

076

Public Service

OBJECTIONABLE SONGS

WYSL has avoided "Mama (Can I Talk to You)" by Jan Rhodes on Blue Records. She sings a song to her mom because she is in trouble.

OBJECTIONABLE COMMERCIAL COPY

KOST objects to references in "Petulia" film dealing with "...all-star one-night happening..." and "...American husbands and wives aren't cutting it together..."

PSA APPROACH

KLIF aiding back-to-school campaign centered around slogan, "Don't Drop Out; Keep on Pushin' with KLIF."

KOST has been emphasizing very local PSA organizations like the Watts Revitalization Corps instead of Red Cross type.

EQUIPMENT PROBLEMS

KLIF reports that needless equipment connected to the program lines increases the chances of going off the air.

FUNCTIONAL DIFFICULTIES

KLIF needs to streamline procedure for preparing, printing, and mailing survey. Any ideas?

SIGNIFICANT PRODUCTION ALBUMS

"Rosemary's Baby"...Det DLP 25875.

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BEST NEW ON-AIR PROMOTION

KABL -- Exotic dealing with Fiddleheads. Scheduled for all GM stations. Client promotion with Kal-Kan, giving away a "shaggy dog."

NEW PUBLIC SERVICE IDEA

✓ WYSL -- Working with Mayor's Youth Opportunity Council on finding youngsters summer jobs. Aretha Franklin voiced spots.

EFFECTIVE LOCALLY PRODUCED SPOT

KOST -- Spot for Hypnosis Education Center. Available on request.

OBJECTIONABLE COMMERCIALS

WYSL -- Movie, "Where Were You When the Lights Went Out?" Refers to hanky-panky on living room couch. Voiced by Eddie Lawrence.

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KOST -- Portion of Pontiac commercials perhaps too rocky for format.

FUNCTIONAL PROBLEMS

KOST -- Recurring problem with spotters getting out of synch. (Ed. note - XTRA is re-synching when a new man comes on shift and every three hours while on duty to check this problem.) Having problems with spotter tapes stretching. Anyone else with this problem?

STREAMLINING OPERATIONS

KOST -- Need cart rawinder. Anyone have one that isn't in use?

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EMPLOYEE IDEAS

WVSL -- now has each salesman submitting weekly projection report, in addition to required monthly projection report.

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WVUS -- asking persons who do public service spots to do several different spots to run as series. Keeps traffic flow down. When spots deal with specific campaign, also get speaker to do undated ones for subsequent use.

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KABL -- plans to approach Pacific Gas and Electric Company to do series of safety hints to run in conjunction with regular 52-week sched. Spots will have unusual sound effect opening with copy lead: "KABL and PG&E remind you that..." etc.

GENERAL MANAGER SALES CALLS

Israel -- 11 agencies, four luncheons

Smith -- seven agencies, two luncheons

Lurie -- seven agencies, one luncheon

Luther -- 25 agencies and directs, five luncheons

Johnson -- five agencies, four luncheons

Hutton -- four agencies, four luncheons

Danahy -- 18 agencies, three direct, one luncheon

CONTINUING PUBLIC SERVICE

WVUS -- interviewed Rt. Rev. Msgr. Francis W. Byrne, Vicar General Archdiocese of Chicago, and Charles Kerwin, VP, Halsey-Stuart Co.

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COMMUNITY IDENTITY

KLIF - Splash Day. Packed Vickery Park Pool.

WWW - WWW was approached by executive members of the Boy Scouts of America for help on producing a voice track for a new film aimed at closer identification of inter-city youth with the Boy Scouts. Since they had their material with them, WWW proceeded immediately to produce the voice track, with their selected music. Eventually this track will be pressed into a record to aid in city wide presentation of the film.

POSITIVE PROGRAM COMMENTS

KLIF - Fantastic comments on GBM editorial following RFK assassination and ID - America, "Love it or Leave it."

WWW - On re-running the GBM editorial re Kennedy assassination, WWW received requests for fifteen copies by 2:30 P.M.

NEGATIVE PROGRAM COMMENTS

KLIF - "Yummy, Yummy" banned.

WWW - Sporadic negative comment has been received about the "Man and Woman" mood intros. It seems the people who called enjoyed the other moods much more.

WNUS - Mood Intros. Telephone call received protesting same intros used day after day. Though WNUS tries to vary when they run, because WNUS is limited in the number available, repetition does occur. Thorne suggests WNUS develop three times the number presently available so that they can program a greater variety throughout the week. Special emphasis should also be placed on weekend and holiday intros.

NEW IDEAS

KLIF - Collaborated with Casa Linda Theatre for station - theatre promotion. Good for both.

PUBLIC SERVICE IDEA

KLIF - Flew with client to Kerrville, Texas to take Crippled Children to Lion's Club Camp.

WWW - The hard bound poem "Six White Horses" written by a Detroit high school girl, and illustrated by a thirteen year old boy has been made available to WWW by the producer of the book. The 56-page book is about the thoughts (according to the author) that must have gone through the head of John-John Kennedy at his father's funeral. W/4 will offer the book and two photographs (one of John and one of Robert Kennedy, suitable for framing) to W/4 listeners for two dollars. All royalties going to the Kennedy Memorial Library.

OUTSTANDING LOCAL PRODUCTION

KLIF - Canned Heat/Fudge commercial. Utilized subliminal approach.

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BEST ON THE AIR PROMOTION

KLIF - Record Rampage - Listeners request their favorite record on a postcard and twice per hour, KLIF plays their request and then gives them a free copy.

Classic Elimination: From 6 PM Friday until midnight Sunday 2 "oldies" are played and voted on while a current hit plays. Votes are counted, and the winner is pitted against a new challenger, until a new champ is crowned, until they have a "King" at midnight Sunday.

WYSL - "The WYSL Golden Week". Playing a 2 to 1 ratio - 2 oldies to one off the current list all week long. Each hour, between 7 AM and 10 PM WYSL gives their listeners a chance to win a goldie 6 pack, consisting of 6 good goldie LP's worth \$49.95. The albums coming from the record people.

BEST COMPETITIVE OUTSIDE PROMOTION

WYSL - The annual KB fun affair. Three days of free shows featuring top names, giveaways, jock appearances, etc. This year the Union Gap, the Free Design and Roy Orbison are the top acts.

BEST PUBLIC SERVICE IDEA

KLIF - KLIF is planning a mythical trip around the United States. Listeners get road maps and follow instructions given over the air. Exp.: Leave LA and go 75 miles east on Rt. 66. You must listen to follow the route to "See America First" then the person who can tell us where we end the traveling, KLIF sends "out of the country" (To Nassau, Puerto Rico.)

WYSL - "Attitudes and Platitudes" - safe driving tips for the up-coming summer season. Information furnished by the Travelers of Hartford, Connecticut.

BEST NEW STATION BREAK

WYSL - "Ladies and Gentlemen - the WYSL beat goes on."

KLIF - "KLIF, where summer is just a spring away."

"Thanks for listening to Big Kliff...we're not so big without you."

NEED PROMOTION IDEA.

WYSL - The long 4th of July weekend.

WNUS - Still needs a good idea for a June Bride Promotion.

KLIF - Resort properties

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WNUS - Harris Bank: Having trouble getting women to work in their office. Proposed announcements to recruit women...explaining the advantages of shorter hours, their cafeteria etc. Will be getting answer next week.

WNUS - Speed Queen Washers - Proposed to district manager that he try to reach decision making building owners and management companies to install Speed Queen aparatus in their building thru W-Music. Spots would be scattered throughout the entire day.

XTRA - Gallencamp Shoes: XTRA proposed to run a contest in conjunction with an upcoming schedule, the winners to receive a year's supply of shoes for their entire family. XTRA would provide air time only and Gallencamp's outlets would provide the necessary entry blanks, displays and shoes.
(Copy)

The old lady who lived in the shoe had so many children she didn't know what to do, but if she had lived in a Gallencamps Shoe Store, she would have been better off. Now if you have a bunch of kids and don't know what to do with them, take them to the Gallencamps Shoe Store nearest you and enter the EXTRA Music Shoe-In. You don't even have to have any kids to enter the EXTRA Music Shoe-In and win a year's supply of Gallencamps Shoes for the entire family. There will be ten winners in all, so enter today... at your nearest Gallencamps Shoe Store.

Back to school time is Gallencamp Shoe time..and no matter how many kids you have, next month is shoe time and next month. Children wear out more shoes than ladies go through hats. If that's what you have to look forward to, then enter the EXTRA Music Shoe-In and you may be one of the ten families to forget shoe worries for a whole year. Just your name and address on a Gallencamp Entry blank could win your family a year's supply of shoes. Ten EXTRA Music Shoe-In winners. So enter today...at your nearest Gallencamp Shoe Store.

KABL - To Grodins Men Stores they proposed a public service campaign where listeners were asked to drop off old suits, slacks, etc. to any of the eight Grodins locations and name a charity for donation. The store assumed the responsibility for having the clothes cleaned and delivered to the charity specified by the listener. Great campaign!

KLIF - Sold schedule to James K. Wilson on rental of formal wear for Graduation parties by producing commercial using approach from the movie "The Graduate" and male and female voices.

KLIF - One of AAA's best services is bail bond for members. Wrote special spot using motorist being arrested by cop, who lets him go when he finds out the driver belongs to AAA.

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WYSL - WYSL baseball team will become a reality in June. The team will play 10 games, each being played at 3 pm on Saturday afternoon.

BEST PUBLIC SERVICE IDEA

WYSL - Used a Navy Lt. just back from Viet Nam to record Savings Bond spots. It should hit home to people who haven't purchased bonds. Local office likes the idea also.

KLIF - KLIF is saluting 33 fringe area stations during national radio month.

QUESTIONABLE MOVIE SPOTS OR RECORDS

WYSL - "Yummy, Yummy" - I've got love in my tummy:"

WYSL - "Teenage Mother" - Spot provided makes mention of an "actual birth on the screen" on the whole was very suggestive in a crude manner. Edited spot to leave title, artists, music and little attention to story line. Agency approved.

BEST NEW STATION BREAK

WYSL - "WYSL - where you hear the sound of the 70's now."

KLIF - Use of d.j. names in "Word Play" for I.D.,
Give yourself a Rabbitt punch nightly at 6, on KLIF, Dallas.
KLIF, Dallas...sporting a Van Dyke, afternoons at 3.
Mike hammers...out the hits...on the O'Shea show...on KLIF.

BEST NEW PRODUCTION TYPE ALBUM

WYSL - "The Nashville Strings" Hugo Winterhalter on Columbia Records - CS-9646

WWW - "My Guitar - George Van Eps" - Capitol ST 2533

EXCEPTIONAL SALES IDEA

WWW - "Entertainment '68" is a passbook containing coupons to over 200 Detroit establishments, including restaurants, theatres, bowling alleys and various other entertainment places. Many of the establishments listed are "W-4 Listening Posts" and therefore a "natural" for "Entertainment '68". They are preparing spots to encourage listeners to send in names of additional "Listening Posts" and will offer the passbook as a prize. Beneficial to both the promoters of the passbook and to the station.

WYSL - Co-sponsored promotion involving \$9300.00 radio schedule sold to Oldsmobile Dealers Assoc. and McDonald Hamburgers. Promotion includes courtesy cars to be driven by WYSL Sales Staff, contest includes as prizes a 1968 Cutlass and a cottage to be used for the summer.

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PROGRAMMING SECTION

BUILDING STATION IMAGE

KLIF ran putt-putt tournament. DJ's set score, listeners challenged. Players with better scores got free book of putt-putt passes.

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WNUS worked with Mahalia Jackson to help raise funds for the Mahalia Jackson scholarship fund. Excellent public service.

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UNUSUAL POSITIVE COMMENTS

KLIF reports "heavy music sales" since KNUS (KLIF's FM counterpart) went on air with "underground format."

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UNUSUAL NEGATIVE COMMENTS

Spots for movie, Savage Seven, created nasty calls (KLIF).

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NEW IDEAS

KLIF's Jim Tabor will give away every record he plays first week on air.

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BEST NEW PROMOTION

KLIF -- July is hot dog month. Hot dog is American discovery. July 4th is most American of days. No world's record established for eating hot dogs, so KLIF set up contest at Gemini Drive-In Theatre.

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WWW -- Trivia contest, copy attached.

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Pancake Race (2)

KABL and the International House of Pancakes is looking for new ways to prepare the old flapjack. Perhaps you're a pancake fan and have invented a new pancake recipe. If it's good enough, it could win you a trip to Liberal Kansas to observe the Shrove Tuesday pancake races between the ladies of Liberal and the residents of Olney, England. You'll spend the day in Liberal and make exclusive telephone reports on the progress of the race. One hundred dollars expense money is included with your round trip air fare. So, get busy with your pancake recipes. The most bizaare, unusual and potentially tasty recipe wins. Write before February 25th to "Flapjacks", KABL, 632 Commercial Street, San Francisco.

BEST OUTSIDE PROMO

KLIF - Jimi Hendrix Show. Sellout. Good comment from the kids. Suppose there is something there.

