to 5,850,000 persons in the Los Angeles urbanized area, with approximately 650,000 persons within the Los Angeles urbanized area who will receive varying degrees of interference from KMPC.

Based upon our field intensity measurements of XEAK and KMPC, there is an area within a radius of 5 miles from the KMPC transmitter where it is presently impossible to receive XEAK because of the severe interference. This area should not be confused with the general interference area described in above paragraphs. Many parts of the general interference area receive varying degrees of splashing from KMPC which can be very annoying but which do not necessarily preclude the use of the 690 KC signal. However, within 5 miles of KMPC at present, it is literally impossible to tune XEAK and you get a complete takeover by KMPC.

The proposed improvements to XEAK would reduce this area of "complete takeover" by KMPC from a radius of 5 miles to a radius of not more than 2.5 miles, which, of course, reduces the area wherein a "complete blackout" of XEAK signal occurs from its present size of about 78.5 square miles to about 15.7 square miles (effectively cutting the blackout area to 1/5 its present size).

The proposed improvement to the 690 signal will result in tripling the daytime signal in the general Los Angeles area above its present value, and doubling the nighttime signal in the Los Angeles area, at the same time eliminating the distorting nighttime skywave interference which is presently experienced. We would be remiss, however, if we did not point out that even with these improvements in the 690 KC signal in the Los Angeles area, there will still remain the small "blackout" area within about 2.5 miles of the KMPC transmitter described in the above paragraph where it will be impossible to receive 690 KC. This area is in the Van Nuys and North Hollywood district, and is the section that is bounded on the south by the Hollywood Freeway, on the east by Vineland Avenue, on the north by Sherman Way, and on the west by Van Nuys Boulevard.



GEORGE C. DAVIS

Mr. Gordon McLendon

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January 24, 1961

The total blackout area for the present XEAK operation probably contains 700,000 persons, whereas with the proposed improvement in the 690 KC facility, the total blackout area would contain about 260,000 persons.

We, therefore, see that the proposed improvement in XEAK will result in rendering a good interference-free signal to 5,850,000 persons within the Los Angeles urbanized area containing 6.5 million persons. Thus, there would be about 650,000 persons in the area that would receive varying degrees of interference from KMPC, and of these persons, about 260,000 would be in the blackout area where it would be completely impossible to pick up 690 KC because of KMPC. It is noted also that these population figures involve only the Los Angeles urbanized area, whereas interference-free service will be rendered to other large areas such as the San Diego section, which we understand has a population in excess of 1,000,000 people, according to the 1960 Census.

With regard to the nighttime operation, since KMPC uses only 10 KW during this period as compared with 50 KW during the daytime hours, the interference to XEAK from KMPC is less severe than the figures stated above which are based on the daytime situation.

One further item which we have previously discussed is the comparison of actual field intensities in mv/m between 690 KC and its Los Angeles competitors. We must face the fact that since 690 KC is located 100 to 150 miles away, XEAK can not place a saturating signal (that is, 50 mv/m and greater) in any part of the Los Angeles area as the nearby local stations can. Although in the absence of KMPC interference, a XEAK signal of 5 to 15 mv/m will be quite adequate particularly for the spread out Los Angeles area, nevertheless the local stations (particularly the 50 KWs) will always have the edge on XEAK when it comes to mv/m and a booming-loud signal in many areas. Thus, your plans for a unique type of programming make a lot of sense to me. If you can't be the loudest on the dial, then more than ever you need to give the public a reason for tuning you in.

Cohen

GEORGE C. DAVIS

Mr. Gordon McLendon

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January 24, 1961

Choice of Transmitter Sites and Antenna Systems

The present XEAK transmitter site, located about 8 miles southeast of Tiajuana and about 6 miles due South of the U.S. - Mexican Border, cannot be used for any improved daytime operation on 690 KC. The reason for this is the fact that the present 50 KW non-directional daytime operation of XEAK inflicts interference upon KMPC in the San Diego area regardless of whether such interference is computed upon the NARBA International Conductivity basis or whether reliance is made upon the F.C.C.'s M-3 conductivity map. It was undoubtedly because of this interference to KMPC that the F.C.C. voiced an objection in 1951 to the then proposed 50 KW daytime operation of XEAK on 690 KC.

