

V.I.P.

Ugly
UncleDudley's
Thought for the

Use of

Ugly Wife
Contest

Vacation

Delaware Book 037 FOLDER
13
ts and Promotions

McLendon, Gordon

Papers, 1917 - 1979 and undated

Policy Books, 1953 - 1971

BOX 26 OF 34

CONTESTS

PROMOTIONS
GIMMICKS, ETC.

U-V

037

UGLY STICK

UNCLE DUDLEY'S THOUGHT FOR THE DAY

V.I.P.

Ugly
Stick

Uncle Dudley's Wife
Thought for the
Day

Vacation

UNCLE DUDLEY'S THOUGHT FOR THE DAY

You know, the fellow who said that laughter is the sincerest form of flattery sure spoke a beautiful... and you boys here at KXOL, sure ought to be flattered.

A lot of radio stations have copied another station's programming but, you know, I've never yet seen a carbon copy as good as the original.

KILT

HOUSTON

TO: Gordon McLendon
cc: Don Keyes

DATE: October 5, 1959

FROM: Bill Weaver

SUBJECT:

We just started a contest wherein we pay a listener \$25.00 for submitting to KILT the best "ugly stick". We simply ask the listeners to send us their conception of a "ugly stick", and the judges will decide on the best one.

Bill

V.I.P.

Uncle Dudley's Wife
Thought for the
Day

Vacation

UNCLE DUDLEY'S "THOUGHT FOR THE DAY"

UNCLE DUDLEY'S THOUGHT FOR THE DAY

You know, the fellow who said that imitation is the sincerest form of flattery sure spoke a beautiful word, and you boys here at KXOL sure ought to be flattered.

A lot of radio stations have copied another station's programming but, you know, I've never yet seen a carbon copy as good as the original.

You know, there's nothing I enjoy more than, I reckon, listening to an original count in radio stations--one that's not copying some other station's ideas. And you fellows here at KXOL sound so clever-yet so original it's hard to believe...who's the thinker?

I've always been interested in good housekeepers...especially the young ones. (laugh) and I'm aching a'course...and KXOL sure is guaranteed by the good housekeepers of Fort Worth.

You know, I've always admired a person who's a sound thinker...and one day's listening to this station convinced me that somebody around here has been doing some original sound thinking. In fact, I'd say that KXOL is a sound factor in Fort Worth radio.

Any Texas knows you can't depend on Texas weather--in fact, for the past seven years you ain't had any up till a few weeks ago--but you can depend on KXOL to keep you informed on what the weatherman thinks the weather will be...and first.

I think you fellows here at KXOL should express your sincere appreciation to the other radio stations who duplicate your original originations.

Everybody is interested in the news but they don't want it second-handed...they want it first hand...just like you always get right where you have got that dial set now.

V.I.P.

Uncle Dudley's
Thought for the
Day

Ugly Wife

Vacation

KILT Book

UNCLE DUDLEY'S "THOUGHT FOR THE DAY"

You know, the fellow who said that imitation is the sincerest form of flattery sure spoke a mouthful...and you boys here at KXOL sure ought to be flattered.

A lot of radio stations have copied another station's programming but, you know, I've never yet seen a carbon copy as good as the original.

Now, you know, there's nothing I enjoy more than, I reckon, listening to an original sound in radio stations--one that's not copying some other station's ideas...and you fellows here at KXOL sound so cotton-pickin' original it's hard to believe..who's the thinker?

I've always been interested in good housekeepers...especially the young ones..(laugh)...and I'm ajoshing o'course...and KXOL sure is guaranteed by the good housekeepers of Fort Worth.

You know, I've always admired a person who's a sound thinker...and one day's listening to this station convinced me that somebody around here has been doing some original sound thinking. In fact, I'd say that KXOL is a sound factor in Fort Worth radio.

Any Texan knows you can't depend on Texas weather--in fact, for the past seven years you ain't had any up till a few weeks ago--but you can depend on KXOL to keep you informed on what the weatherman thinks the weather will be..and first.

I think you fellows here at KXOL should express your sincere appreciation to the other radio stations who imitate your original originations.

Everybody is interested in the news but they don't want it second-handed... they want it first hand... just like you always get right where you have got that dial set now.

V.I.P.

Use of

Ugly Wife
Contest

Vacation

File
KILT
Book

You know, a second-hand pair of shoes never fit the second fellow as well as the first fellow...and the same thing applies to radio...when one radio station copies another, it never quite fits.

You know, I've always been a great admirer of the fellow who originates and not imitates...but to heck with them boys who let George do it and then try to latch on to it.

V.I.P.

Use of

Ugly Wife
Contest

Vacation

V.I.P.

Use of

Ugly Wife
Contest

Vacation

UGLY WIFE CONTEST

(Last few days of contest period "You Must Have

Have a Beautiful Baby... but baby look at you

now, you're so screaming, you're so ugly

(Sings...)

"Your Dallas husband has a firm grip, then you're

and though other intestinal fortitude is good up

and say...."

"I have the ugliest wife in Dallas" (off side)

"If you think you have the ugliest wife in Dallas, send her

name to UGLY, KILL, Dallas..."

"And the prize, going to the lucky winner, two thousand

and a FAIR LADY..."