BEST PUBLIC SERVICE IDEA

KABL - San Francisco's Society is throwing a gala Mardi Gras Ball at the end of the month. In addition to promoting the event, all proceeds go to the Children's Hospital, KABL is airing the voice of the Mystery King who will preside over the function. The first to guess the identity of the Mystery King receives two tickets (\$39.50 each) to the Ball.

QUESTIONABLE MOVIE SPOTS OR RECORDS

KLIF - "Shanty 7 ramp Movie" - Had to be re-cut. Too suggestive.

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BEST ON THE AIR PROMO

XTRA - With the advent of the Pueblo Incident news and the punctual reporting of each new development of this crisis became the best promotional effort this station could mount. All efforts this past week were expended in this direction.

✓ KILT - Mac Hudson is running the "Suppressed Desire" Contest on his morning show. He asks the listeners to call in and tell him something they have always wanted to do, but never had the chance. The cleverist ones win tickets to the motorcycle races and the most unique gets a Honda motorcycle.

WYSL - WYSL feels not enough of the respectable teenagers are given credit where credit is due. They now have a student of the month and by way of a promo, list his admirable achievements both in and out of school. Each student of the month receives a plaque and numerous other prizes for his achievement.

✓ KLIF - Anniversary promo...for mid-day...Listeners send us their anniversary date and we announce 5 winners daily from 9 AM-3 PM. Winners receive 2 McLendon theatre tickets.

BEST OUTSIDE PROMO

✓ KLIF - They are going to begin a "Make Someone Famous" contest. They'll request a short paragraph from listeners about themselves. The bit is simple. They select a winner, make a day for him, and then heap fame upon him with mentions, a free night on the town, etc. They'll tie in names of famous people, asking "don't you wish you were...?" Be famous! Maybe KLIF will select you...Probably they'll select some ding-a-ling.

BEST PUBLIC SERVICE IDEA

✓ KLIF - A little girl was seriously injured in an auto accident in which her mother and father were killed. A story appeared in the Morning News about it. They followed that with a promo requesting mail for her.

BEST NEW STATION BREAK

✓ KILT - KILT setting the pace for better listening!

KLIF - Love is Alive and Well in Dallas at KLIF...Your Valentine for '68.

BEST ON THE AIR PROMO

XTRA - With the advent of the Pueblo Incident news and the punctual reporting of each new development of this crisis became the best promotional effort this station could mount. All efforts this past week were expended in this direction.

✓ KILT - Mac Hudson is running the "Suppressed Desire" Contest on his morning show. He asks the listeners to call in and tell him something they have always wanted to do, but never had the chance. The cleverist ones win tickets to the motorcycle races and the most unique gets a Honda motorcycle.

WYSL - WYSL feels not enough of the respectable teenagers are given credit where credit is due. They now have a student of the month and by way of a promo, list his admirable achievements both in and out of school. Each student of the month receives a plaque and numerous other prizes for his achievement.

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BEST COMPETITIVE OUTSIDE PROMO

KILT - KIKK - They have a live porpoise at the Houston Boat and Sport Show. They hold shows every 20 minutes and it has drawn quite a bit of attention.

BEST PUBLIC SERVICE IDEA

KLIF - KLIF is using their calendar book to change week to week PSA tapes. Local people are voicing spots for "National Bowling Week, et." They're going week to week and staying more topical... rather than month to month.

KILT - With the mid-term semester, KILT is promoting a "Stay in School" campaign. KILT has had much reaction to this and they have re-created a short P.S.A.:
First voice: (Yelling) "Hey boy!"
Second voice: "Unless you want to be called that the rest of your life, stay in school."

QUESTIONABLE MOVIE SPOTS OR RECORDS

KLIF - "We're a Winner" advocates Black Power. (ABC---Impression)

WYSL - The 60-second cut for the movie "Mary Jane". The phrase "The weed whose roots grow in hell" is entirely in bad taste. The 60 second was cut to a 30 second, which is what they are running.

KILT - "I Can't Stand Myself (When you touch me)" James Brown, King Label, "Oh God"

BEST NEW STATION BREAK

WYSL - "WYSL" Your Stadium Station in Buffalo." This constantly reminds listeners that the entire station, and not only the News Department is behind the city and country, for the construction of a new stadium in Buffalo.

BEST NEW PRODUCTION TYPE ALBUM

WYSL - Si Zentner's "Warning Shot" on Liberty LRP 3498. They've used several cuts off this album for their traffic helicopter promos. Very effective.

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P. B.

PUBLIC SERVICE ANNOUNCEMENT POLICY

The following is KADS' policy concerning Public Service Announcements:

- 1) Announcements will not exceed twenty seconds, each, that is.
- 2) Each PSA must be voiced by the director or local executive of the organization for whom the announcement will be broadcast.
- 3) Each PSA will contain at least one mention of K-ADS.
- 4) Each PSA will be as localized as possible, mentioning Los Angeles or a section or suburb, as appropriate.
- 5) For the time being, no more than five organizations will be scheduled for public service time during a 24-hour broadcast period.
- 6) PSA ETs will not be used on this station unless the produced recording fulfills all of the above requirements.

Organization directors or executives may be invited to KADS' studios, or may call the station to tape announcements. A Norelco telephone recording of the PSA is quite adequate for broadcast. If appointments are made for studio taping, organization directors or executives are to be greeted by the Operations Manager, the Office Manager, or the Program Director. During all studio taping, the Program Director will supervise the production of PSAs.

It is felt that first person Public Service Announcements are more effective than the announcer-read hackneyed copy distributed by public service organizations. The announcement becomes more intimate and ear-catching when it contains a mention of K-ADS and Los Angeles, voiced by the organization director, himself.

Here's an example of the kind of PSA KADS will broadcast:

"I'm Mrs. Fred Smith, chairman of this year's MOTHER'S MARCH AGAINST POLIO in Los Angeles, asking all K-ADS listeners to fight Polio in your neighborhood by giving your dollars to the mother who will ring your doorbell on January 31st."

"On K-ADS, this is David Rice who has organized a Social Book Club as a non-profit avocation for anyone between 21 and thirty-five who likes to discuss books. I'm inviting K-ADS listeners to our next discussion on January 10th at 6644 Fountain Avenue, Hollywood. Walker Percy's The Moviegoer will be discussed."

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Try to get well-known local people, authors, writers, celebrities, etc. If you have a list of the Board of Directors of the Chicago charities, this should give you a running start. Now, we're going to have to get out and phone for these things and we get them flowing in. We're going to have to call and ask for them. It's a trick to get them you get the people on the telephone--the leaders you want to talk to.

First of all, let's take what could be a typical local public service announcement and see an example of what can be done with it. Attached is the public service announcement that we are now running and would run under any circumstances run after January 10th. We should be having one or two localized spots every day or so between now and January 25th, starting with a few non-localized, so that by the time January 25th arrives, we have made the grade just in normal progression. Now, for November's sake, the following copy is just intended as an example and I don't want anyone to copy it as is, or copy just like this one. All should be different, with varying titles, range of names, self letters, etc. I don't want everyone to start with "this is Mrs. John Jones..."

Example:

"This is Mrs. John Jones of Lake Forest and I'd like to speak to to WGN listeners about babies you know, the first step with a baby is an important one. And the first step is to see that every Chicago baby has a chance for a healthy, happy Chicago life by insuring medical attention at childbirth. This can be done by giving to the Chicago Maternity Center. We've advised you that the Chicago Maternity Center has teams of doctors and nurses always on call to delivery babies in the homes of needy Chicago families."

GBM Memo re Public Service

From now and immediately, all WNUS public service announcements are to be personalized to Chicago and, wherever possible, with the inclusion of WNUS call letters.

It will be WNUS' policy, beginning 25 January, to air local public service announcements only where our call letters are included twice in the announcements and where the speaker specifically records the announcements for us, either at 230 North Michigan or at 8601 South Medzie. Art Holt will be charged with putting the proper recording apparatus for this purpose in the conference room at 230 North Michigan so that we can record at either place. If the person who records wishes to adhere to our rules for localization of either a national or local public service spot, also including our call letters twice, we've no objection to their cutting the spots anywhere.

Try to get well-known local people--society women, celebrities, etc. If you have a list of the Board of a number of the Chicago charities, this should give you a running start. Now, we're going to have to get out and phone for these things until we get them flowing in. We're going to have to call and ask for them. It's a cinch to get once you get the people on the telephone--the leaders you want to talk to.

First of all, let's take what could be a typical local public service announcement and see an example of what can be done with it. Attached is the public service announcement that we are now running and would not under any circumstances run after January 25th. We should be adding one or two localized spots every day or so between now and January 25th, deleting one or two non-localized, so that by the time January 25th arrives, we have made the grade just in normal progression. Now, for heaven's sake, the following copy is just intended as an example and I don't want everyone to begin, or end, or sound just like this one -- all should be different, with varying twists, usage of names, call letters, etc. I don't want everyone to start with "this is Mrs. John Jones..."

Example:

"This is Mrs. John Jones of Lake Forest and I'd like to speak to to Wnews listeners about babies: you know, the first step with a baby is an important one. And the first step is to see that every Chicago baby has a chance for a healthy, happy Chicago life by insuring medical attention at childbirth. This can be done by giving to the Chicago Maternity Center. Wnews advises you that the Chicago Maternity Center has teams of doctors and nurses always on call to delivery babies in the homes of needy Chicago families."

Note the working in of the call letters. Note the working in of two additional mentions of Chicago. Because here's how that spot came to us and would forever continue coming to us unless we insisted otherwise:

"The first step is the important one. The first step is to see that every Chicago baby has a chance for a healthy, happy life by insuring medical attention at childbirth. This can be done by giving to the Chicago Maternity Center whose teams of doctors and nurses are always on call to deliver babies in the homes of needy families."

Now, which is better? Which helps the charity most? Which helps us most?

Henceforth, all public service announcements will be limited to a thirty-second length--they may be shorter, but not longer.

Now, let's take two national public service announcements which are given below exactly as these two little audience-murderers arrived at WNUS:

1) Mental illness is called the nation's number one health problem. Why? Because it takes a greater toll in human suffering and financial loss than any other illness. Today, right now, this very minute, there are more people in mental hospitals than in all other hospitals combined. Contrary to popular opinion, mental illness does not affect only the old or middle-aged. It affects the young as well. In fact, the most widespread of all serious mental illnesses--schizophrenia--strikes primarily at teenagers and young adults. It also strikes thousands of little children--as young as two or three. As the number one health problem, it should have number one priority in public concern and action. Help research conquer mental illness. Help relieve the suffering of those already afflicted. Join and support your local chapter of the National Association for Mental Health.

Now that one is obviously a violation of every law of mankind except decency. No, it isn't even decent--nobody should abuse a charity that way. We couldn't even think of using it but it can be rewritten as we'll show you into two worthwhile announcements, localized to WNUS. And, by the way, after a while, you can insist that the charitable organization itself prepare the announcement once you have told them the requirement and given them the prescribed NAB word-length. They'll be crying to get on and if they are not interested enough in doing so to provide us with the things we need, we aren't interested enough to run them. Salesmen: why not get localized WNUS p.s.a.'s, with our call letters, done by the top 100 decision makers (not agency people) who also happen to be extremely well-known locally--guys like the head of Marshall Field, etc. It should be in their voices and you can take it on a portable tape recorder in their offices. It is awfully hard to refuse someone who wants to set up a ten-minute period of your choosing to record you for a top Chicago

charity--especially when you are on the board. And that's your excuse for calling them--they are on the board, and we are in the process of revising our policies so that all public service announcements are more personalized.

Now, how do you get a list of these boards? A dozen ways, but to start call the Chicago United Fund or Community Chest. The telephone number is in the telephone book. There is no move under way to suppress the list of members of the board of these organizations. Ninety-five of Chicago's one hundred business owners or toppers will be on one or, in most cases, several of these boards. Now, you'll have to write the announcements for them--try to have at least two different ones--and you'll have to record it in their offices.

Example number two:

"For twelve million arthritis sufferers, each day is an ordeal of anxiety and pain. This cruel disease is our country's greatest crippler. It spares no age. Even children are afflicted. Hope for the future... discovery of a cure... lies in medical research. You can contribute to the breakthrough by giving, and giving generously, to your nearest chapter of the Arthritis Foundation."

That ought to knock them out of a few thousand dollars from people who had planned to give before they heard the announcement. I'd say the people who heard it should tear up their checks and make out new ones marked "mental health contribution", mailing same to the station manager who was dumb enough to air the spot in the first place.

Now, let's see what can be done about these little gems. Taking that first bit of undying prose on mental illness and trying to salvage it:

"I wonder if Chicagoans listening to W-News know that there are more people in mental hospitals here in Chicago than in all other Chicago hospitals combined. This is _____ of Marshall-Field (if he wants to use his business, so much the better; if not, okay, too), and those of us here in Chicago who are active in the Chicago chapter of the National Association of Mental Health know that you want to relieve the suffering of Chicagoans. We would like to thank W-News for giving us this opportunity to urge all Chicagoans to join and support your Chicago chapter of the National Association of Mental Health."