Thus, in order to avoid inflicting interference upon KMPC within the borders of the U.S., any new improved daytime operation of XEAK should be located a considerably greater distance from the U.S. border than the present site. There are two obvious answers to this situation. First, the new daytime site could be located on the coast at a point about 6 miles south of Rosarito, or the new daytime site could be located on one of the Los Coronado Islands (preferably the North island).

We have studied the topography of the North island with all information available here in Washington together with the excellent air photographs which Cal supplied us, and although we believe that the erection of a five tower antenna system on the southern end of the North island would be technically feasible, it would, nevertheless be a tremendously difficult job.

A daytime highly directional operation from a site on the coast approximately 6 miles south of Rosarito should result in an increase in signal near the KMPC site from 2.25 mv/m to approximately 7 mv/m (which is roughly a 300% increase in signal). A daytime directional operation from Los Coronado Islands would result in a signal of about 8.8 to 9 mv/m near the KMPC site (which is approximately 400% increase over the present 2.25 mv/m



Cahn

GEORGE C. DAVIS

Mr. Gordon McLendon

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January 24, 1961

signal at this location). Another way of looking at this comparison is that a daytime operation on Los Coronado Island would result in about 25% to 30% more signal than a daytime operation from a site south of Rosarito insofar as the signal that would be delivered in Los Angeles is concerned.

Now, in order to utilize a daytime operation at Los Coronado, it would be necessary to utilize at least five 400 foot self-supported towers, rather than guyed towers, because the rocky island just is not suitable to the erection of guyed towers. This will result in an increase in tower costs of more than \$100,000.00. Operation from the island will also necessitate two 150 KW power plants, which will cost another \$40,000.00. Two microwave systems would be required which adds another \$30,000.00 to \$35,000.00 to the cost.

With reference to the construction costs on the island, I, of course, have no estimates. However, considering the fact that a pier would have to be erected, a vast amount of blasting and bulldozing of the rock to make a roadway up the steep cliff would be entailed, and the rock pile would have to be partially leveled for the erection of at least five towers, it would be a costly affair. If I had to hazard a guess, I would say that it could run in excess of \$100,000.00 very easily.

Thus, I would not be surprised if the total additional costs entailed in a daytime operation from the island would be in the neighborhood of \$300,000.00.

Now in choosing between the island site and what we shall term the Rosarito site, there is one other point to be considered. A daytime operation from the Rosarito site would involve no new or additional interference to KMPC within the U.S. borders - in fact, it would eliminate a substantial portion of the existing interference. However, a daytime operation from the island site, although the directional antenna could eliminate much of the interference to KMPC in the San Diego area, it would nevertheless result in some new interference to KMPC along the Pacific coast between San Diego and Los

Cohn

GEORGE C. DAVIS

Mr. Gordon McLendon

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January 24, 1961

Angeles, primarily in the Oceanside area. Thus, although a showing could be made to the effect that the total interference to KMPC might not be materially changed or possibly slightly reduced, nevertheless, this would leave an opening for the F.C.C. to object in behalf of KMPC because of the new interference closer to Los Angeles. Because of this aspect, and the great additional cost and time delay that would be involved in constructing an island daytime operation, we would recommend at least for the time being that the daytime operation be proposed at the location approximately 5 to 6 miles south of Rosarito on the coast.

With reference to nighttime operation, even if we were able to fit the complicated 6 tower nighttime antenna system on the North island, there would be no material increase of signal in the Los Angeles area because of the considerable change in azimuth angle from the island to Los Angeles as compared with a nighttime site on the coast. Therefore, we see no advantage in any nighttime operation from the island site.

We recommend that the nighttime directional operation on 690 KC should ideally be on the coast near Tiajuana, and not more than 1 to 2 miles south of the U.S. - Mexican border.