"Decisions of the jury panel KILL Dallas will be final

and all pictures will be returned to their owners..."

"Now is the time to prepare the men from the town

to KILL the UGLY wife..."

(Sings...)

KILL

UGLY WIFE CONTEST

KLIF

1961
promotion
CUT #1

Annrc 1:

"KLIF is asking all husbands....."

(mysterious, ponderous music, fade....)

Annrc 2:

"Who has the ugliest wife in Dallas...."

Control:

(Last few bars of Darin record "You Must Have

Been a Beautiful Baby....but baby look at you..

now, segue to man screaming, music fade under

for.....)

Annrc 1:

"What Dallas husband has a firm will, iron nerves

and enough sheer intestinal fortitude to stand up

Annrc 2:

and say....."

Annrc 1:

Annrc 2:

(echo)

"I have the ugliest wife in Dallas" (off echo)

Annrc 1:

"If you think you have the ugliest wife in Dallas, send her

Control:

picture to UGLY, KLIF, Dallas...."

Annrc 2:

"And the prize, going to the lucky winner, two tickets

to MY FAIR LADY....."

Annrc 2:

Annrc 1:

"Decision of the icy nerved KLIF judges will be final

Annrc 2:

and all pictures will be returned to their owners...."

Annrc 2:

"Now is the time to asepate the men from the boys

in KLIF's UGLY WIFE Contest...."

Control:

(humorous curtain)

#

UGLY WIFE CONTEST
UGLY WIFE CONTEST

KLIF
STATION BREAKS

CUT # 2

Control: (mysterious, ponderous music, fade....)

Annrcr 1: "From the undernourished, sick brain cells of the little man who thinks up goofy KLIF promotions, comes a new contest, the thought of which strikes icy fear into the hearts of husbands. KLIF wants to know....."

Control: (Music up to stab)

Annrcr 2: "Who has the ugliest wife in Dallas?"

Annrcr 1: "Does your wife have a face that stops clocks, does she frighten little children? Do you look at her and think....."

Control: (Darin record " You Must Have been a Beautiful Baby...but baby look at your now!")

Annrcr 2: "Then send her picture to UGLY, KLIF, Dallas."

Annrcr 1: "The prize is 2 tickets to MY FAIR LADY..."

Annrcr 2: "Decision of the judges will be final and unfortunately, your wife's picture will be returned to you. If you have nerve enough, send your entry today...."

Control: (humorous curtain)

#

UGLY WIFE CONTEST

KLIF
STATION BREAKS

ugly wife
CUT # 10000
CUT # 10000

Anchor 1:

"KLIF is asking all husbands...."

"This is KLIF, 1190, searching for the bravest man in Dallas in Cliff's 'UGLY WIFE' Contest..."

"This is Big Cliff in Big D, asking the bravest husband in Dallas to step forward by entering his wife's picture in Cliff's 'UGLY WIFE' Contest..."

"This is Cliff, KLIF in Dallas, putting out a call for Dallas' bravest husband to enter his wife's picture in Cliff's 'UGLY WIFE' Contest...."

"What Dallas husband has a firm will, iron nerves
and enough sheer intestinal fortitude to stand up

and say...."

Anchor 2: (echo)

"I have the ugliest wife in Dallas" (off echo)

Anchor 1:

"If you think you have the ugliest wife in Dallas, send her
picture to UGLY, KLIF, Dallas...."

Anchor 2:

"And the prize, going to the lucky winner, two tickets
to MY FAIR LADY....."

ys

Anchor 1:

"Decision of the icy nerved KLIF judges will be final
and all pictures will be returned to their owners..."

Anchor 2:

"Now is the time to separate the men from the boys
in KLIF's UGLY WIFE Contest...."

Control:

(humorous curtain)

V.I.P.

Use of

Vacation

UGLY WIFE CONTEST

KLIF

ugh
ugly wife
CUT # 10
promotions

Annex 1: "KLIF is asking all husbands....."
(mysterious, ponderous music, fade....)

Annex 2: "Who has the ugliest wife in Dallas...."

Control: (Last few bars of Darin record "You Must Have
Been a Beautiful Baby....but baby look at you:
comes a new contest, the thought of which strikes
now, segue to man screaming, music fade under
icy fear into the hearts of husbands. KLIF wants
for.....)
to know....."

Annex 1: "What Dallas husband has a firm will, iron nerves
(Music up to stab)

Annex 2: and enough sheer intestinal fortitude to stand up
and say....."

Annex 1: "Does your wife have a face that stops clocks,
Annex 2: (echo) "I have the ugliest wife in Dallas" (off echo)
does she frighten little children? Do you look

Annex 1: "If you think you have the ugliest wife in Dallas, send her
picture to UGLY, KLIF, Dallas...."

Control: (Darin record "You Must Have been a Beautiful
Annex 2: "And the prize, going to the lucky winner, two tickets
to MY FAIR LADY....."
"Then send her picture to UGLY, KLIF, Dallas."

Annex 1: "Decision of the icy nerved KLIF judges will be final
Annex 2: "The prize is 2 tickets to MY FAIR LADY..."
and all pictures will be returned to their owners..."
"Decision of the judges will be final and unfortunately,

Annex 2: "Now is the time to separate the men from the boys
your wife's picture will be returned to you. If you have
in KLIF's UGLY WIFE Contest...."
nerve enough, send your entry today...."