I'm not trying to cut them down to proper wordage length--just giving you the idea. In a thirty-second spot, you should get the call letters in twice; once will do in a twenty-second or less spot.

What, now about the second spot you could dredge up from that morass of wordage death you by the NAMH?

"This is Maury Levin. Most WNUS listeners might think that mental illness is only for the old or middle-aged in Chicago. But, mental illness affects the young in Chicago as well. For instance, schizophrenia strikes primarily at teen-agers and young adults in the Chicago population--and schizophrenia hits thousands of little Chicago children-- as young as two or three. WNUS asks that I urge you to help research conquer mental illness--join and support the Chicago chapter of the National Association for Mental Health."

Cliff Johnson can help sales and WNUS programming by getting us into dozens of offices where top business people would love to do these. The society women who are leaders are simply a cinch.

The other day a lady from the League of Women Voters cut a specially tailored to Chicago announcement--not one mention of WNUS call letters. Why not? Why didn't someone just ask her to mention us?

Let's now do some surgery on that arthritis announcement:

"Here in Chicago, we have nearly two hundred thousand Chicagoans who are arthritis sufferers--in anxiety and pain. Wnewslisteners know that arthritis is a cruel crippler--Chicago's greatest crippler, in fact. This is _____ of _____ and all of you listening to WNUS can help the arthritis breakthrough by giving, giving generously to your nearest chapter of the Arthritis Foundation.

If anybody has any questions, let me know. But, for heaven's sake, don't remain silent if you have questions or need further examples. Let's get this going and stop our deliberate effort to stamp out worthy charities.

###

BEST ON THE AIR PROMO

✓ WYSL - "Goodtimer Sing-A-Long" Rotation contest with four cuts from Mitch Miller's Xmas-Sing-A-Long album. They produced shorties with the jocks singing along. Results were pretty funny. Good contest to have fun with on the air.

✓ X-TRA - A brief (30-45s) feature is now on the air during weekday drive-times, with questions posed as to word origins or the history of customs in the morning, answers given afternoons. Titled simply "Why", the feature hopes to build an interlocking stimulus in drive-time habits. The listener who "tunes out" after catching one newscast in the morning now has the reminder of an unanswered question to cause him to tune back to X-TRA on the way home. Emphasis is placed on seasonal words and customs during this holiday period. Samples lead weekly aircheck.

QUESTIONABLE MOVIE SPOTS OR RECORDS

WYSL - "Cuddly Toy" Monkees latest album... "You are not the only cuddly toy that has ever been enjoyed by any boy. Not the only cherry delight left alone in the night... who gave up with a fight."

KABL - "The Graduate" movie spot.

BEST PUBLIC SERVICE IDEA

✓ X-TRA - Once again, as he has for the past 21 years, Norm Epstein's father quietly brought Christmas to hospitalized children in Los Angeles. X-TRA ran a brief spot campaign on the morning of his Christmas party (leads aircheck), but would like to get X-TRA News involved next year. If this can be arranged without impinging on the doctor's Christmas efforts, X-TRA could add whatever contributions they might manage to his store of gifts, while adding some outside promotion in Los Angeles at a time when it would be very beneficial.

BEST STATION BREAK

✓ WYSL - WYSL... 1400
The spot that's super hot... thanks to you.

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The spot that's super hot... thanks to you.

KLIF - KVIL asks for cards with needy childrens' names...those who will not have Christmas, etc. cooperating station sponsors will then invite them to their stores to select gift or gifts themselves.

WYSL - KB Kooky Cookie Contest...WKBW is inviting listeners to bring cookies to their studios the 15th of December for judging. Most original cookie will win an Oster Blender. All cookies will be given to a local childrens home.

BEST PUBLIC SERVICE IDEA

KLIF - Charlie Van Dyke solicited over 1,000 additional (had 4,100) volunteers for the leukemia march by doing last Saturday afternoon's show remote from the leukemia headquarters.

X-TRA - Joe Pyne's show on KLAC last week featured a drive to record brief Christmas messages by friends and loved ones to be transmitted (via MARS?) to GI's serving in Viet Nam. The conversations, ranging from pathos to bathos, were aired as they were recorded and the emotional pull of such a broadcast is undeniable.

QUESTIONABLE MOVIE SPOTS OR RECORDS

KLIF - Fed-Mart Dept. Store... "Shoot my wad every Christmas."

WYSL - "Skip a Rope" - Henson Cargill (Monument) Pulled from air because of complaints from sponsors. Record makes reference to cheating on income taxes...

BEST NEW STATION BREAK

KLIF - KLIF...Yours for a song.
KLIF...The Sound of Music.
KLIF...The music machine.

WYSL - Spreading Holiday cheer from ear to ear.

BEST NEW PRODUCTION ALBUM

KLIF - For short intros and/or bridges - "Astrology" - Uni. 3011
For Xmas B/G's - RCA Victor - LPM - 3828
For Xmas B/G's - RCA Camden - Cal - Cal 2159

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BEST OUTSIDE PROMOTION

KILT - KILT "Khoraleers"---One deejay (as yet undecided) will organize small group to sing carols at obvious places during the last week before Christmas.

BEST COMPETITIVE ON THE AIR PROMO

KLIF - For some time, KVIL has been promoting the "First Annual Miss K-Vil Teen Age Contest." First place winner gets a trip to Acapulco and a date with afternoon drive DJ; other prizes are TV's, stereos and radios.

KLIF began a station break, "KLIF, Big D's only 24 hour popular music station," a 24 hour FM popular music station complained so we changed it to Big D's only amplitude modulated 24 hour popular music station. Immediately afterward KBOX began saying that they were "Big D's only 24 hour country music station." Then KPCN daytime country competition for KBOX began saying "this is KPCN, Big D's only clear channel country music station." All of this grew out of our original station break, proving again that KLIF is the station other stations listen to and imitate but never duplicate.

BEST COMPETITIVE OUTSIDE PROMO

KILT - KNUZ has a booth at the "Rod and Custom" car show this weekend. Jocks will make constant appearances.

BEST PUBLIC SERVICE IDEA

✓ KLIF - Voice of the Mayor endorsing the Teenagers March Against Leukemia.

QUESTIONABLE MOVIE SPOTS OR RECORDS

KILT - "I Am the Walrus"...the Beatles...Capitol. Rejected due to the line..."pornographic priestess; boy, you've been a naughty girl; you let your knickers down."

BEST NEW STATION BREAK

✓ KLIF - KLIF - the best on record.
(2 or 3 winners names), just a few recent winner on KLIF, the winner's list goes on.

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KABL - Location Z is in response to local Drake Top 40 Station, KFRC's Location X Game.

Copy:

It's time, once again to play KABL'S cash prize game: Location Z. If you can guess the mystery location, somewhere in San Francisco County, you will win our big-bang-up-bonus cash prize. At the start of the contest we put ten American pennies in a mason jar. Each day the masonjar is opened and one of the pennies removed. The object is to win before the pennies run out. The prize could be all yours if you can guess Location Z. Listen carefully: It may be somewhere right near by...

(Sound effect)!

You just heard the sound of Location Z. If you know where Location Z is, get pencil and paper and write down the mystery location; roll it up tight and put it in a quart milk bottle and throw it in the San Francisco Bay. If we pick up your entry and it is our Location Z the KABL big-bang-up bonus cash prize is yours. Good Luck.

X-TRA- A return to what is still our main attraction: We continue to be the only signal in Southern California providing listeners with a complete newscast 24-hours a day. (Spot is on the front of the week's aircheck.)

BEST PUBLIC SERVICE IDEA

KLIF - As a part of KLIF's drive as the Dallas Leukemia Drive Station, local outstanding teens customized recruiting announcements, giving their name, school, etc., and delivering the pitch... makes it more their project.

QUESTIONABLE MOVIE SPOTS OR RECORDS

KILT - "Judy in Disguise (with glasses)"... John Fred & Playboys... refers to "...cross your heart with your living bra."

WNUS - The Penthouse.

BEST NEW STATION BREAK

KLIF - Join the KLIF "tune-in", dial 1190.

PROMOTIONAL IDEAS NEEDED

KLIF - Needs some fresh approaches to News promos

KLIF - Needs Special After Christmas sales Promos.

KILT - Promos for the small shopping centers with a limited budget.

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KILT - Promos for the small shopping centers with a limited budget.

BEST COMPETITIVE OUTSIDE PROMO

WYSL - WKBW in Buffalo is going to play basketball this season. Name of the team is the KB Dribbles".

BEST PUBLIC SERVICE IDEA

WYSL - Morning disc jockey and Public Service Director Bob Day is going to be the entertainment emcee for the United Fund Banquet. About 500 of the top civic leaders in Buffalo will attend.

QUESTIONABLE MOVIE SPOTS OR RECORDS

WYSL - Eddie Floyd record "Saturday Night" banned because of something to the effect... "Take my baby to my apartment, turn the bed covers down..."

BEST NEW STATION BREAK

WYSL - WYSL... Where it's always hunting season for winners.

WYSL - "This winter protect your car radio with genuine WYSL type anti-freeze. 1400 gallon supply is guaranteed to keep your radio warm."

BEST NEW PRODUCTION TYPE ALBUM

KABL - Sound Track from "Bridge on the River Kwai", side 2, cut 3, "Camp Concert Dance." Columbia CL 1100.

BEST SALES PROMOTION IDEA

WYSL - 1968 Pontiac G.T.O. is advertising a new type of bumper that is indestructable. Might be a cue on-the-air bit if one of the jocks would try to destroy one. Tie-in with local Pontiac Dealer to provide the bumper. Jock will use sledge hammer set.

NEW AND CREATIVE SALES IDEA SOLD OR PROPOSED

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- #1 Maybe you have an old family favorite for American Eagle with ballot-box stuffing or Silver Eagle under glass.
#2 Send it at once to W-Four... Attention: Old Baldy, Contest closes Friday, November 17, so hurry!
#1 The winner will receive a new twenty-dollar bill from W-Four to pay for his Thanksgiving bird, or whatever variety.
#2 Send your recipe along with your name and address to: "Eagle", W-Four, 2930 East Jefferson, Detroit 48207.
#1 How would you cook up Thanksgiving Eagle???

Stuffed, fried, on the half-shell... What's your best and funniest recipe for Thanksgiving Eagle? W-Four is cooking up the wildest bird of the season with its contest on how to serve up Thanksgiving Eagle. Your entry for Eagle Scallopini or old fashioned Eagle stew could win you twenty dollars in cash to help defray the cost of your bird. Send your entry along with name and address to W-Four, 2930 East Jefferson, Detroit 48207... by Friday, November 17th. How would you cook up Thanksgiving Eagle?

What are you having for Thanksgiving dinner? W-Four is cooking up a plump Bald Eagle and is looking for your best and funniest recipe. Stuffed, oven-browned, sauteed in wine, served in your wildest ideas for Thanksgiving Eagle and you could win twenty dollars from W-Four to pay for your feast. Contest closes November 17th, so enter now. Your old world recipe for Eagle fricassee could be the winner. Send your name and address along with your recipe to W-Four, 2930 East Jefferson, Detroit 48207. Any ideas for leftovers also appreciated.

BEST COMPETITIVE ON THE AIR PROMO

WWWW - CKLW is running a treasure hunt contest called "Location X" Listeners to guess location by clues and sound effects. Not too imaginative, but not much competitive promotion on air here.

BEST PUBLIC SERVICE IDEA

✓ WWW - Top-40 gimmick. Charity pie-throw. Get a bakery to donate pies, people buy pie for \$1.00 or more contribution, get to throw it at favorite jock. Can be tied in with a sponsor by holding it in his parking lot or something. Good on-air possibilities and gets good newspaper play. Don't have copy.

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- X-TRA - Both on-the-air and direct appeals are being made to students for the submission of teen editorials. If the word is not in use in other areas, "smack" seems to be replacing "groovy", "boss" and everything else in the language of Southern California's young people.
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- KILT - KIKK (C&W Station) is running billboards asking "Can a nuclear physicist find happiness on KIKK?"

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- X-TRA - The current commercial flight of Forest Lawn Mortuary is providing the hardest-headed approach to our freeway accident and mortality rate that I have ever heard. The macabre humor involved will probably do more to provide a good image for the client and alert drivers to their bad habits than any other series that has been aired to date. Produced by Davis, Johnson, Mogul & Colombatto, the spots invite drinking drivers, lovers, dare-devils and others to make a check for \$250.00 available to whoever is going to pick up the pieces...put it in an envelope addressed simply "Forest Lawn"...and leave it in plain sight on the dashboard!

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start to count the number of times you enjoy Ultra-Brite today?

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- KLIF - KLIF SUGAR SHACK - Daily Dance Pavillion at the State Fair. Hosted by DJ's with continuous music and light show.
- WYSL - WYSL is toying with ideas for outside signboards and billboards. They would appreciate any suggestions from anyone.

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For those in the automobile generation, "faster than a speeding bullet" was pretty impressive...so was the newsreel. Now, when people want the latest news, they think of XTRA News, over Los Angeles, the world's first all-news radio station.