Since KMPC during nighttime hours does not have service down into the San Diego area, we would be permitted during nighttime hours to utilize the site practically on the border, whereas, during daytime hours even the present location 6 miles south of the border results in interference to KMPC within the U.S. boundary.

Therefore, our conclusion is that the best method to proceed at this time is as follows. The nighttime directional antenna and transmitter would be located together with the studio at a spot on the coast close to the U.S. border (which is of course within 4 or 5 miles of Tiajuana). The daytime site would be a location about 6 miles south of Rosarito on the coast. Both the daytime and the nighttime antenna systems will probably use 6 towers in a line. These towers, however, can be guyed towers, and for the 400 foot height which we would utilize, would be far less expensive than self-supported towers.



Cohn

GEORGE C. DAVIS

Mr. Gordon McLendon

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January 24, 1961

Possible Technical International Problems  
Re: Improving XEAK

Basically we feel that there are no international technical problems involved in the improvement of XEAK which we do not have a good chance of surmounting.

Fortunately XEAK is presently licensed as a Mexican Foreign Language Station, and after our conversations with Manuel Canale and our other friends in Mexico City, it appears that we will have an excellent chance in getting the proposed changes in site and antenna approved fairly rapidly.

The proposed changes in site and antenna system for XEAK will in fact eliminate daytime interference from XEAK to KMPC within the borders of the U.S. This in itself seems to me to be a good reason for approving the proposed changes.

The only possible problem that we can foresee at this time does not involve the Mexican Communication Authority, but rather the F.C.C. As we have discussed before, there is the adjacent channel KNBC, 680 KC, San Francisco, protection problem to consider. Based upon conductivities specified in the NARBA ground conductivity map, there is no problem with an overlap of the KNBC 0.5 mv/m contour and the proposed XEAK 0.25 mv/m contour. The international agreement of course specifies a 1 to 2 signal ratio for adjacent channel stations rather than a 1 to 1 signal ratio as is used domestically by the F.C.C.

The F.C.C., I am sure, when they check the Mexican notification of changes in XEAK will rely upon their own M-3 conductivity map for the areas within the United States, rather than the older NARBA map. The F.C.C.'s M-3 map, of course, indicates much higher ground conductivities in California than does the NARBA map, and for that reason, the use of the M-3 map will show that the XEAK proposal will cause interference to KNBC. In fact,

GEORGE C. DAVIS

Mr. Gordon McLendon

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January 24, 1961

based upon the use of the M-3 conductivity map, there is presently a very small area of interference to KNBC from the existing XEAK operation.

The important thing to remember, however, is the fact that the Mexican Government has never officially recognized the U.S. M-3 map, and as far as the Mexicans are concerned, the NARBA conductivities are the pertinent conductivities to be used. We therefore believe that although the F.C.C. may object to the proposed change in XEAK, it is believed that the Mexicans will ignore such an objection because they in fact have no official basis for using M-3 conductivities.

From a practical standpoint, we do not believe that the XEAK proposed change will interfere with KNBC for the following reason. The U.S. domestic standards specify a 1 to 1 signal ratio for adjacent channel stations. The international agreement specifies, as stated before, a 1 to 2 signal ratio: that is, rather than being permitted to place our 0.5 mv/m contour tangent to the KNBC 0.5 mv/m contour, we are restricted by the international agreement from placing more than a 0.25 mv/m XEAK signal tangent to the KNBC 0.5 mv/m contour. It would thus seem reasonable that if the F.C.C. takes it upon themselves to utilize their domestic M-3 conductivities, then if they were interested in making a logical and consistent appraisal of the situation, they should rightfully use their domestic 1 to 1 signal ratio rather than the international 1 to 2 signal ratio.

Field intensity measurements made on KNBC by Howard Immekus indicate that the KNBC actual 0.5 mv/m contour does not extend as far as the M-3 map would predict along the coast, although it extends farther than the M-3 map conductivities would predict in the San Joaquin Valley.

Therefore, to sum up the KNBC problem, we feel that although it is possible that the F.C.C. might object to the XEAK proposal in behalf of KNBC, the Mexicans will probably ignore such an objection, primarily because of the fact that Mexico has never recognized the U.S. M-3 map.