Control: (humorous curtain)
(humorous curtain)

#

V.I.P.

Use of

Vacation

UGLY WIFE CONTEST

KLIF

CUT # 2

STATION BREAKS

Control: (mysterious, ponderous music, fade....)

Annrc 1: "From the undernourished, sick brain cells of the little man who thinks up goofy KLIF promotions, comes a new contest, the thought of which strikes icy fear into the hearts of husbands. KLIF wants to know....."

Control: (Music up to stab)

Annrc 2: "Who has the ugliest wife in Dallas?"

Annrc 1: "Does your wife have a face that stops clocks, does she frighten little children? Do you look at her and think....."

Control: (Darin record " You Must Have been a Beautiful Baby...but baby look at your now!")

Annrc 2: "Then send her picture to UGLY, KLIF, Dallas."

Annrc 1: "The prize is 2 tickets to MY FAIR LADY..."

Annrc 2: "Decision of the judges will be final and unfortunately, your wife's picture will be returned to you. If you have nerve enough, send your entry today...."

Control: (humorous curtain)

#

UGLY WIFE CONTEST

STATION BREAKS

"This is KLIF, 1190, searching for the bravest man in Dallas in Cliff's 'UGLY WIFE' Contest..."

"This is Big Cliff in Big D, asking the bravest husband in Dallas to step forward by entering his wife's picture in Cliff's 'UGLY WIFE' Contest..."

"This is Cliff, KLIF in Dallas, putting out a call for Dallas' bravest husband to enter his wife's picture in Cliff's 'UGLY WIFE' Contest...."

#

ys

USE OF CALL LETTERS

nph

USE OF CALL LETTERS BY McLENDON STATIONS

From now on, station call letters, either pronounced or spelled out, will be used a minimum of ten times in each newscast--including intro and close. You can accomplish this by inserting a couple of times "KTSA Dateline Berlin," or "Special to KTSA from Hong Kong," or "KTSA exclusive--Paris," or in innumerable other ways. You could just say "KTSA from Paris," or "Stuttgart to KTSA," and otherwise let your imagination run riot. It will be interesting to see what individual PD's do in this department.

The same saturation use of call letters is to be carried through into disc jockey programs and recorded promos themselves. As you know, all promos should have the station call letters in them seven times. In addition, the disc jockey themselves are to use the call letters continuously during their show.

To wit:

It is never "the time." It is "KILT time," or "Kilt time."

It is never "the temperature." It is "KLIF temperature," or "Klif temperature."

It is never "the John Smith Show." It is the "KTSA John Smith Show," or "The John Smith Show on KTSA."

It is never "the news." It is Kilt news," or "KILT news."

It is never "the headlines." It is "Klif headlines," or "KLIF headlines!"

It is never "the basketball scores, or the football, or the baseball scores." It is "the Keel scoreboard," or "Keel scores," etc.

It is never "the Top Forty." It is "The KTSA Top Forty."

These are but a few of the ways in which we should absolutely brainwash our men. Every time they violate one of the above, or other standards which you will think of, they should be corrected until it becomes an absolute habit and automatic pattern. Again, you will think of many other ways to use the call letters in the deejay show proper. You may even wish to set certain rigid standards about how many times the call letters may be used between records but I believe that if you achieve the above standard uses of call letters, plus whatever number the deejay will throw in naturally--plus promos--we will be on our way. And, as covered in the Dallas meeting, deejays are assiduously to avoid an extreme use of the word "I" or "my". Your call letters are the proper substitution.

Okay, you are now flying the airplane.

Gordon McLendon

GBM:bp
1/6/58

yph

USE OF CALL LETTERS BY McLENDON STATIONS
1/6/58

From now on, station call letters, either pronounced or spelled out, will be used a minimum of ten times in each newscast--including intro and close. You can accomplish this by inserting a couple of times "KTSA Dateline Berlin," or "Special to KTSA from Hong Kong," or "KTSA exclusive--Paris," or in innumerable other ways. You could just say "KTSA from Paris," or "Stuttgart to KTSA," and otherwise let your imagination run riot. It will be interesting to see what individual PD's do in this department.

The same saturation use of call letters is to be carried through into disc jockey programs and recorded promos themselves. As you know, all promos should have the station call letters in them seven times. In addition, the disc jockeys themselves are to use the call letters continuously during their show.

To wit:

It is never "the time." It is "KILT time," or "Kilt time."

It is never "the temperature." It is "Klif temperature," or "KLIF temperature."

It is never "the weather." It is "Keel weather," or "K double E L weather."

It is never "the John Smith Show." It is the "KTSA John Smith Show," or "The John Smith Show on KTSA."

It is never "the news." It is "kilt news," or "KILT news."

It is never "the headlines." It is "Klif headlines" or "KLIF headlines."

It is never "the basketball scores, or the football, or the baseball scores."
It is "the Keel scoreboard," or "keel scores", etc.

It is never "the Top Forty." It is "The KTSA Top Forty."