At the turn of the century, baseball fans learned to cluster around the Western Union office or outside of the local newspaper plant to hear the latest ball scores. Now, when Southern Californians want news from the world of sports, they tune to XTRA News, over Los Angeles -- the world's first all-news radio station.

KILT - "Who's on the Honda?" ... We have four Hondas to give away and to to so, we are taking the first call each hour and giving the contestant a chance to guess which jock is on the Honda. On cartridge are recorded bits with each deejay's name. If the contestant guesses correctly, he wins a record album and becomes eligible for the Honda drawing.

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BEST PUBLIC SERVICE IDEA

WYSL - MEASLES IMMUNIZATION DRIVE: Erie County Health Dept. is conducting a drive called "End Measles Week." They will be giving free shots to all children. 28 different clinics will be used to give the shots. Local doctors will cut personalized spots for WYSL, with live tags as to which clinics will be open each day. We will have copy on the newscruiser all week. Also, local clinics and doctors will be invited to call in reports as they see fit. One of their time checks will be... "WYSL end measles week time." Possibly, DJ appearances giving away records, and great shakes to kids getting shots.

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(KABL)

KFRC is doing a "Lucky Zodiac" thing wherein the listener mails in his birth date. After that it's like any other call-in after the jock calls the date, except that the jock turns into ZOLTAR THE MAGNIFICENT. Zoltar gives a prediction for a certain Zodiac sign, and if the listener happens to have been born under that sign, he wins a color TV set.

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BEST PUBLIC SERVICE IDEA YOU HAVE THOUGHT OF OR HEARD THIS WEEK.

For "CARE", KABL will run a series of spots done by kids saying in effect, "My mother sent a Care package overseas to a needy family, etc." (KABL)

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Close I aison with Chamber of Commerce alerts us to celebrity visits to city. Many of these people come to town for P.S. related purposes, and we offer "Big howdy from Big KLIF to _____ who is in town to "kick of Cancer Crusade," or whatever. Last week, Bob Considine WAS here for Cancer Crusade activities, and we were on it with the HOWDY!!!

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Jim O'Brien reports that "Candy Man" by the Nitty Gritty Dirt Band, is "an outta site disc, which we all flipped over immediately, but has line 'God-A-Mighty World' in it...so zzzipppp!!! Other side a gas also, but the guns are to be stuck beside...right???"

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Jim O'Brien also reports that KLIF "SOCKED it to SOCK IT TO ME, in accordance with our new drive in this area!! Sadly enough, the disc had been on our chart for several weeks, and probably would have topped out in the top three, and for my money it never should have been on anybody's air."

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BEST COMEPETITIVE "ON THE AIR" PROMOTION

X-TRA- The KNX "Help O'copter". CNS copy is attached. Other stories have appeared on AP and UPI.

(Hollywood) -- Freeway motorists with car trouble will soon be getting aid from a "Help O'Copter" service by Radio Station KNX. Jet-powered helicopters, in addition to providing reports of traffic conditions below, will act as spotters for cars in trouble, announced Robert P. Sutton, General Manager of the radio station. To help the helicopter pilots know just who is in trouble and who isn't, KNX and Gulf Oil Service Stations will distribute huge signs with the letters H-E-L-P printed in bright color. The signs (Sic!) Should be placed on top of the stopped auto so the pilots will be able to see them, Sutton said. The helicopter pilot will then relay information regarding the location of the trouble and tow trucks (Sic!) will be dispatched to assist the stranded driver free of charge. Starting date for the new service was not immediately announced.

X-TRA- Prior to the Memorial Day weekend, KLAC ran a heavy schedule of spots urging listeners to show their sentiments by displaying the flag during the holiday. A flag kit was offered by the station at a nominal price. This promotion seemed particularly effective when the spot was delivered by Joe Pyne -- not only the area's leading personality, but a decorated veteran as well. Communications and the public seem to be placing increased emphasis on patriotism.

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BEST PUBLIC SERVICE IDEA

X-TRA- The L. A. County Sheriff's Dept. announced a new campaign to rid the area of improperly stored or abandoned refrigerators. "The County Sheriff's Department is spearheading an all-out drive to rid the area of dangerous abandoned or stored refrigerators. The law plainly states that doors or latches shall be removed from refrigerators, ice-boxes or freezers which are not in use and are accessible to children, but even as I read this, too many listeners mutter to themselves: "That reminds me -- I've got to get around to selling our old refrigerator this summer; its still in good condition." Which means, of course, that the door is still on, the latch is still intact. "Its still in good condition." And somewhere in Los Angeles at this moment -- a child is in danger'.

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To publicize Armed Forces Day, May 20th, KILT is having representatives of the Army, Navy, and Air Force cutting brief spots telling of scheduled events.

#

QUESTIONABLE (Tell Why) MOVIE SPOTS OR RECORDS YOU CAME ACROSS THIS WEEK.

"Plastic Man" - Sonny & Cher - Atco

"Euphoria" - Youngbloods - rejected on the bases of the flip side, "The Wine Song".

"Euphoria" is a good record

The national spots for the motion picture "The Game is Over" are in extremely bad taste. KILT spliced out certain lines in the spots and is using the revised version.

#

BEST NEW STATION BREAK.

"You're picking up fun vibrations from Goodtime KILT!"

#

May 29, 1967

ljp

BEST PUBLIC SERVICE IDEA YOU HAVE THOUGHT OF OR HEARD THIS WEEK.

To publicize Armed Forces Day, May 20th, KILT is having representatives of the Army, Navy, and Air Force cutting brief spots telling of scheduled events.

#

QUESTIONABLE (Tell Why) MOVIE SPOTS OR RECORDS YOU CAME ACROSS THIS WEEK.

"Plastic Man" - Sonny & Cher - Atco

"Euphoria" - Youngbloods - rejected on the bases of the flip side, "The Wine Song".

"Euphoria" is a good record

The national spots for the motion picture "The Game is Over" are in extremely bad taste. KILT spliced out certain lines in the spots and is using the revised version.

#

BEST NEW STATION BREAK.

"You're picking up fun vibrations from Goodtime KILT!"

#

May 29, 1967

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BEST PUBLIC SERVICE IDEA YOU HAVE THOUGHT OF OR HEARD THIS WEEK. (Include copy of you have it)

Since the week of May 14-20 has been designated as National Transportation Week by the President, KILT will run ten-second spots recorded by the leaders of the six branches of the transportation industry (pipeline, marine, airline, truck, bus and rail) which stress KILT's support.

K-ADS plans to form a community calendar for teenagers. This will be in connection with their Teenage Advisory Council and will feature school events in the area.

"Teen Editorials". X-TRA is currently working with the LACS Public Relations Office to establish permanent channels through which the individual student may submit his editorial to X-TRA News. These "Teen Editorials" will be aired on the same basis as the current X-TRA editorials, but in opposing newscasts. Thus, X-TRA will end once and for all the continuing young people's complaint that "No one listens to me." -- with the rejoinder: We offer you ten million listeners. Now; what do you have to say?

KILT - "Operation Salute." Portions of the jocks' shows are being taped and sent to servicemen in Vietnam. We've had many letters from the men, themselves, as well as their friends and relatives here in Houston.

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QUESTIONABLE (TELL WHY) MOVIE SPOTS OR RECORDS YOU CAME ACROSS THIS WEEK.

"Yes, We Have No Bananas" by the United Fruit Company on York.

#

BEST NEW STATION BREAK.

KLIF News...without it, you're not with it.

Later today, someone will surprise you with a big story, unless you heard it on KLIF 20 - 20 news this morning.

Surrealistic 61

"As exciting as the news itself -- this is all-news X-TRA News, over Los Angeles."

KILT...Surf-Sational

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More QUESTIONABLE MOVIE SPOTS YOU CAME ACROSS DURING THE WEEK.

Watch for spots on the movie "The Fox". Cut 2, (60 Sec.) has an aged "grandma" losing her mini-skirt and carrying on a bit too much for good taste. (KABL)

"Hallucination Generation" spots have lines like "You're invited to a pill party etc." The objectional spots (3 of 4) were eliminated. (KLIF)

###

BEST SALES PROMOTION IDEA

The intercom promo lends itself to a client-connected merchandising plug. (KABL)

(Copy) Have you always wanted the luxury of an intercom system in your house? If so, then consider the KABL Do-It-Yourself intercom. Easy to assemble, unique in design, guaranteed effective up to 25-feet or more. So simple, a child can operate... or make it for that matter. The Cable Do-It-Yourself intercom has no batteries, no transistors, no buttons or switches. In fact, it's nothing but two tin cans and a piece of string! To get yours, simply send us two cans full of applesauce and we'll do the rest. Address "Tin-Ear," KABL, San Francisco.

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BEST PUBLIC SERVICE IDEA YOU HAVE THOUGHT OF OR HEARD THIS WEEK.

KILT is now joining the mayor of Houston in offering public congratulations to the firm or firms which announce positive steps aimed at reducing pollution of this city's air and water. (KILT)

Public service this week includes spots for the Navy, original voice tracks from officers and men aboard a navy ship in the South China Sea saying "hello" to the folks at home and thanking KABL for the chance to do so.

(Copy) This is Captain Harold Streeper, Commanding Officer of Aircraft Carrier U.S.S. HANCOCK. Although we're now far at sea, I am able to say HELLO to our friends back home through radio station KABL. We all send our love, and I am proud to say that every man aboard is doing his duty. Believe me, your sons, fathers and husbands are a credit to the United States Navy.

This is Commander Jack Endacott, Executive Officer of the U.S.S. HANCOCK. Since we are so far at sea, it is with gratitude to radio station KABL that I send greetings to our friends and loved ones in California. Although we're on the high seas, there's a long, white wake that extends from our ship all the way back to Alameda. From all of us aboard U.S.S. HANCOCK to you at home, we'll be thinking of you.

Continued.....
(Copy)
continued

This is _____ aboard U.S.S. HANCOCK, somewhere at sea. We're proud of our ship and of every man aboard. Your loved ones here are serving their country in the best traditions of the Navy, and they'll bring the old fighting Hanna back home again. I thank radio station KABL for making it possible to send our love back across the sea to all of you at home.

This is _____ aboard U.S.S. HANCOCK, somewhere at sea. The old Hanna is a fighting aircraft carrier and we're proud of her. More than that, every man aboard shows an enthusiasm for the Navy and the United States that makes our ship one of the most efficient in the fleet. Thanks to radio station KABL for giving us the opportunity to say hello to our folks back home. We'll see you soon.

###

SALES IDEA (Bill Stewart)

Here's an excellent Washington's Birthday promotion that KOIL is pitching.

KOIL in conjunction with the Crossroads merchants will erect a Washington Cherry Tree - - - (display type) - - - in the Crossroads Mall. The branches of the Chrrry Tree will be adorned with Washington Cherries (ping pong balls appropriately wrapped in red roil and hung from branches.) This will be the central display and the center of hourly drawings.

Male and Female contestants will be invited to draw from Honest George's cherry basket - - - slips of paper appropriately marked:

George
Martha
Cherry

If the male contestant draws a slip of paper marked "George" he is entitled to select a cherry from the Washington Cherry Tree (Cherry is redeemed for prize as outlined later).

If a female contestant draws a slip of paper marked "Martha", she will be invited to make her selection from the Cherry Tree.

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Note: I have received reports this week from the Manager, Program Director, and News Director at KILT, Program Director at KLIF, Andre Dunstetter, WDTM, and one absolutely blank report from Heber Smith at KABL. Hence, the pickings will be very small this week. Let's see if we can all get back in the swing of things and get 100% co-operation in getting the reports to me by Friday of each week.

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WHAT EXCEPTIONAL NEW AND CREATIVE SALES IDEA WAS EITHER SOLD OR PROPOSED TO A CLIENT THIS WEEK?

We proposed to Blue Bell Ice Cream that they cancel all small town stations within 75 mile radius of Houston and add this money to their KILT schedule. Small town dealer tags will be used on additional spots. The small town dealers will enjoy hearing their names on "Big City" radio. KILT owns a lion's share of the small town audiences within the listening area, so the change will actually increase listenership. (KILT)

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WHAT IS THE BEST NEW COMMERCIAL APPROACH HEARD ON A COMPETITOR THIS WEEK?

Wilson Office Furniture

Boss: Well, Miss Smith, doesn't our new Wilson office furniture brighten things up!

Sect: Oh yes, Mr. Jones, I just love all of it!!

Boss: I'm going to close the door to my office now, so I can concentrate.

(Sound Effect) Door shutting

Boss: Now, let's see...relax...stand properly...elbows in...stroke the golf ball into my new walnut waste basket from Wilson's Office Furniture... this should cut five strokes off my game!!! (KILT)

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"Teen Seminar" -- Rector of a local church approached me with an idea for a "Teen's Talk it Out" idea. The QB of the Oilers, a local singer and Bill Young will meet with some 300 teenagers and answer questions about problems they face. A dance will follow. This is a good image bit for the station. (KILT)

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ypl

CONTEST (Johnny Barger, Program Director, WYSL)

"Oldest Listener Contest" -- WYSL encouraging Golden Aged Listeners to come to studios and register. Oldest regular WYSL listener receives one dozen bottles of iron tonic and dinner for two at a local restaurant.