Cohn  
GEORGE C. DAVIS

Mr. Gordon McLendon

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January 24, 1961

Our design of the daytime and nighttime antenna systems is practically complete, and although we do not at this time have the specific daytime and nighttime sites under control, we shall nevertheless send the preliminary exhibits for the proposal to Mr. Canale so that he can sound out the Communications Ministry with regard to the proposed changes.

Sincerely,

*Ralph*

Ralph E. Dippell, Jr.

REDjd

cc: Mr. B.R. McLendon  
Mr. Glen Callison  
Mr. Marcus Cohn

Mr. Marcus Cohn

- 2 -

May 2, 1961

Cohn

\* rlo ?

CORN AND MARKS

REPORTS BUILDING

WASHINGTON, D. C.

If this method of communications with Tijuana is not legally possible, how would the same idea apply substituting San Diego for Tijuana?

Please send your answer to me c/o Dave Muhlestein, KBAK, Mission Valley Inn, San Diego, California, as I will be here for the next few weeks.

May 2, 1961

Sincerely,

Mr. Marcus Cohn  
Cohn & Marks  
Cafritz Building  
Washington, D. C.

Donald C. Hayes  
Vice President, Programming  
The Halcyon Stations

Dear Marcus:

In your opinion, would it be legally permissible to install a short wave transmitter on some high point in Los Angeles and communicate with the newsroom at KBAK regarding news stories originating in Los Angeles, copy changes, and incidental matters that normally might be covered by telephone or teletype? Actually, its main purpose would be the relaying of beeper telephone reports to the point of AM broadcast--specifically, the newsroom in Tijuana. The procedure, for example, would be like so: A newsman in Los Angeles covering a story would phone in his report to the proposed Los Angeles newsroom where it would be tape recorded. After he hangs up, the tape is rewound by the man on duty and is patched in for broadcast via short wave to Tijuana where, again, it is recorded in the newsroom there and is used on newscasts throughout the day over KBAK.

Naturally, this method of operation is not to be construed to mean that any direct broadcasting, such as newscasts themselves, would emanate from Los Angeles; just those news events of a local nature that could be covered best from the scene.

While the initial idea relates only to a one-way signal--that is to say, a transmitter in Los Angeles and a receiver in Tijuana--I wanted to ask you, too, about the possibilities of two-way communications with a transmitter in Tijuana as well as Los Angeles. In this manner, parties could talk back and forth and better correlate news coverage.



File 11  
Mr. Marcus Cohn

MARCUS COHN  
LEONARD H. MARKS  
PAUL DOBIS  
STANLEY S. WEINSTADT  
STANLEY S. COHEN  
ROY F. COHEN  
MARTIN

- 2 -  
LAW OFFICES  
COHN AND MARKS  
CAFritz BUILDING  
WASHINGTON 6, D. C.

May 2, 1961

TELEPHONE  
STERLING 3-5880

MAIL ADDRESS  
CORN - WASHINGTON, D. C.

If this method of communications with Tijuana is not legally possible, how would the same idea apply substituting San Diego for Tijuana?

Please send your answer to me c/o Dave Muhlstein, XEAK, Mission Valley Inn, San Diego, California, as I will be here for the next few weeks.

Radio Station XEAK  
Mission Valley Inn  
San Diego, California

Sincerely,

Dear Don

This is with reference to your letter of May 1, 1961.

Donald C. Keyes  
Vice President, Programming  
The McLendon Stations

Under your proposal you would, in effect, substitute a short wave transmitter for what you would otherwise like to do by telephone: the main purpose would be to relay beeper telephone reports to the news in Tijuana and there they would be rebroadcast by XEAK. I have the following comments:

cc: Gordon McLendon

B. R. McLendon

Glenn Callison

Jim Foster

Dave Muhlstein

1. This proposal would definitely violate Section 325(b) of the Communications Act.

2. I have difficulty in imagining what frequencies the Commission would give you for this purpose, leaving aside the question of Section 325(b).