These are but a few of the ways in which we should absolutely brainwash our men. Every time they violate one of the above, or other standards which you will think of, they should be corrected until it becomes an absolute habit and automatic pattern. Again, you will think of many other ways to use the call letters in the deejay show proper. You may even wish to set certain rigid standards about how many times the call letters may be used between records but I believe that if you achieve the above standard uses of call letters, plus whatever number the deejay will throw in naturally--plus promos--we will be on our way. And, as covered in the Dallas meeting, deejays are assiduously to avoid an extreme use of the word "I" or "my." Your call letters are the proper substitution.

Okay, you are now flying the airplane.

Gordon McLendon

GBM:bp

V.I.P.

Vacation for

Vacation

PROMOTION (continued)

prizes within. A new lock is then placed on the door and the game is continued.

Clues to the winning combination could appear in the various stores. Could be a big promotion for a shopping center and since July 14th falls on Thursday, our stores would be open until 2 o'clock at night.

COMPETITIVE COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Bedding spot built around "Measure Your Mattress Month." Can ask, "Do you who still sleep in a baby's crib." She points out that the average share of a regular size bed is no wider than a baby crib. Then she promotes the sale of King-size mattresses.

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

So many residents have only Sunday afternoon to work in the yard and we are proposing to Montgomery Ward a saturation schedule on KILT for their garden shop now open Sunday 1:00 to 5:30 pm.

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

The final exam season is rapidly approaching. Has presented and very well received by several speed reading schools to offer a short course for speed reading in time to prepare for final exams.

CONTEST IDEA (John Borders, Program Director, KILT)

KILT QUICKIE VACATION - Phone contest with many different possibilities recorded on one cartridge. Listener (on air) chooses which he

V.I.P.

Vacation for

Vacation

nph

PROMOTION (continued)

prizes within. A new lock is then placed on the door and the game is continued. Clues to the winning combination could appear in the various stores. Could be a big promotion for a shopping center and since July 14th falls on Thursday, the stores would be open until 9 o'clock at night.

###

COMPETITIVE COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Bedding spot built around "Measure Your Mattress Month". Girl asks, "To you who still sleep in a baby's crib." She points out that the adult's share of a regular size bed is no wider than a baby crib. Then she promotes the sale of King-size mattresses.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

So many residents have only Sunday afternoon to work in the yard and we are proposing to Montgomery Ward a saturation schedule on KILT for their garden shop now open Sunday 1:00 to 5:30 pm.

###

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

The final exam season is rapidly approaching. Idea presented and very well received by several speed reading schools to offer a short course for speed reading in time to prepare for final exams.

###

CONTEST IDEA (John Borders, Program Director, KLIF)

KLIF QUICKIE VACATION--Phone contest with many different possibilities recorded on one cartridge. Listener (on air) chooses which he

CONTEST (continued)

will take prior to airing. Important prize in the contest would be expenses for two for two days at Texhoma Lodge at Lake Texhoma, or similar prize. Other recorded possibilities mixed in would be "Sorry, you have a flat tire", "Go home, you forgot your bathing suit", "No vacancy", etc. The zanier, the better. Clever production required.

#

PROMOTION (John Barger, Program Director, WYSL)

Graduation Activity Public Service Calendar--WYSL not running public service calendar at present. Instead, we are show-casing public service announcements for the week. Propose to send form letter to area high schools, informing them of availability of air time to acquaint area students with upcoming social and scholastic activities during the graduation period. May be sold to a jewelery store, etc., firms catering to graduation gift-givers. Also considering graduating senior salute with small graduation present from WYSL and participating sponsor.

PROMOTION (John Barger, Program Director, WYSL)

Fight the Filthy Fly Month (June 1-30, GBM memo of March 15, 1966).
A la KILT Mosquito exotic of 1962; WYSL offers a penny per fly corpse up to one dollar for dead flies (properly boxed for sanitation reasons).

#

CONTEST IDEA (John Borders, Program Director, KLF)

KLF QUICKIE VACATION--Phone contest with many different possibilities recorded on one card--Listener (on air) chooses which to

PROMOTION (continued)

prizes within. A new lock is then placed on the door and the game is continued. Clues to the winning combination could appear in the various stores. Could be a big promotion for a shopping center and since July 14th falls on Thursday, the stores would be open until 9 o'clock at night.

###

COMPETITIVE COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Bedding spot built around "Measure Your Mattress Month". Girl asks, "To you who still sleep in a baby's crib." She points out that the adult's share of a regular size bed is no wider than a baby crib. Then she promotes the sale of King-size mattresses.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

So many residents have only Sunday afternoon to work in the yard and we are proposing to Montgomery Ward a saturation schedule on KILT for their garden shop now open Sunday 1:00 to 5:30 pm.

###

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

The final exam season is rapidly approaching. Idea presented and very well received by several speed reading schools to offer a short course for speed reading in time to prepare for final exams.

###

CONTEST IDEA (John Borders, Program Director, KLIF)

KLIF QUICKIE VACATION--Phone contest with many different possibilities recorded on one cartridge. Listener (on air) chooses which he

CONTEST (continued)

will take prior to airing. Important prize in the contest would be expenses for two for two days at Texhoma Lodge at Lake Texhoma, or similar prize. Other recorded possibilities mixed in would be "Sorry, you have a flat tire", "Go home, you forgot your bathing suit", "No vacancy", etc. The zanier, the better. Clever production required.