###

PROMOTION (Johnny Barger, Program Director, WYSL)

"Great Hamburger Race" -- Larry Vance taking on all comers in hamburger eating contest at newest location for a local hamburger chain.

###

SALEABLE PROMOTION (Dave McKinsey, Program Director, KABL)

Again this year, KABL will sponsor the TB Christmas Seal Design Contest. Last year, one of the KABL entries won the National First Prize and will be the U.S. Christmas seal in 1968. Two of the KABL entries won runner-up prizes in the national contest. Locally the prize is small, about \$250.00. Subsidiary prizes of artists supplies, related prizes, etc., could be provided by local art supply dealers.

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PUBLIC SERVICE (Ron Ruth, Sales Manager, WNUS)

In cooperation with the Lions Club, we are sending a deaf and blind reporter around the world on a "People to People Mission". For this we received a large award and \$5000 from a local advertiser.

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npb

PROMOTION (Bob White, Program Director, KILT)

This is not a new idea, just a new twist. "KILT Pet Patrol" -- We are constantly called about lost pets. Some we use, some we don't, depending on the amount of time we have. This could be logged as public service. The promos could be quite clever if done "hokey". Here are some examples:

Annncr 1: "Say, how'd you find my dog "

Annncr 2: "Juicy, man, juicy..."

(MUSIC)

Annncr 1: "Here's a pet that hasn't been found..."

Annncr 1: "Where'd you find my cow..."

Annncr 2: "In My Deep Freeze..."

(MUSIC)

Annncr 1: "Here's a pet that hasn't been found..."

Annncr 1: "Where'd you find my horse..."

Annncr 2: "Under my saddle..."

(MUSIC)

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

We succeeded in landing the Texize new product "Wonder Whitner" account in this market by selling them on one of KILT's past successful station promotions. It revolves around housewives sending us their grocery tape receipts and once each day a tape is pulled out of a box and we award the winner the total amount of her grocery bill in cash. We saved these tapes, which were literally in the hundreds, and this idea and evidence of the station's pull did the trick. Texize purchased an initial \$11,000 + package and are putting up the money to pay for the grocery bills, etc.

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nplb

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).

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SWIMMING SAFETY SHORTIES

5/27/57

- 1---Swimming time is fun time...don't take chances...never swim alone.
- 2---Everyone enjoys a cool dip in the water...but be careful...remember, river currents are dangerous and river depths are unpredictable.
- 3---Help to prevent swimming tragedy...wait an hour after eating before entering the water.
- 4---Summertime and swimming time can sometimes be danger time...don't swim after vigorous exercise or tiring work.
- 5---Enjoy your summertime...but be around to tell about it...swim reasonably close to shore. Don't venture into deep water trusting to the support of water wings or inflated inner tubes.
- 6---Swimming time is fun time...but don't take chances. Remember, muscle cramps are warning signs. They mean get back on dry land.
- 7---Everybody enjoys a cool dip on a hot night. But night swimming is for expert swimmers only, in familiar water and when accompanied by other bathers.
- 8---Enjoy your swimming...but remember that swimming from unanchored boats in deep water is unsafe, even for accomplished swimmers.
- 9---Make your swimming holiday a happy holiday by keeping it safe.
- 10---Help to prevent swimming tragedy...always watch children as they play, in and around water.
- 11---Enjoy your summertime...but come out of the water before you feel tired or chilly. Staying in the water after you feel tired and cold not only endangers your safety but lowers your resistance to infectious disease.
- 12---Swim and have fun...but make your swimming holiday a happy one by keeping it safe.

PUBLIC SERVICE

Over the past few months, Gordon and I have been urging you to localize and produce your Public Service spots whenever possible. By this I mean the NCSA's that you run every hour. KABL recently had the actual voice of Arthur Fiedler, Conductor of the Boston Pops, promoting some local charity. This was done complete with call letters. When the San Francisco Symphony needed funds, the voices of each musician were heard on KABL. Again, with call letters included. You recall, too, that I did this with the Boy Scouts about five years ago during Boy Scout week.

The newest one that has come to my mind that will sound good not only from a production standpoint but it is timely as well, is customized, localized copy for an organization that may or may not be in your cities called "Power Squadrons". As I understand it, "Power Squadrons" are to boaters what the Civil Air Patrol is to flyers. They aid in all kinds of disasters and are recognized auxiliary members of the U. S. Coast Guard. You could have boating or swimming safety tips, weather warnings or any other subject pertinent to boating. These would have to be recorded by the actual voices of your local Power Squadron and I would think you could utilize the musical selection "Sailors Hornpipe" and the sound effects of outboard motors.

DK/ys

1960-612

MEMORANDUM

*Public
Service*

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

Red Jones, Program Director of KILT, did some quick thinking the other day that no doubt caused a lot of talk, gave his station some good public service time (educational) and endeared the station to all connected with the University of Houston. I quote from his memo:

"The print shop at the University of Houston burned to the ground early this morning in a 3 alarm fire. Thus, the campus newspaper, the Cougar, could not go to press. Paper comes out on Thursdays.

So KILT will broadcast the news to have been in the week's Cougar between 8 PM and Midnight on the Dennis James Show Thursday night. A volunteer bit from us and the University said they would cooperate 100% and were elated.

The Campus News Service and the Cougar will supply KILT with news features not over one minute in length, each. These will be used between records during the four hour period--therefore, no talk over one minute at any one given time. News features for the most part will be "broad" in nature--so as to keep them away from being aimed at a minority group, i.e., features that the masses (after a fashion) would be interested in hearing.

Feel this is a damn good relations with the University and that it helps boost our generosity with the public in general in giving air time to something worthy of the cause, so to speak."

A good example of thinking on your feet.

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In conjunction with Fire Safety, KTSA will give the first 100

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CREATIVE SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

Working on a novel idea with Hillside Garden Apartments and

Don Keyes

Verner-Ward (auto leasing) whereby occupant of apartment can lease car of their choice -- one payment for apartment and car.

###

ryh

PUBLIC SERVICE IDEA (Bruce Hathaway, Program Director, KTSA)

In conjunction with Fire Safety, KTSA will give the first 100 people to bring their old Christmas Trees to KTSA's Radio Park, two movie passes. The next 100 will receive a 45 rpm record, and the next 100 will receive a six bottle carton of 7 UP. This is to encourage listeners to remove their old dry Christmas Trees to avoid a fire hazard. KTSA in cooperation with the Fire Department will then have a giant "Holiday Bonfire" where all listeners will be urged to bring their own hot dogs for a giant weiner roast.

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STATION BREAK (Bruce Hathaway, Program Director, KTSA)

"KTSA...the station with a 'high interest rate'..."

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CREATIVE SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

Discussed a camera contest for Brooks Cameras. People would take all kinds of pictures, send them to KABL, and then Brooks would award a camera to the outstanding shot.

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Working on a novel idea with Hillside Garden Apartments and Varner-Ward (auto leasing) whereby occupant of apartment can lease car of their choice -- one payment for apartment and car.

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KILT NEWS DEPARTMENT (Dick Dobbyn, Managing Editor, KILT)

There were 97 tape reports during the week, 73 of them were first person. Nine developed stories by KILT, 5 billboard stories and 25 scoops over competing station.

Keyes note: 'What news department's going to top this?'

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Banner Finance Company has been using Spanish-language radio for years. KTSA convinced them to try KTSA with English-language announcements that include the term "Se habla Espanol" (we speak spanish). \$500 schedule was sold with promise of more.

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STATION BREAK (Bob White, Program Director, KILT)

KILT...Top Turkey in Houston

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Each year near Christmas there is a big TOYS FOR TOTS push to get toys for needy children. How about putting this on a school competition basis? The school that collects the most toys get a free dance with the KILT deejays and a local band. But now comes the thing that will put the real interest and competition to it all. During the dance give a 30 minute or one hour remote broadcast from the site of the dance on the air. During the 30 minutes you could interview class officers, football players and general interest. During this time, play records instead of having the band play. I don't think any school has ever had the chance to win a broadcast of any school function such as this. Plus, you could get a great deal of community praise for helping such a worthwhile cause.

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

A new club owner in Houston wanted a completely new idea and copy approach for a campaign. Kilt came up with the Weird Beard, our night personality, on the old possibly forgotten fad, "swallow the gold fish". The Weird Beard is slowly building up the idea of what do they taste like? Are they easy to go down? How many can one eat? And so forth. Then, this Friday, the "Pleasure Club" will start their spots and give away a bottle of champagne to anyone in the club who can swallow a whole goldfish. The club bought a good TFN schedule.

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Russ Knight was arrested while on the air last Tuesday night. A Deputy came by with a warrant for his arrest charging him with HIGHWAY MOPERY WITH INTENT. He was promptly taken to the county jail. He was kept there until the following morning. Then he was taken to a specially constructed jail in the Sharps town Mall and is being kept there until he raises \$2500 for the 1965 March of Dimes Campaign. Each night his show is broadcast from the Mall and listeners may come by and see him and make contributions. So far, contributions are coming in well. Good exposure for Russ, too.

#

COMPETITOR'S COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

"KNUZ All Rite Parking" -- Ten second commercial that opens with announcer saying, "Downtown parking getting you down?" Then sound effect of horns blowing with traffic sounds. Announcer says, "Having trouble squeezing into tight parking spaces?" Then sound of auto crash. Announcer says, "Why not park the eeeee easy way, in an ALL RITE parking lot...there are 14 downtown locations. Look for the ALL RITE sign."

#

PROMOTION (Richard Wilcox, General Manager, KABL)

"Lamb Promo" -- Client connected... asks listeners to write an essay in 100 words or less on "should lamb chops wear pants and why" Winner gets a leg of lamb.

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STATION BREAK (Bruce Hathaway, Program Director, KTSA)

"KTSA...bright as a diamond and a girl's best friend..."

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ynb

SUNDAY REVENUE (Tad Van Brunt, Sales Manager, KABL)

Sell idea of staying open Sunday the month after Christmas for all sales to large department stores, special prices, etc.

###

PUBLIC SERVICE (Dave McKinsey, Program Director, KABL)

Greet the various public service organizations station serves.

HARP: UP & UNDER

During this Holiday Season, KABL sends best wishes to the many civic and public service organizations that it serves. Merry Christmas from the management and staff of KABL to _____. We pledge that in the coming year, KABL's facilities will again be available to serve the best needs of your community.

###

2

A Merry, Merry Christmas to the many hard-working public service and civic organizations that KABL has served throughout the year. At this time we wish happy holidays to _____. In the coming year, KABL will do its best to serve you and your community.

###

SPEC SPOT (Mike Kelly, Sales Manager, WYSL)

Mike informs me that a special descriptive tape dramatizing the contents of THE FIRST CHRISTMAS was prepared and helped sell the program.

###

PROMOTION (Bob Luther, General Manager, WYSL)

"Push-Button Santa Claus" -- wherein shoppers may go to "Trim a Tree" located next door to Sattler's Dept Store, press a button and maybe win a prize.

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Public Serv.
KILT HIDE A HIT CONTEST - 3 - -- Take a hit record from the survey
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The listeners won't know until the word is found. A note can be attached stating

PUBLIC SERVICE (Dave McKinsey, Program Director, KABL) Also, the person

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Keyes note: What news department's going to top this?
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zph

PROMOTION (Bob White, Program Director, KILT)

George Jay is making available Beatle Christmas Seals for 11¢ per package exclusive to a market. The book contains 5 pages of stamps with 20 stamps to a page. One page on each Beatle and one page showing all four. These are very good, inexpensive prizes.

###

NEWSROOM SCOOPS (Richard Dobbyn, Managing Editor, KILT)

We beat all competition 17 times this week, including beating both papers, the afternoon and evening papers, on the resignation of District Attorney Frank Briscoe.

###

CREATIVE SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

We note that insurance companies are making more and more money available for radio. Recently we approached one headquartered here and find that they are much interested in running a schedule using a copy approach where the spots will open with a kid's voice which would have a strong emotional appeal... followed by the announcer with a sell.

###

PUBLIC SERVICE (Bob Luther, General Manager, WYSL)

WYSL will take a corner room of the Statler Hilton Hotel and set it up as the WYSL March of Dimes Hospitality Suite. Listeners are invited to come into the suite when they are downtown Christmas shopping and take it easy for a while, have some coffee and pastry on us. The March of Dimes people will have their literature there, but will not dun the folks.

###

promotions

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JULY 26, 1961

This example of localized Public Service has been used effectively by other stations but for some reason, never by ours. You simply record a number of announcements of this nature utilizing several school-age children and rotate them through the day. This is an approximate script just to give you the idea.

Annrcr: "KLIF and The Citizens Traffic Commission present a special guest."

Child: "My name is _____, I go to _____ school. I cross many streets on my way. I hope all you KLIF listeners drive carefully so I can get to school safely everyday."

It would be a good idea to start compiling these voice tracks now and then you'll be ready with them when school starts.