3. In the second paragraph of your letter you emphasize the fact that these transmissions across the border would relate only to news "of a local nature". The fact that such transmissions would not constitute a large percentage of the broadcast is immaterial. The mere fact of doing it falls under Section 325(b).

4. Assuming that a frequency were available, Section 325(b) does not preclude transmission of general news and information from the United States to Mexico as long as such transmission is not directed to a radio station and is not used, in the actual form it is received.

5. There is no problem whatsoever in transmitting from Los Angeles to San Diego because Section 325(b) would not then apply. The only problem there would be securing the frequency for the transmission.

*File*  
MARCUS COHN  
LEONARD H. MARKS  
PAUL DOBIN  
STANLEY S. NEUSTADT  
STANLEY B. COHEN  
ROY F. PERKINS, JR.  
MARTIN J. GAYNES

LAW OFFICES  
COHN AND MARKS  
CAFRTZ BUILDING  
WASHINGTON 6, D. C.

TELEPHONE  
STERLING 3-5880  
CABLE ADDRESS  
COMAR-WASHINGTON, D. C.

May 9, 1961

Mr. Donald C. Keyes  
c/o Dave Muhlstein  
Radio Station XEAK  
Mission Valley Inn  
San Diego, California

Dear Don

This is with reference to your letter of May 2.

Under your proposal you would, in effect, merely substitute a short wave transmitter for what you would otherwise like to do by telephone: the main purpose would be to relay beeper telephone reports to the news room in Tijuana and there they would be rebroadcast by XEAK. I have the following comments:

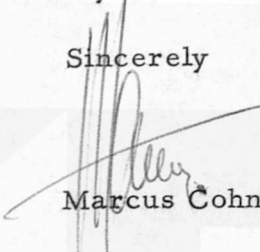
1. This proposal would definitely violate Section 325(b) of the Communications Act.
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5. There is no problem whatsoever in transmitting from Los Angeles to San Diego because Section 325(b) would not then apply. The only problem there would be securing the frequency for the transmission.



- 2 -

I intend to discuss this matter in detail with Gordon sometime this week and he or I will be back in touch with you.

Sincerely



Marcus Cohn

cc: B. R. McLendon  
Gordon McLendon  
Glenn Callison  
James Foster  
Dave Muhlstein

MARCUS COHN  
LEONARD H. MARKS  
PAUL DOBIN  
STANLEY S. NEUSTADT  
STANLEY B. COHEN  
ROY F. PERKINS, JR.  
MARTIN J. GAYNES

LAW OFFICES  
**COHN AND MARKS**  
CAFritz BUILDING  
WASHINGTON 6, D. C.

TELEPHONE  
STERLING 3-5880  
CABLE ADDRESS  
COMAR-WASHINGTON, D. C.

May 9, 1961

Mr. Gordon McLendon  
McLendon Bldg.  
2008 Jackson St.  
Dallas, Texas

Dear Gordon

I am herewith enclosing a copy of a letter to Don which is self-explanatory.

I am also enclosing a memorandum on the subject which one of the boys in the office prepared. It discusses all of the public Federal Court and FCC Decisions on Section 325(b).

I have one possible idea for a solution of the problem. I will discuss it with you on the phone today or tomorrow. In the meantime, I did want you to have the enclosed memo.

Sincerely

Marcus Cohn

Enclosures

cc: B. R. McLendon

*File - but*  
*cc: Don Keyes*  
*Don McLendon*



MEMORANDUM IN RE SECTION 325(b)  
OF THE COMMUNICATIONS ACT

Section 325(b) of the Communications Act states as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

This memorandum will be concerned with the following: (1) What acts are forbidden by the statute; (b) who may apply for permission to transmit programs for rebroadcast by foreign stations; (c) who may protest such a request; and (d) the factors which guide the Commission in determining whether to allow such broadcasts.

What Acts Are Forbidden by the Statute

As noted above, the statute forbids two types of unauthorized transmissions from being sent to foreign broadcast stations for the purpose of being rebroadcast by those stations when the signal of the foreign station may be heard in the United States. These types of transmissions are as follows: (1) The conversion of sound waves into electrical energy and (2) the mechanical or physical reproduction of sound waves produced. The first case which construed the meaning of these terms was Baker v. United States, 93 F. 2d 332 (5th Circuit 1937).