#

PROMOTION (John Barger, Program Director, WYSL)

Graduation Activity Public Service Calendar--WYSL not running public service calendar at present. Instead, we are show-casing public service announcements for the week. Propose to send form letter to area high schools, informing them of availability of air time to acquaint area students with upcoming social and scholastic activities during the graduation period. May be sold to a jewelery store, etc., firms catering to graduation gift-givers. Also considering graduating senior salute with small graduation present from WYSL and participating sponsor.

PROMOTION (John Barger, Program Director, WYSL)

Fight the Filthy Fly Month (June 1-30, GBM memo of March 15, 1966).
A la KILT Mosquito exotic of 1962; WYSL offers a penny per fly corpse up to one dollar for dead flies (properly boxed for sanitation reasons).

#

ryh

PROMOTION (Bill Young, Program Director, KILT)

"KILT Family Vacation Contest" -- We will invite listeners to write in on a postcard only, where they would like to spend a vacation this year. Each hour from 7 am to 6 pm, we will draw one card and that person will have two minutes to call in and become a finalist. The two minutes will keep them glued to the radio. We can load a cartridge with a bell to start the two minutes and a bell to stop the two minutes.

At the end of say 7-10 days, all finalists cards would be placed in a big hopper. They can all be invited to come to the station for the drawing. One card can be drawn. That person will receive round trip transportation to the place of their choice plus \$100-\$150 cash as spending money for the family. Since we will be paying all transportation charges and giving a little loot for them to spend, all they will have to pay is their hotel and food bills.

Allow each person only one entry.

#

PROMOTION (Dave McKinsey, Program Director, KABL)

See attachment for KABL's manner of running their "Tug Of War Day" and "Procrastination" promotions.

#

HOT KLIMBERS

KLIF

No report

KILT

- 1.) "Secret Agent Man"
- 2.) "That's Life"
- 3.) "Get Ready"

Johnny Rivers
O.C. Smith
Temptations

Imperial
Columbia
Gordy

V.I.P.

Vacation for

10

ALTERNATIVE SALES IDEA (Dickie Bessaf - 4 - Manager, KILT)

PROMOTION (Bill Young, Program Director, KILT)

"KILT Family Vacation Contest" -- We will invite listeners to write in on a postcard only, where they would like to spend a vacation this year. Each hour from 7 am to 6 pm, we will draw one card and that person will have two minutes to call in and become a finalist. The two minutes will keep them glued to the radio. We can load a cartridge with a bell to start the two minutes and a bell to stop the two minutes.

At the end of say 7-10 days, all finalists cards would be placed in a big hopper. They can all be invited to come to the station for the drawing. One card can be drawn. That person will receive round trip transportation to the place of their choice plus \$100-\$150 cash as spending money for the family. Since we will be paying all transportation charges and giving a little loot for them to spend, all they will have to pay is their hotel and food bills.

Allow each person only one entry.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

See attachment for KABL's manner of running their "Tug Of War Day" and "Procrastination" promotions.

###

HOT KLIMBERS

KLIF

No report

KILT

- 1.) "Secret Agent Man"
- 2.) "That's Life"
- 3.) "Get Ready"

Johnny Rivers
O.C. Smith
Temptations

Imperial
Columbia
Gordy

V.I.P.

Vacation for

nrh

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

As another back-to-school revenue idea, we are approaching the various music shops in Houston with the idea of advertising their band instruments. Thousands of new band members are prospects, and most of these can only be reached by KILT.

#

PROMOTION (Bob White, Program Director, KILT)

Here are some Vacation I. D. 's I came up with. Perhaps some of our stations might get some use from them. They are recorded in a friendly, bright voice with medium tempo music that sorta sounds carefree like a vacation.

"If you're on vacation, KILT welcomes you to Houston. The nation's sixth largest city. Home of the nation's first domed stadium and the James Bond program from 6 until 10 AM"

"If you're vacationing, KILT welcomes you to Houston, the nation's sixth largest city. Home of the manned Spacecraft center and the Bob White program from 10 AM until Noon."

We also used the Port of Houston (third largest in the U. S.), the Humble Building (tallest building in the South), The San Jacinto Monument, the Houston Oilers (three-time champions of the AFL), etc. There is one done with each deejays name and a different landmark. We picked the landmarks that would be well known, even to a person from New York or Los Angeles. They are good spot breakers.

#

PROMOTION (Doug McCall, Sales Manager, KTSA)

Proposed to Tom Benson Chevrolet: Mystery Money Car Promotion. Dealership picked a car (not necessarily known to the owner) that is the money car and posts clues over KTSA daily. Reducing prize starting at \$10,000. Plan is to give away minimum of \$3,000 supplied by dealership. Benson has rear window stickers he wants to draw attention to. Of course car will have one. \$2500 schedule.

#

V.I.P.

Vacation for

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

As another back-to-school revenue idea, we are approaching the various music shops in Houston with the idea of advertising their band instruments. Thousands of new band members are prospects, and most of these can only be reached by KILT .

#

PROMOTION (Bob White, Program Director, KILT)

Here are some Vacation I. D. 's I came up with. Perhaps some of our stations might get some use from them. They are recorded in a friendly, bright voice with medium tempo music that sorta sounds carefree like a vacation.