Don Keyes

ys

PUBLIC SERVICE IDEA (Bob White, Program Director, KILT)

Bob suggests taking a charity organization or public service function and have the deejays sing about it. He feels there is enough music around that can have words adapted to fit. Intro the spot with a very deep, serious voice, "Ladies and gentlemen, the KILT deejays..." He feels the spot should be serious but few deejays can sing well so it should be a fun thing.

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STATION BREAKS (Bob White, Program Director, KILT)

"KILT... where you get more M. P. H. ...music per hour..."

"KILT... where you can pick a pair... Ken & Charlie..."

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PROMOTION (Richard Wilcox, General Manager, KABL)

"Little Old Lady of San Francisco" -- KABL, in cooperation with the S. F. Examiner, is looking for the typical LOL of S. F. On-the-air promotion and plenty of column mention in the Examiner have resulted in 25 entires a day.

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CREATIVE SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

I quote from Tad's report:

"We have been after Sears Roebuck for some time to go on a sustained 52-week contract. The chain has been making a great effort to be recognized as something of a fashion house. Obviously this will involve a change in image. To accomplish this, we are proposing a series of spots which will consist of voice tracks cut by a leading local fashion consultant describing trends in women's fashions for the current seasons as they arrive. The whole approach will be on a much higher level than anything that has been done in the past for the store and should bring good results if it is well done."

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PUBLIC SERVICE IDEA (Bruce Hathaway, Program Director, KTSA)

Get from Police and Sheriff's Office locations that have had several bad accidents in the past year. Produce a dramatic spot. using warning sound effects; for example , (S. E.) "In the course of your daily travels, do you pass the intersection of Jones and Broadway?" (Stinger) "Last year, a total of 4 people lost their lives at this intersection. Drive with extra care, no matter where you go so you won't be one of these tragic traffic statistics." This spot calls attention to this dangerous intersection and should make drivers aware of the situation.

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COMPETITOR'S COMMERCIAL (Doug McCall, Sales Manager, KTSA)

For McDonald Lumber Company. Weekend newscasts devoted to selling all-day Saturday and Sunday open hours to do-it-yourselfers. Copy begins with the approach, "just about the time you get everything organized to do that job you've been meaning to do, you find you need X. Well you can get it now at..."

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SPEC SPOT SOLD (Doug McCall, Sales Manager, KTSA)

Caldwell Music Company. Salesman Banks proposed and sold the idea of Caldwell saluting area professional bands, naming individual members. Spots run between 7:30-8:00 PM, Monday through Saturday, and are geared to reach band members on the way to their evening's engagements.

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

To reach the young people (the group that buys the rings) proposed to Evertz Jewelers that they sponsor SMU basketball games.

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PUBLIC SERVICE IDEA (Art Holt, General Manager, WYSL)

WYSL currently pushing Buffalo General Hospital fund drive by a variety of station produced spots recalling the 140 year history of the hospital and its service to the community.

###

SALES IDEA (Ron Ruth, Sales Manager, WYSL)

I quote from Ron's Weekly Report:

"For the first time, we convinced the Sol Hurok organization to use radio to promote their ballet in Chicago. Reports indicate 90% of people at the boxoffice said they heard on W-NUS."

###

HOT COMERS

KLIF

- | | | |
|----------------------------|-------------|----------|
| 1.) "Is It True" | Brenda Lee | Decca |
| 2.) "You've Really Got Me" | Kinks | Reprise |
| 3.) "Leader Of The Pack" | Shangri-Las | Red Bird |

KILT

- | | | |
|------------------|-------------|-------|
| 1.) "I'm Crying" | The Animals | MGM |
| 2.) "Is It True" | Brenda Lee | Decca |
| 3.) "Ringo" | Lorne Green | RCA |

KTSA

- | | | |
|--------------------------|----------------|----------|
| 1.) "One Of These Days" | Marty Robbins | Columbia |
| 2.) "Time Is On My Side" | Rolling Stones | London |
| 3.) "Leader Of The Pack" | Shangri-Las | Red Bird |

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ys

10/14/64

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Don Keyes

10/14/64

THE *McLendon* STATIONS/MEMORANDUM

ypb
Paul
sen

To Jack Fiedler Date October 27, 1964

cc: Larry Webb

From Don Keyes Subject

Here are the intros for our various features. Note that most of them are to be delivered in a conversational manner. This enables us to have an intro without emphasizing the fact that we are going into a program segment as such.

For Sports Scores: "W-News Sports-at-a-Glance...."
(Goes into scores or stories, no closing)

For Agriculture: "W-News charts the market...."
(Goes into livestock noon report, no closing)

For Traffic: "Here is the latest W-News Traffic Advisory..."
(Goes directly to traffic info, no closing)

For Stock Market: "From the W-News Business Briefcase, here are the latest stock market averages..."
(goes directly to report, no closing)

For Education: "W-News School Facts presented in cooperation with the Chicago School System..." (or whatever the proper name is..., no closing)

I think these accomplish the purpose. Call me if you have any questions.

By the way, here are some other titles I've invented should you need them.

"Special Correspondent"
"Special Reporter"
"Staff Correspondent"

Don Keyes

ys

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COMPETITOR'S COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Wexler Jewelers on KTHT -- The commercial begins with a Santa Claus "Ho, Ho, Ho, Merry Christmas..." Announcer comes in with "Hold on Santa, you're too early." Santa says it's never too early to shop for Christmas gifts at Wexler's Jewelers. Santa continues with the run-down on values at the store and ends with another "Ho, Ho, Ho, Merry Christmas..."

###

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

I quote from Dickie's report:

"The following is an excellent idea to sell time that might otherwise be unproductive. Even though New Year's may seem far away, it will be here before we know it. Here is the pitch. Contact the biggest color TV dealer in your city and sell him on the idea of having a make-believe New Year's Eve party on the station sponsored by him. A few days before January 1st, the entire deejay staff can be taken to the dealership and informal spots can be recorded between them and the color TV salesmen in a party atmosphere. Crowd noises can be dubbed in but announcer on duty at the time of the replay will give the transcribed notice. Spots will run each hour on New Year's Day inviting public in to see parades and bowl games in color. Theme of pitch is to 'Spend New Year's With _____' Entire sale will be a block of 6 hours New Year's Eve and morning (9 PM to 3 AM) plus a spot each half-hour from 7 AM to 7 PM. The Orange Bowl will follow the Rose Bowl this year, hence the late spot run."

###

PUBLIC SERVICE IDEA (Dickie Rosenfeld, Sales Manager, KILT)

Dickie suggests running spots urging gun safety to all during the hunting season.

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Dickie suggests running spots urging gun safety to all during the hunting season.

###

PROMOTION (Bob White, Program Director, KILT) *Director, KTSA* *ngb*

"KILT Beatle Box" -- Since the Beatles are still strong and do not have a lot of new product, invite listeners to send in the name of their favorite Beatle record. Each day on the show this is used, have the deejay plug the records in the "Beatle Box" today that will be played. This would give you the pulse beat as to their favorite Beatle records. There will of course be many duplications. This should be run in afternoon drive or the night show.

"KTSA... as bright as a # # # antenna..."

PUBLIC SERVICE IDEA (Bob White, Program Director, KILT)

"Turkeys For Tots" -- Rath Meats will furnish a free Thanksgiving Turkey Dinner to the Underprivileged Children's Organization that receives the most votes. KILT is asking listeners to write in and vote for their favorite organization. This insures that one of the many children's organizations will have a big Thanksgiving dinner.

"Based on the local reaction kicked up by the Bob Cummings spots for MY LIVING DOLL we were able to # # # state interest by WKBW-TV here in advertising on radio to support their fall schedule... \$1,600.00 spot schedule"

REJECTED RECORD (Bob White, Program Director, KILT)

of this." Bob suggests you listen to "ANN OF A THOUSAND DAYS" by Leroy Van Dyke on Mercury and consider very closely before aired.

PROMOTION (Johnny Bordeau, Prog. # # # Director, KILT)

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

and say "Sold to Rodney's Men and Boy's Wear. This is an ideal holiday promotion for an exclusive men and boys clothing operation. The idea is pitched to the high school, college and young executive. Spots are purchased to promote registration for "Win a limousine with chauffeur for two days". The car is available for two evenings from 3 PM to midnite Sunday. On Saturday evening the couple will be on their own; on Sunday the station will furnish dinner and a show with a double date station personality.

#

PUBLIC SERVICE IDEA (Bruce Hathaway, Program Director, KTSA)

During the night of Halloween, there are many small children who will be running from house to house across the street, etc during their "trick or treat" tours. Should run a saturation of produced PSA spots, warning motorists to drive with extra care in residential areas, etc.

###

STATION BREAKS (Bruce Hathaway, Program Director, KTSA)

"KTSA...as bright as a jack-o-lantern..."

"KTSA...spooktacular radio..."

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

I quote from Art's Weekly Report:

"Based on the local reaction kicked up by the Bob Cummings spots for MY LIVING DOLL we were able to generate interest by WKBW-TV here in advertising on radio to support their fall schedule....\$1,600.00 spot schedule received from Channel Seven for an ID schedule for the next several weeks as a result of this."

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PROMOTION (Johnny Borders, Program Director, KLIF)

"Scare The Witch" -- Halloween promotion wherein listeners call station and say "boo"...cartridge then either laughs or screams. If listener "scares" witch, he wins the prize.

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SUNDAY REVENUE (Bill Weaver, General Manager, KILT)

Concentration on outdoor entertainment activities--Playland Park, Putt-Putt Golf, Drive In Theatres, Drive In Food Counters, etc. -- and anything that is adaptable to outdoor type advertising.

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

Hunters are very early risers. With the advent of hunting season, KILT proposed to Madings Drug Stores that they buy a schedule to run in the 3 AM - 6AM segment, telling hunters that their all night drug stores carry hunting supplies, medicines and other hunting needs. They also suggested that they create and promote a special "Hunter's Breakfast".

###

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

KILT sold Jones Apothecary on an idea for Hay Fever sufferers. We are going into the worst season for people who are addicted to a high pollen count. This particular drug chain has a product called "Hay-Hist" that gives relief. KILT worked out a blanket contract that whenever the pollen count reaches the sneezing point of 175 (grains per cubic yard), KILT automatically schedules 5 spots per day. This is based on a seven day week and should result in a sizeable schedule. The information on the pollen count is put out daily by the City of Houston Health Laboratory.

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PUBLIC SERVICE IDEA (Earl Hawthorne, Sales Manager, KTSA)

"PTA Call Board" -- Air announcements on PTA events, such as meetings, dates of fund raising programs, etc.

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Johnny suggests that since KLIF has conducted tours every afternoon when school is out, that an offer should be made for conducted tours as part of a "field trip" to high school, junior highs, by appointment only. I am attaching his suggested letter to school principals.

###

STATION BREAK (Johnny Borders, Program Director, KLIF)

"KLIF... Un-Beatle-able...!"

###

PUBLIC SERVICE IDEA (Bob White, Program Director, KILT)

KILT is again offering its listeners a "Hurricane Tracking Chart". All listeners have to do is send in a self-addressed, stamped envelope.

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I quote Bob's weekly report:

"With the outbreak of sleeping sickness in the city, we are really plugging the symptoms of the disease and measures that can be taken to help prevent the spread of the disease and measures that can be taken to help prevent the spread of the disease. This disease is spreading to other parts of the state and I recommend that our sister stations broadcast this information to help curb the spread. I will be glad to furnish anyone with the information."

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COMPETITOR'S COMMERCIAL (Al Lurie, Sales Manager, KLIF)

United Motor Exchange on KBOX -- Two motors discuss their ills and the treatments and corrective surgery performed at United Motor Exchange. Spot opens with one asking the other, "What are you in for?" Closed when one says, "See you around." The other answers, "Oh no you won't."

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SAMPLE PROPOSED LETTER TO PRINCIPALS

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STATION BREAK (Johnny Borders, Program Director, KLIF)

Dear School "KLIF...Un-Beatle-able...!"

This is an invitation to you, your # # # and students to visit the new KLIF Studio at Triangle Point in downtown Dallas. KLIF has been

PUBLIC SERVICE IDEA (Bob White, Program Director, KILT)

and our new studio are a shining example of the very newest and most modern technical equipment available to broadcast stations today.

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Included in the tour will be an informational lecture period with discussion service, automation, plus a question and answer session.

PUBLIC SERVICE IDEA (Bob White, Program Director, KILT)

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May we arrange a tour for your school group? Call us at RI 7-9311 to arrange

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Dear School Principal:

This is an invitation to you, your staff, and students to visit the new KLIF Studios at Triangle Point in downtown Dallas. KLIF has been widely acclaimed as a pioneer in modern radio programming, and our new studios are a shining example of the very newest and most modern technical equipment available to broadcast stations today.

Now, this fascinating world of broadcasting is available to groups of up to sixty persons for educational tours Monday through Friday at 2:30 PM.

Included in the tour will be an informational lecture period with discussion about the history of broadcasting, the broadcaster's role in community service, automation, plus a question and answer session.

May we arrange a tour for your school group? Call us at RI 7-9311 to arrange your tour.