In that case a Commission licensee physically recorded certain programs on phonograph records and sent the records to a Mexican radio station which then rebroadcast them to the United States. The licensee had no Commission authority to undertake this course of action. In determining whether a violation of Section 325(b) existed, the court first discussed the meaning of the statute. It held that the "conversion of sound waves into electrical energy" refers to the transmission of speech or other

sound to the foreign station "by radio, telephone or loudspeaker apparatus," which "soundwaves" are then caught up by a receiving apparatus and then rebroadcast. Under this interpretation, the physical recording of programs in the United States and the subsequent physical delivery of these recordings to Mexico did not constitute a violation of this portion of Section 325(b) since the soundwaves were not electrically transmitted to the Mexican station by radio, telephone or loudspeaker. Similarly, the Court held that the licensee's action did not involve the unauthorized transmission into Mexico of soundwaves which were mechanically or physically reproduced in the United States simply because the soundwaves were never reproduced in the United States. The only reproduction of sound would occur when the record was played in Mexico. Thus, according to the Court, the statute would be violated only if the records had been played in Texas, and the soundwaves there produced transmitted to Mexico for rebroadcast purposes (p. 333).

The only other case dealing with the Baker factual situation is American Broadcasting-Paramount Theatres, Inc., 13 R.R. 1272b (1957). That case arose out of a request by the American Broadcasting Company for authority to transmit television programs to Station XETV, Tijuana, Mexico, which programs would be heard in the San Diego area. Two San Diego stations, KFSD-TV and KFMB-TV (Wrather-Alvarez Broadcasting, Inc.), requested that the American Broadcasting application be set down for hearing. The Commission denied this request and granted ABC's application without hearing. 1/ After the Commission grant, KFSD and KFMB protested the action and again requested a hearing. This time the Commission found that a hearing would be necessary and issued a stay of its previous grant. One of the points raised by the protestants at the hearing was the fact that ABC was sending kinescopes of its programs to the Mexican station despite the Commission's stay order, and thus was allegedly "by-passing the Commission." In this regard the Commission initially found that the protestants had not pointed out what, if any, rule or statute was violated by such action, and consequently it made no rulings on this point. American Broadcasting-Paramount Theatres, Inc., 13 R.R. 1247 (1957). However, ABC itself thereafter requested

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1/ 13 R.R. 177. This petition is more fully discussed, infra.



that the Commission reconsider the Section 325(b) point and rule upon it on its merits. The Commission did so and, citing Baker, found that "ABC reasonably assumed that it could deliver programs to XETV on a non-interconnected basis without prior approval from the Commission." It therefore concluded that "under the circumstances of this case...this practice in no way affects applicant ABC's basic qualifications." American Broadcasting-Paramount Theatres, Inc., 13 R.R. 12725 (1957).

The protestants appealed the Commission's decision to the Court of Appeals on both the 325(b) issue and on certain other allegations of error. The Court affirmed the Commission on the 325(b) question, stating "While we express no opinion as to the correctness of the Baker construction of S. 325(b), we think the Commission was not in error in holding that action taken in reliance on that decision did not disqualify the applicant." Wrather-Alvarez Broadcasting, Inc. v. FCC, 101 U.S. App. D.C. 324, 248 F2d 646, 15 R.R. 2108, 2109 (1957).

The cautious language used by the Court concerning the validity of the Baker decision might be read to cast doubt upon the soundness of that case. However, it seems clear that the Baker decision still represents the law with regard to the recording of program material and the physical delivery of that material to foreign stations. By failing to add a character issue regarding ABC in the American Broadcasting case, the Commission at least feels that a licensee may properly rely upon Baker in determining whether to undertake this course of action. In view of the fact that Baker has been on the books more than 20 years and that during this time neither Congress nor the Commission has taken any action which would vitiate the force of Baker, a licensee can successfully rely upon it as a justification for the recording and physical delivery of programming to foreign stations.