"If you're on vacation, KILT welcomes you to Houston. The nation's sixth largest city. Home of the nation's first domed stadium and the James Bond program from 6 until 10 AM"

"If you're vacationing, KILT welcomes you to Houston, the nation's sixth largest city. Home of the manned Spacecraft center and the Bob White program from 10 AM until Noon. "

We also used the Port of Houston (third largest in the U. S.), the Humble Building (tallest building in the South), The San Jacinto Monument, the Houston Oilers (three-time champions of the AFL), etc. There is one done with each deejays name and a different landmark. We picked the landmarks that would be well known, even to a person from New York or Los Angeles. They are good spot breakers.

#

PROMOTION (Doug McCall, Sales Manager, KTSA)

Proposed to Tom Benson Chevrolet: Mystery Money Car Promotion. Dealership picked a car (not necessarily known to the owner) that is the money car and posts clues over KTSA daily. Reducing prize starting at \$10,000. Plan is to give away minimum of \$3,000 supplied by dealership. Benson has rear window stickers he wants to draw attention to. Of course car will have one. \$2500 schedule.

#

V.I.P.

Vacation for
Your Radio
Station

SALES APPROACH (Ron Roth, Sales Manager, WTSB)

Ron reports that a schedule was obtained from 'Red 1' Frozen Foods as a result of a spot commercial developed at [redacted] was frozen dinners in the sea food category, the spots were written around a 'lush concept of the sea... ', "...backed by such musical selections as 'Clair De Lune', etc....'

What connection 'Clair De Lune' has with the sea, I don't know; but the over-all effect was enough to get the schedule. If you have a similar client, write Ron for data of the copy.

A VACATION FOR YOUR RADIO (Art Holt, Manager, WYSL)

The station is having a contest to send someone's radio on a two week vacation to Hollywood. While away, the radio will send postcards and small gifts to his owner and will return refreshed, and ready for more years of service on Aisle 14 on the Buffalo dial. While the radio is on vacation, the station provides a radio as a "people sitter" for the radio's owners.

Art suggests that Homer Odom would possibly be happy to have one of his girls mail daily postcards from Hollywood to the owners. The postcards, of course, are from the radio which is having a wonderful time in Southern California.

Art will furnish copy if you wish. I think it is a very clever promotion.

Rph

SALES APPROACH (Ron Ruth, Sales Manager, WYSL)

Ron reports that a schedule was obtained from 'Red L' Frozen Foods as a result of a spec commercial developed at the station. Since the product was frozen dinners in the sea food category, the spots were written around a 'lush concept of the sea... ', "...backed by such musical selections as 'Clair De Lune', etc.... '

What connection 'Clair De Lune' has with the sea, I don't know; but the over-all effect was enough to get the schedule. If you have a similar client, write Ron for dubs of the copy.

#

A VACATION FOR YOUR RADIO (Art Holt, Manager, WYSL)

The station is having a contest to send someone's radio on a two week vacation to Hollywood. While away, the radio will send postcards and small gifts to his owner and will return refreshed, and ready for more years of service on Aisle 14 on the Buffalo dial. While the radio is on vacation, the station provides a radio as a 'people sitter' for the radio's owners.

Art suggests that Homer Odom would possibly be happy to have one of his girls mail daily postcards from Hollywood to the owners. The postcards, of course, are from the radio which is having a wonderful time in Southern California.

Art will furnish copy if you wish. I think it is a very clever promotion.

#

SALES APPROACH (Ron Ruth, Sales Manager, WYSL)

Ron reports that a schedule was obtained from 'Red L' Frozen Foods as a result of a spec commercial developed at the station. Since the product was frozen dinners in the sea food category, the spots were written around a 'lush concept of the sea... ', "...backed by such musical selections as 'Clair De Lune', etc.... '

What connection 'Clair De Lune' has with the sea, I don't know; but the over-all effect was enough to get the schedule. If you have a similar client, write Ron for dubs of the copy.

#

A VACATION FOR YOUR RADIO (Art Holt, Manager, WYSL)

The station is having a contest to send someone's radio on a two week vacation to Hollywood. While away, the radio will send postcards and small gifts to his owner and will return refreshed, and ready for more years of service on Aisle 14 on the Buffalo dial. While the radio is on vacation, the station provides a radio as a 'people sitter' for the radio's owners.

Art suggests that Homer Odom would possibly be happy to have one of his girls mail daily postcards from Hollywood to the owners. The postcards, of course, are from the radio which is having a wonderful time in Southern California.

Art will furnish copy if you wish. I think it is a very clever promotion.

#

FUN PILL CONTEST (Johnny Borders, Program Director, KTSA)

To help carry out the theme of having a "fun contest" at KTSA, the station gave away "fun pills", which were actually pieces of bubble gum that the station had acquired some time ago.

VIDEO INTRETATION

Listeners desiring a "fun pill" were invited to send their name and address on a postcard to KTSA. Once per hour a postcard was drawn, and the person's name and address were announced and they were sent a "fun pill" plus two theatre passes.

Listeners did not have to call the station.

WALL TO WALL MUSIC (Stan Richards, Program Director, KJZZ)

Run by a competitor. This is essentially constant music on the station under all deejay ad libs, under all announcements, and in this case, even under news.