Sincerely,

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PUBLIC SERVICE

Rplb

TODAY'S SAINT

A two-minute daily program to be logged as "Religion". It is a short vignette having to do with the Saint of the day.

Peter Frank Organization offers this in the Radio, Inc. package.

GARDENING BITS

A one-minute program consisting of what the title implies delivered by an "old timer" voice or even the "KLIF Jolly Green Giant".

dck

ys

2726

PUBLIC SERVICE CAMPAIGN (Don Keyes, Dallas)

PUBLIC SERVICE

A station in Seattle promoted a drive in '63 to salvage old automobile

TODAY'S SAINT

license plates to benefit the Children's Orthopedic Hospital. Listeners turned in

over a ton of plates which together with those donated directly at service stations were sold as aluminum scrap. Previous year's drive netted over \$5,000, according

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HOT COMERS

KLIF

- 1.) "Peanuts"
- 2.) "Whispering"
- 3.) "Ally Ally Oxen Free"

The Four Seasons
N. Tempo / A. Stevens
The Kingston Trio

Vee Jay
Atco
Capitol

KTSA

- 1.) "When the Lovelight Starts Shining" The Supremes
- 2.) ^{ys} "Peanuts" The Four Seasons
- 3.) "You're Good To Me" Solomon Burke

Motion
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KILT

Didn't include Top 40 play list.

WYNR

Didn't send in their reports

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222

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PUBLIC SERVICE PROMOTION (Johnny Borders, Program Director, KTSA)

Since National Crime-Prevention Week comes in February, KTSA suggests a series of short Public Service spots pointing up this fact done by the D. A., Sheriff, Chief of Police, Mayor, etc.

###

STATION BREAK (Johnny Borders, Program Director, KTSA)

"KTSA...where fun's our feature...!"

###

COMPETITOR'S COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Gulfgate Shopping Center on KIKK --

Owner: "Well, Jenkins, are we participating with all the other Gulfgate merchants during this fabulous January clearance?"

Manager: "Yes sir, we are clearing out all this merchandise so we can get ready for our spring lines. Just look at these low prices!"

Owner: "Good heavens, Jenkins! With prices like these low ones you'll bankrupt the company!!" (Owner screams and cries) "Jenkins, how could you?!"

Manager: "I hate to see a grown man cry, but come to Gulfgate now during this tremendous January clearance and you will see a lot of bosses cry as we store managers slash prices to practically give-away merchandise!"

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PUBLIC SERVICE IDEA (Dick Lahm, Program Director, KILT)

" Because of the President's assassination, the Christmas Seals Campaign fell short of their goal by some \$17,000. We pitched in with a count-down type promo until the money was raised. "

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"The KTSA King Pin" -- This could be good for sale to a bowling alley.

Each automatic pin setter of said bowling alley will have a bright red pin intermixed with the other pins. When this pin comes up in the "King Pin" position, and the person playing the lane makes a strike, he or she will win a free line of bowling or something of the same value. Also, could be built up to so many strikes on the "King Pin" and receive other prizes (such as bowling shoes, etc).

#

PROMOTION (Johnny Borders, Program Director, KLIF)

"Wizard of the Wind" -- Promotion tied-in with March wind concept.

Character voice given to "Wizard", "Mystical king of world's greatest treasures", who awards prize to first listener to call contest number. DeeJay puts listener on the air, and reads prize won from the "Wizard of the Wind".

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PUBLIC SERVICE IDEA (Johnny Borders, Program Director, KLIF)

"KLIF Ben Casey Calendar" -- Monthly brochure on station activities, records, etc., plus notes of cheer for patients. Distributed at local hospitals.

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SALES IDEA (Al Lurie, Sales Manager, KLIF)

I quote from Al's report":

"In 1956, KLIF created a very successful series of spots for a new development of apartments called the Columbian. This entire series was a testimonial type announcement with statements from dance instructors, airline pilots, doctors, stewardesses, etc., stating that the Columbian was a fun place to live. We revived the idea and submitted to several apartment developments with good results."

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"Beatle Jingles" -- exacting instrumental duplication of the Beatle sound. KLIF was the first station in the country to get the Beatle jingles.

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PUBLIC SERVICE PROMOTION (Johnny Borders, Program Director, KLIF)

Station personalities appear wearing Beatle wigs, Beatle t-shirts, etc., at local hospitals children's wards, giving away Beatle singles, jelly beans, etc.

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STATION BREAK (Johnny Borders, Program Director, KLIF)

"KLIF... home of the Beatles... proving that longhair can swing...!"

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PROMOTION (Jack Fiedler, Manager, WYNR)

"That's what's happening" -- promo phrase being used heavily. This is a southside expression meaning "swinging".

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STATION BREAKS (Jack Fiedler, Manager, WYNR)

"WYNR... Chicago's Spring Fever... we're contagious...!"

"WYNR... where you've just dialed a smile..."

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COMPETITOR'S COMMERCIAL (Del Markoff, Sales Manager, WYNR)

Ole Manse Syrup on WGN -- French-Canadian dialect. Trapper returning to his cabin with background sound effects--blizzard, wolves, etc.--creating the impression he just tapped the maple trees. Humorous soft-sell.

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

I quote from Ron's Weekly Report:

"We are going to do something much like ABC did for the Olympics. We are starting a campaign for the Buffalo Zoo to get them a Bengal Tiger. This beast cost something like \$2000 and we will begin a spot campaign aimed at getting contributions sent to the Zoo in our name and we will in turn present it to the zoo. The spots will consist of the Mayor, the Parks Commissioner, and Zoo people. This should make us mildly heroic."

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STATION BREAKS (Johnny Borders, Program Director, KLIF)

"This is KLIF...where the action is!"

"KLIF...less hot air...more cool music!"

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PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

I quote from Bruce's Weekly Report:

"Starting next week, we are going to start promoting our 'KTSA Easter Egg Hunt', which is an annual affair. This year we are going to try to make it bigger than ever, with more and better promotion, a good location, and a better working together of us and the 'Hunt' sponsor (such as displays of prizes in sponsor's store, banner signs, etc). We are also trying to get the Light to help us promote with pictures before and after; also we are going to see if we can get a TV station to give us some news coverage. The day of the 'Hunt' we are going to promote the name KTSA by using good signs, stickers, etc. "

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PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Buried Treasure" -- KTSA now running teaser promos using production with Pirate-type lingo and a guaranteed winner every hour. The over-all production is what gives this contest appeal. The first listener to call gets to help "Pirate Pete" open up the "Buried Treasure" treasure chest. Within the chest are "gems" of prizes and cash -- everything from \$10.00 cash to KTSA Beatle Sweat Shirts, Beatle albums, Beatle E.P.'s, and Beatle books.

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PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Loot For Lights" -- throughout the day the deejay will state that sometime during the hour the "Loot For Lights" "Lightnin' Bug" will strike. He may stop your car or knock on your door if your porch lights or auto lights are on and if you are listening to KTSA, you win a prize.

Prizes to be determined.

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PUBLIC SERVICE IDEA (Bruce Hathaway, Acting Program Director, KTSA)

In connection with the San Antonio Ski and Boat Club, KTSA jocks and members of the club are going to teach orphans to water ski on a set weekend date. This will give the kids a chance for an outing of swimming, boating, etc.

KTSA plans to promo this on the air and invite the public to come out and watch the lessons and a ski show afterwards by the ski club.

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

"With Fiesta Week in San Antonio each night in downtown in La Villita is a 'Night In Old San Antonio' with attendance of about 1,000 nightly. Within the crowd is the unknown 'KTSA-Buddy's Supermarket Fiesta Man'. Person who identifies the '... Fiesta Man.' wins \$55.00 from KTSA and \$55.00 worth

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"With Fiesta Week in San Antonio each night in downtown in La Villita is a 'Night In Old San Antonio' with attendance of about 1,000 nightly. Within the crowd is the unknown 'KTSA-Buddy's Supermarket Fiesta Man'. Person who identifies the '... Fiesta Man.' wins \$55.00 from KTSA and \$55.00 worth

nrh

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

KILT sold Luke Johnson Ford Company on an idea of being the back to school car company. KILT is playing the fight songs of Rice University, Texas A&M, the University of Texas, U of H, etc., and telling the college students of the terrific used cars that are perfect for college students.

Luke Johnson was sold the idea that this could become an annual affair and that it would give his company the image of catering to the college crowd by playing the fight songs. Resulted in an \$1850 sale for KILT.

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REJECTED COMMERCIALS (Dickie Rosenfeld, Sales Manager, KILT)

"Not Tonight, Henry" and "Everybody Likes It" were rejected due to the suggestive titles.

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STATION BREAK (Jim Randolph, Program Director, WYNR)

"You're on cloud 139... WYNR..."

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PUBLIC SERVICE IDEA (Jim Randolph, Program Director, WYNR)

WYNR proposed to Lever Bros a public service program which would feature a thirty spot campaign weekly. The spots would be testimonials from drop-outs who have returned to school and have profited from their return.

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PUBLIC SERVICE IDEA (Del Markoff, Sales Manager, WYNR)

August and September are Child Foot Health months. A good tie-in with back-to-school and could possibly be sold if tied in with a department store or shoe store.

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STATION BREAK (Bob White, Acting Program Director, KILT)

"KILT...the happiest way to spend the day..."

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PUBLIC SERVICE IDEA (Bruce Hathaway, Acting Program Director, KTSA)

I quote from Bruce's report:

"With all the talk going on about school drop-outs and what can be done about it, a good PSA is to get prominent businessmen and owners to record short testimonies as to why you should stay in school. Showing examples of what an education would get you with their firm. The testimony is produced along with a short good production spot."

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STATION BREAKS (Bruce Hathaway, Acting Program Director, KTSA)

"KTSA...for fun in the sun..."

"KTSA...real cool sounds for a hot summer..."

(Recorded) "Come on in...{ sound of diving board and splash }
...the music's great on KTSA..."

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CREATIVE PROGRAM-SALES IDEA (Johnny Borders, Program Director, KLIF)

Johnny suggests:

"Tie-in with store like Sears, Western Auto, etc. for an attempt to crack the world's 'riding lawn mower' record. DJ's ride the mower, or mowers, at stores. This is a natural with summer coming on and riding mowers becoming so popular."

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KILT sold Woody's Jeep Company a series of 30-second spots all using the theme, "Woody could have been a Great Indian Chief, scientist, Admiral, etc., but he would rather sell jeeps at 2225 Washington." Appropriate music follows what Woody could have been. Spot ends with "Go by and see the Great Woody at 2225 Washington."

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PROMOTION (Bob White, Program Director, KILT)

I quote from Bob's report:

"This promotion will be handled similar to an exotic but with more promotion. We will ask listeners to send us a postcard while on vacation. We will read their cards on the air and inform other listeners where the family is at that time. The promotion will be built around the theme "You keep KILT posted and we will keep Houston posted." This should be a good ad lib thing for the deejays. It will entail no prizes but it should save vacationers a lot of postcards as we can tell all of Houston where they are."

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REJECTED RECORD (Bob White, Program Director, KILT)

Bob questions "The Ballad Of Ira Hayes" by Johnny Cash on Columbia. He feels it could draw bad comment since it seems to downgrade a war hero.

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PUBLIC SERVICE IDEA (Bruce Hathaway, Program Director, KTSA)

"Dog-Gone Bulletin Board" -- Once per hour, produced bulletin board runs with a description of lost pets in the San Antonio area. Bruce feels this is good public service since they have had many calls each day requesting the service.

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ECONOMY IDEA (Bill Weaver, Manager, KILT)

Bill suggests that you watch the discounts that are frequently given on your invoices and take advantage of them when they are offered.

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COMMERCIAL APPROACH (Jim Hamby, Sales Manager, KTSA)

Jim picked up \$700.00 as a result of specially prepared spec spots for First Term Credit Plan. Fax copies are attached.

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

Perhaps only applicable to KABL.....

"This is WYSL.....a fall festival of fine music..."

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EDITORIAL (J. Tyler Dunn, Program Director, WYSL)

Dunn makes an excellent point that so far has been overlooked by all other media. I quote from his report:

"The papers--and even some Buffalo radio stations--have begun a name-calling vendetta against Joseph Valachi. He is referred to here as a 'turncoat', 'a stoolie', 'singing canary', etc. Language of this nature will never encourage other criminals to come forward and it also will discourage regular citizens from informing on illegal business. Valachi is no saint, but he is also no 'turncoat'."

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PUBLIC SERVICE IDEA (Johnny Borders, Program Director, KTSA)

Johnny points out that many High Schools have Career Seminars in the Spring and it would be advantageous for us to write the various schools which offer such programs and volunteer a speaker from the station who would counsel with the students on careers in broadcasting.

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

"The Great KTSA Pumpkin Hunt--proposed to Handy Andy Stores. KTSA hides 100 pumpkins in all sections of city on Halloween. Marked and coded. Each worth prize minimum of \$1.00 up to TV set upon presentation at KTSA before midnight Halloween. Each pumpkin hunter must have KTSA pumpkin hunting license obtainable only at Handy Andy Supermarkets."