Who May Apply for Permission to Transmit Programs  
To Rebroadcast by Foreign Stations

Under Section 325(b), any person may apply for authority to transmit programs to a foreign station for rebroadcast purposes, whether that person is presently a licensee or not. However, it should be noted that persons applying for such authority must meet the citizenship qualifications set forth

in Section 310 of the Act, i.e., such authority will not be granted to any alien or the representative of an alien; to any foreign government or representative thereof; to any corporation organized under the laws of a foreign government; to any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned or voted by aliens or by a foreign government or by a corporation organized under the laws of a foreign country; or to any corporation directly or indirectly controlled by any other corporation of which an officer or more than one-fourth of the directors are aliens, etc.

This was not always the case. Prior to 1950 the Commission had granted temporary authority to the Mutual Broadcasting System, Inc., to transmit programs to Canadian stations for rebroadcast purposes despite the fact that one of the directors of the Mutual Broadcasting System was a Canadian citizen. See Mutual Broadcasting System, Inc., 6 R.R. 284. However, in 1950, the Commission adopted a rule (Docket No. 9320) whereby it made applications under Section 325(b) thereafter subject to the provisions of Section 310. Its reason for doing so was that Congress had indicated by Section 310 that United States broadcasting be under control of citizens only. "Where a program is produced in the United States and broadcast over foreign stations that can be regularly received in the United States, the practical effect is the same as though the program had been broadcast over a United States station. There is thus no basis for applying a different standard to the public interest to the above operation than to any other broadcast operation." 12 R.R. 1618, 1619. This also means that a prospective applicant must comply with the same character, financial, legal and other qualifications set down by the Act for any licensee. In fact, the form upon which applications for such authority is sought (Form 302) requests the same type of information as does an ordinary Form 301.

The Commission has had occasion to rule on the alien disqualification in the case of the application of Joe Tom Easley, 13 R.R. 1246b, 15 R.R. 926 (1958). In that case, a 15 year old boy sought authority under 325(b) to operate a broadcast studio in Eagle Pass, Texas, which would send programming to Station XEMU, Piedras Negras, Mexico. The



Mexican station could be regularly heard in the United States. Easley's application disclosed that rather than being an independent contractor, there was evidence that he was nothing more than an employee of the Mexican station or, at least, that the Mexican station would substantially control the United States transmission operation. A hearing was held on Easley's application, and the Commission found that Easley was, in fact, the representative of the Mexican station and, hence, his application was denied.

#### Application Procedures

There are two methods of applying for Section 325(b) authority - formal and informal. This difference in procedure is set out in Commission Rule, Section 1.334. 2/

Where program material is to be transmitted by an existing licensee, which material will also be broadcast in the United States by that licensee, the licensee need not use Form 308 but may instead request such authority by an informal application. Where, however, the person requesting authority is not an existing licensee or where the existing licensee will not broadcast the program in the United States as well, Form 308 must be used. The difference was explained by the Commission in its report of 1950, supra. The Commission there stated that where an applicant is already a licensee or a permittee, its qualifications have been previously passed upon and there is no need to make a second determination. In addition, if the program is to be broadcast in the United States by the existing licensee as well as being transmitted to a foreign station, that program material is subject to overall review by the Commission upon the licensee's application for renewal. However, where the applicant is not a licensee or permittee or where the program is not broadcast over a United States station, the Commission has no other opportunity of reviewing the qualifications of the licensee or the nature of the programming except upon a formal application.

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2/ "§1.334 Application concerning programs to be transmitted to foreign radio stations. Application under section 325(b) of the Communications Act for authority to locate, use, or maintain a radio broadcast studio in connection with a foreign radio station should be made on FCC Form 308 'Application for permit to locate, maintain, or use studio or apparatus for production of programs to be transmitted or delivered to foreign radio station.' Provided, That licensees or permittees may file an informal application in those cases where the programs to be transmitted or delivered to a foreign radio station has been, is being, or will be broadcast in the United States by said licensee or permittee."