While I wouldn't be in favor of carrying it to that extreme, it is a clever, catchy expression.

VIDEO INTERRUPTION (Rick Bennett, Program Director, WYSL)

Used by a competitor. Occasionally, possibly four or five times during the day, the station interrupts a record that is playing and a voice says, "We have temporarily lost the video portion of our program. Please stand by." Obviously, you can embellish that line from your familiarity with TV program interruptions.

This could be good for some comment. I would say that this should not run over four or five days, and not over five or six times a day. Beyond that, it becomes too cute and its value rapidly deteriorates.

V.I.P.

Video

note

FUN PILL CONTEST (Johnny Borders, Program Director, KTSA)

To help carry out the theme of having a 'fun summer' on KTSA, the station gave away "fun pills", which were actually pieces of bubble gum that the station had acquired some time ago.

Listeners desiring a 'fun pill' were invited to send their name and address on a postcard to KTSA. Once per hour a postcard was drawn, and the person's name and address were announced and they were sent a 'fun pill' plus two theatre passes.

Listeners did not have to call the station.

#

WALL TO WALL MUSIC (Stan Richards, Program Director, KLIF)

Run by a competitor. This is essentially constant music on the station under all deejay ad libs, under all announcements, and in this case, even under news.

While I wouldn't be in favor of carrying it to that extreme, it is a clever, catchy expression.

#

VIDEO INTERRUPTION (Rick Bennett, Program Director, WYSL)

Used by a competitor. Occasionally, possibly four or five times during the day, the station interrupts a record that is playing and a voice says, "We have temporarily lost the video portion of our program. Please stand by." Obviously, you can embellish that line from your familiarity with TV program interruptions.

This could be good for some comment. I would say that this should not run over four or five days, and not over five or six times a day. Beyond that, it becomes too cute and its value rapidly deteriorates.

#

FUN PILL CONTEST (Johnny Borders, Program Director, KTSA)

To help carry out the theme of having a 'fun summer' on KTSA, the station gave away 'fun pills', which were actually pieces of bubble gum that the station had acquired some time ago.

Listeners desiring a 'fun pill' were invited to send their name and address on a postcard to KTSA. Once per hour a postcard was drawn, and the person's name and address were announced and they were sent a 'fun pill' plus two theatre passes.

Listeners did not have to call the station.

#

WALL TO WALL MUSIC (Stan Richards, Program Director, KLIF)

Run by a competitor. This is essentially constant music on the station under all deejay ad libs, under all announcements, and in this case, even under news.

While I wouldn't be in favor of carrying it to that extreme, it is a clever, catchy expression.

#

VIDEO INTERRUPTION (Rick Bennett, Program Director, WYSL)

Used by a competitor. Occasionally, possibly four or five times during the day, the station interrupts a record that is playing and a voice says, "We have temporarily lost the video portion of our program. Please stand by." Obviously, you can embellish that line from your familiarity with TV program interruptions.

This could be good for some comment. I would say that this should not run over four or five days, and not over five or six times a day. Beyond that, it becomes too cute and its value rapidly deteriorates.

#

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JUNE 26, 1963

An expansion to create a "pick hit" and one that lends itself to production

for

A KLIP V.I.P., a very important platter.

Don Keyes

V.I.P.

MEMORANDUM

1963
apl

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JUNE 24, 1963

An expression to denote a "pick hit" and one that lends itself to production is:

"A KLIF V.I.P., a very important platter."

Don Keyes

ys

Voice
Choice

Vignette
Promos

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JUNE 24, 1963

An expression to denote a "pick hit" and one that lends itself to production is:

"A KLIF V.I.P., a very important platter."

Don Keyes

ys

Voice
Choice

Vignette
Promos

COMPETITOR'S PROMOTIONS (J. Tyler Dean, Program Director, WYSL)

1.) WKBW: "Work Club" -- expectant mothers write in name and date of expected birth. Name is drawn, prizes (suitable) awarded.

VOICE CHOICE

2.) WKBW: "Voice Choice Contest" -- man goes out and gets tapes of voices from people on street. Play back on air; if you identify your own voice, you win a prize.

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

"This is WYSL, ... so nice to drive home to..." (Warners drive time)

REJECTED COMMERCIAL (Ron Ruth, Sales Manager, WYSL)

" The spots for the movie ' A New Kind of Love ' were very suggestive. I recommend a close listen to all cuts before putting this one on. It could upset some old, rich ladies, not to mention the FCC. "

PUBLIC SERVICE PROMOTION (Ron Ruth, Sales Manager, WYSL)

" Watch for KIDS on Halloween Night " campaign. Ron suggests that this campaign might be effective if done in a cute way and, at the same time, would make an impression on advertisers to be especially vocal on that night.

Voice
Choice

Vignette
Promos

rph

COMPETITOR'S PROMOTIONS (J. Tyler Dunn, Program Director, WYSL)

1.) WKBW: "Stork Club" -- expectant mothers write in name and date of expected birth. Name is drawn, prizes (suitable) awarded.

2.) WKBW: "Voice Choice Contest" -- man goes out and gets tapes of voices from people on street. Play back on air; if you identify your own voice, you win a prize.