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SALES DEPARTMENT POLICY (Jim Hamby, Sales Manager, KTSA)

Each KTSA salesman is now required to present 3 spec spots weekly in conjunction with the copywriters.

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Al reports that for the opening of Earl Hayes Chevrolet Service Center, Charlie & Harrigan will have pies thrown at them. The entire promotion is built around a Roaring 20's theme. The client liked the idea and a good schedule was sold.

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Phrase "firm uplifts" was deleted from bra spot.

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PUBLIC SERVICE IDEA (Stan Richards, Program Director, KLIF)

I quote from Stan's report:

"Each station could institute active public service: 'KLIF's Hourly Home Remedy': Once each hour, the station could give the recommended Red Cross treatment for minor home accidents, being very careful to remind the listeners that this is only a suggested treatment by the Red Cross, and to call a doctor is always best."

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CREATIVE SALES IDEA (Levin and Markoff, WYNR)

The money tree idea was sold to Colby's Women's Shop. It works this way: An aluminum Christmas tree is set up in the store with white and green envelopes. Each envelope contains a gift certificate--\$50.00 or less pull off a green envelope, \$50.00 or more a white one.

The winner's voice will be taped and used in the commercial.

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To strengthen weak time periods during rating week, use only classics during those hours. Rest of station on format as usual.

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They are asking a series of questions on one show and giving the answers on still another show.

This seems to be a good idea for continued tune-in.

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"This is KLIF....the four biggest letters in Dallas entertainment...."

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PUBLIC SERVICE (Al Lurie, Sales Manager, KLIF)

KLIF secured booklets from the Texas Chamber of Commerce, and displayed them in the lobby. The many visitors each week are impressed and it points out our state-wide Texas Triangle coverage.

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PROMOTION (Dick Lahm, Program Director, KILT)

"Mystery Caller" Contest -- A man calls twice a day from the same public telephone, giving clues as to his whereabouts. If a listener finds him while he is calling the station, he wins. The prize is scaled down from \$1,000.00 and additional clues are given regularly on the air.

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PUBLIC SERVICE (Ron Ruth, Sales Manager, WYSL)

Ron suggests a safe driving campaign with a sectional flavor.

"WYSL urges all the people in Kenmore (suburb) to drive safely."

The idea is to use all the surrounding towns and suburbs in the safety pitch.

Along these lines, I heard a series of breaks on WSB in Atlanta which went something like this:

"This is WSB, Atlanta. at 720 on the Decatur radio dial."

This certainly dramatizes the big coverage that they have.

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COMMERCIAL IDEA (Dickie Rosenfeld, Sales Manager, KILT)

An idea for securing general insurance business. He pitched the Bill Thaxton Insurance Agency the idea of selling a package insurance plan to the general public on radio. On this plan you can get accident, auto, home, hospital and life insurance on one easy monthly payment. The on-the-air pitch is "You call Big Bill Thaxton for the Big T Plan. Regardless of your ratings or cancellations, Big T can insure you!"

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MONEY SAVING IDEA (Bill Stewart, Dallas)

I checked with Morris Mewbourn today and he says that to the best of his knowledge the only station taking advantage of the tax rebate on news calls is KILT. We should all be doing this and claiming a fluctuating percentage

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Live copy for "Bedtime Story" was submitted by client and WYSL given the right to revise slightly.

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PROMOTION (J. Tyler Dunn, Program Director, WYSL)

"Orphan Annie Contest" -- Recalls golden days of radio and invites listeners to send in a "Little Orphan Annie Decoder Badge." First badge received gets a case of Ovaltine. Write: "Arf", WYSL, etc.

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PROMOTION (Johnny Borders, Program Director, KLIF)

"KLIF Millionaire Classic" -- Institute play once per show (with appropriate produced production) of a classic that sold a million or was No. 1 for some time. Song would change daily.

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Short PSA series on Golf Etiquette. For programming in drive-times, produced material may be taken from number of golf books: "On par three holes, if you are not ready to putt out, players waiting on tee should be allowed to hit to the green." Etc. This is of interest to golfing adults, it's informative and could be provocative public service material.

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KLIF sold "Convention Headlines" to W. O. Bankston Olds at \$780.00 schedule. These are specially created news programs on the Republican Convention.

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COMPETITOR'S PROMOTION (Tyle Dunn, Program Director, WYSL)

"Driver Courtesy Award" on WGR -- Mobile unit notes car which performs act of driving courtesy, notifies station, station broadcasts license number. If driver is listening to station, he pulls to curb at first opportunity and gets \$10.00.

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CREATIVE SALES IDEA (Tyler Dunn, Program Director, WYSL)

Clever ten-second spots on WKBW for local beer:

Annecr 1: "Do you know what it feels like to sink a 40 foot put on the 18th green and win the National Open?"

Annecr 2: "No. Do you know what it feels like to drink
Beer?"

Annecr 1: "No."

Annecr 2: "Then I'd say we're even."

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CREATIVE SALES IDEA (Tad Van Brunt, Sales Manager, KABL)

KABL sold British Motors on plan to "give" air personality a car (for 13 weeks), so he could talk about "his" car and put the commercial on a testimonial basis.

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PUBLIC SERVICE IDEA (Bruce Hathaway, Program Director, KTSA)

"Hot Dogs" -- produced testimonies from local Veterinarians on hot weather tips on how to keep dogs, cats, parakeets, and other household pets comfortable and healthy during the hot summer months.

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"High School Game of the Week" -- Pick a different football game each week during the Fall and invite listeners to send in their guesses on the score of the game. To eliminate some of the correct guesses, the contestant must include number of first downs each team will make. Closest guess wins good prize, with several runner-up prizes.

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KTSA has acquired a 16 MM film of the Beatles making their movie "Hard Day's Night" and is going to give it away, along with a Beatles album and a recording of the Beatles phone conversation. The contest is called "Scramble". Four Beatles records are played at the same time, listeners must write in and give the correct names of the records. Winner will be drawn.

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PUBLIC SERVICE IDEA (Bruce Hathaway, Program Director, KTSA)

"Sounds of Safety" -- Sound of fire bell. "This is Chief Rogers of the San Antonio Fire Department, reminding you that oily rags in a closed tight place could mean the difference between your keeping or losing your home." Sound of Police siren. "This is Captain Palmer of the San Antonio Police Department..." etc.

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I quote from Bruce's Weekly Report: "In connection with the movie BIKINI BEACH PARTY, we worked with Texas Theatre for a parade (which was plugged over the air via their bought time) on the opening night of the movie through downtown San Antonio. The parade was made up of Dragsters (like

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Marcus Cohn

R. P. B.

P.S.

M E M O R A N D U M

TO: All Managers
B. R. McLendon
Dorothy Manning
Don Keyes
Joe Long

DATE: December 27, 1962

FROM: Gordon McLendon

All of you will recall that in our last managers meeting we discussed the necessity of conducting a continuing survey which would seek out the needs, tastes and desires of the community and do our very best to satisfy them. This memorandum will detail procedures for implementing this survey and study.

The survey will be made twice a year instead of once at the request of Marcus Cohn. It should be made in the months of November and February. In order not to work a hardship upon you, you will have permission to delete from your sales call responsibilities three sales calls in each week during these two months.

You will delete from the persons to be contacted "the President of the local morning paper". Marcus agrees with Bill Weaver that such an individual does not represent the community as such in an impartial and unbiased manner. Upon meeting with the individuals who are listed below, you will record in writing the following points of information:

- 1.) Name of the individual.
- 2.) Where the meeting took place and how long it lasted.
- 3.) Needs of the community which are not being met by radio in the opinion of that individual.
- 4.) Opinion of the individual as to why those needs should be met.
- 5.) Extent of the manager's efforts to ascertain those needs being met by other radio stations.
- 6.) Manager's implementation on station of the information gleaned from the interviewee.

We add here an important point: the conversation should also include the manner in which the station has, in effect, met the needs of the community. It is important that we verify the fact that the stations are, as presently programmed, fulfilling the needs of the community. The fact that there may be additional needs should not distract from what the stations are doing.

As previously mentioned, each manager will keep detailed reports on his own conversations outside the particular months in which the survey is made. This is good but every person on the staff -- with the exception of the engineers -- should also keep memoranda and diaries of conversations which they have with significant people on the question of programming. This should be called to the attention of the manager periodically. Some system should be set up to be sure that this matter is handled correctly. Let me call to your attention here that no one has more random, or planned, or frequent contacts with important personages in the community than our newsmen. No doubt, the subject of community tastes, needs and desires often comes up and, no doubt, we frequently receive constructive suggestions and criticisms of these people to whom the newsmen are talking. Joe Long should set up a system with each of the news directors under the supervision of the program directors and managers in which these newsmen make memoranda of the conversations and report them to the manager. It could be that later on the manager would want to follow up such a conversation with a personal visit, using it as part of his own survey.

You will interview eight of the following list in November and eight more in February. All managers are permitted to substitute any five from this list with those of their own choosing, and also add to that list, if they wish:

- 1.) Head of the Community Chest.
- 2.) Head of the Junior League.
- 3.) Superintendent of Public Schools.
- 4.) Head of the Council of Churches. The composition of the "Council of Churches" varies in different communities. When Catholics and Jews are not included within the Council then an effort should be made to contact the leaders of these two religious groups.
- 5.) Head of the local Red Cross.
- 6.) Head of the local Boy Scouts.
- 7.) Head of the leading service clubs such as Rotary, Kiwanis, "Y's", etc.

- 8.) President of the local Chamber of Commerce.
- 9.) President of the largest women's club.
- 10.) Head of the local Girl Scouts.
- 11.) The County Agents.
- 12.) Representative of the League of Women Voters or some other impartial "political" group.
- 13.) Local chief exponent of the Drama.
- 14.) Head of the NAACP or LULACS or other organization pertaining to ethnic groups.
- 15.) Chief of Police, Fire Chiefs or Sheriff.
- 16.) Mayor.

You will again note that you have the right to delete five from the list and substitute five of your own choice if you so desire.

In closing I should point out that another important avenue of community contact comes through our sales department. These salesmen are in constant contact with businessmen, many of whom are among the community's leaders -- in fact, most of them. Some system should be initiated whereby our account executives make reports of any and all conversations which have to do with the community's needs, tastes and desires, an effort by which our station is fulfilling them or not fulfilling them. And, in general, the same information that the manager will derive (as outlined above) in his interviews twice yearly and, as well, in his random interviews throughout the year.

Gordon McLendon

GBM:lr

but it has already been reported in Broadcasting magazine and you should all be familiar with it. I am quite sure it does not close the door on our reporting the news, but it does set up a few warning flags. So, I would advise strongly that you read your Broadcasting and make it a point of getting a copy of the actual court decision.

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BACK TO SCHOOL PROMOTION (Jim Hamby, Sales Manager, KTSA)

KTSA is apparently going to be able to sell to a department store a bonus stamp promotion which works as follows:

Each student bringing in last year's report card to the sponsor receives so many trading stamps based upon awards for each A, B, C, etc.

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PUBLIC SERVICE PROMOTION (Jim Hamby, Sales Manager, KTSA)

KTSA's Jim Hamby makes the following suggestion:

Usually every church group has a pet project which it supports. For example, a church may be individually responsible for the support of a missionary family in Africa. Usually, the church group gets no outside credit for these worthwhile projects. Why not, by letter, invite churches of all denominations to send us information on their pet projects and give them recognition on Sunday programming?

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ryh

STATION BREAK (Johnny Borders, Program Director, KTSA)

In conjunction with the recent billboard campaign, "This is KTSA....seamless....for sheer enjoyment...."

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PROMOTION IDEA (Johnny Borders, Program Director, KTSA)

While this idea is identical to the old "KLIF Jalopy" promotion in which an old used car is given away to teenagers, I like Johnny's title much better. It is called "A KTSA Klunker".

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PUBLIC SERVICE IDEA (Cecil Tuck, Managing Editor, KILT)

Two KILT deejays are working in conjunction with the YWCA in a show promoting water safety. The jocks are learning to scuba dive and are talking it up on the air. Timely, topical, and a good example of how to effectively participate in community affairs.

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SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

Merchant Park Bowling Lanes was having trouble attracting customers after midnight. Now a KILT special bowling rate of \$1.50 for as much bowling as customers care to do, is being advertised during the night show on KILT.

This idea is certainly applicable in all of our markets.

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MEMORANDUM

Public
Service

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

Ryph

FROM: DON KEYES

DATE: APRIL 13, 1963

A good idea for an "Agriculture" program which is compatible with your format would consist of a 60-second spot which is actually a second program with an open and close. It would be called "Weekend Gardener" and would contain as its "Agriculture" copy, 20 or 30-second garden tips of perhaps an unusual nature.

These can be obtained from various publications which run seasonal articles on the subject. The remaining time would account for the commercial content and the intro and close. Your copywriter could write 8 to 10 of these each Friday for use on Saturday, when the topic is more timely.

It sounds to me like it is an extremely salable item to perhaps nurseries, hardware stores, garden supply stores, as well as being within the category of "Agriculture" and therefore logging as such.

Don Keyes

ys