#

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

"This is WYSL....so nice to drive home to..." (afternoon drive time)

#

REJECTED COMMERCIAL (Ron Ruth, Sales Manager, WYSL)

" The spots for the movie ' A New Kind of Love' were very suggestive. I recommend a close listen to all cuts before putting this one on. It could upset some old, rich ladies, not to mention the FCC. "

#

PUBLIC SERVICE PROMOTION (Ron Ruth, Sales Manager, WYSL)

"Watch for Kids on Halloween Night" campaign. Ron suggests that this campaign might be effective if done in a cute way and, at the same time, would make an impression on motorists to be especially watchful on that night.

#

COMPETITOR'S PROMOTIONS (J. Tyler Dunn, Program Director, WYSL)

1.) WKBW: "Stork Club" -- expectant mothers write in name and date of expected birth. Name is drawn, prizes (suitable) awarded.

2.) WKBW: "Voice Choice Contest" -- man goes out and gets tapes of voices from people on street. Play back on air; if you identify your own voice, you win a prize.

#

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

"This is WYSL, ... so nice to drive home to..." (afternoon drive time)

#

REJECTED COMMERCIAL (Ron Ruth, Sales Manager, WYSL)

" The spots for the movie ' A New Kind of Love' were very suggestive. I recommend a close listen to all cuts before putting this one on. It could upset some old, rich ladies, not to mention the FCC. "

#

PUBLIC SERVICE PROMOTION (Ron Ruth, Sales Manager, WYSL)

"Watch for Kids on Halloween Night" campaign. Ron suggests that this campaign might be effective if done in a cute way and, at the same time, would make an impression on motorists to be especially watchful on that night.

#

VIGNETTE PROMO

Thru 2-28, 1957

VIGNETTE PROMOTION

MUSIC: EST, UNDER

What were you doing when this music was making the rounds?

Remember what Dallas was like at that time? Or were you

around at all? Dallas has a very colorful past.

Friday, March 1st, the Old Scotsman, Gordon McLeod,

begins a series of fascinating Vignettes, telling the

stories of our city. Day tuned to KLIF for Gordon McLeod's

Vignettes, telling the stories of Dallas beginning Friday,

March 1st.

Vignette
Promos

WIGNETTE PROMO

Thru 2-28, 1957

MUSIC: EST, UNDER

What were you doing when this music was making the rounds?

Remember what Dallas was like at that time? Or were you around at all? Dallas has a very colorful past!

Friday, March 1st, the Old Scotchman, Gordon McLendon begins a series of fascinating Vignettes, telling the stories of our city. Say tuned to KLIF for Gordon McLendon's Vignettes, telling the stories of Dallas beginning Friday, March 1st.

WIGNETTE PROMO

Thru 2-28, 1957

MUSIC: EST, UNDER

What were you doing when this music was making the rounds?

Remember what Dallas was like at that time? Or were you around at all? Dallas has a very colorful past!

Friday, March 1st, the Old Scotchman, Gordon McLendon begins a series of fascinating Vignettes, telling the stories of our city. Stay tuned to KLIF for Gordon McLendon's Vignettes, telling the stories of Dallas beginning Friday, March 1st.

MUSIC: EST UNDER

Since our city's founding near the middle of the last century, Dallas has been one of the most colorful cities of our country. There are many stories to be told -- serious, humorous, and inspiring -- about the growth of Dallas. The Old Scotchman, Gordon McLendon, recreates the stories of our city with an intriguing series of Vignettes. Stay tuned for Gordon McLendon's stories of Dallas throughout the day on KLIF.

MUSIC: UP AND OUT

VIGNETTE PROMO

3-1 thru 3-8 ONLY

SM

MUSIC: EST, THEN UNDER

The "Good Old Days " in Dallas were filled with gaiety, charm ... and "growing pains." The Old Scotchman, Gordon McLendon, re-creates colorful stories of Dallas since our city's founding, in an intriguing series of Vignettes. Stay tuned for Gordon McLendon's stories of Dallas throughout the day on KLIF.

MUSIC: UP AND OUT

MUSIC: EST UNDER:

Since our city's founding near the middle of the last century, Dallas has been one of the most colorful cities of our country. There are many stories to be told .. serious, humorous, and inspiring .. about the growth of Dallas. The Old Scotchman, Gordon McLendon, recreates the stories of our city with an intriguing series of Vignettes. Stay tuned for Gordon McLendon's stories of Dallas throughout the day on KLIF.

MUSIC: UP AND OUT.

VIGNETTE PROMO

3-1 thru 3-8 ONLY

SM

MUSIC: EST, THEN UNDER

The "Good Old Days " in Dallas were filled with gaiety, charm ... and "growing pains." The Old Scotchman, Gordon McLendon, re-creates colorful stories of Dallas since our city's founding, in an intriguing series of Vignettes. Stay tuned for Gordon McLendon's stories of Dallas throughout the day on KLIF.

MUSIC: UP AND OUT

MUSIC: EST UNDER:

Since our city's founding near the middle of the last century, Dallas has been one of the most colorful cities of our country. There are many stories to be told .. serious, humorous, and inspiring .. about the growth of Dallas. The Old Scotchman, Gordon McLendon, recreates the stories of our city with an intriguing series of Vignettes. Stay tuned for Gordon McLendon's stories of Dallas throughout the day on KLIF.

MUSIC: UP AND OUT.