

ON REWRITE

Publ 55M.

URGENT

URGENT

URGENT

URGENT

THE FOLLOWING NEWS STORY IS TO BE USED EVERY HALF HOUR UNTIL 8 PM. ABSOLUTELY NO EXCEPT IONS UNLESS YOU ARE FURNISHED WITH RE-WRITE BY MITCH LEWIS. ALSO MUST BE IN EVERY HEADLINE. THIS IS IMPORTANT.

CITY NEWS

RETURN TO HOOK

FOR RELEASE: 1/14/66

FOR RELEASE: IMMEDIATE

Britain's Prince Phillip will be hosted at a major charity dinner in Chicago during early March, it was announced here today.

Nathan Cummings, prominent Chicago Industrialist and philanthropist made the announcement.

Cummings is chairman of the dinner committee which is sponsoring Prince Phillip's appearance here.

Cummings' committee represents the Variety Clubs, International, which give to prominent American charities. 75 percent of all monies raised, with the remaining 25 percent to go to international charities to be selected by Prince Phillip.

Cummings is a long-time supporter of various Variety Club and other charitable endeavors.

Cummings also announced that Prince Phillip's personal representative, ~~was~~ Colonel William Herold, was in Chicago today arranging for Prince Phillip's March visit to the Windy City.

In an interview with W-News ~~today~~ this afternoon, Nathan Cummings declared and we quote, "Prince Phillip's visit to Chicago is particularly timely ~~this year~~ since this year's Variety International president is a Britisher, James Carreras, of London.

MORE

MORE

MORE

EDITING

Publ. Serv.

Prince Phillip Visit

Page 2

Variety is delighted to have this chance to make another significant contribution to American charities."

NOTE: BE SURE THAT RELIEVING NEWSMAN IS ALERTED TO CARRY THIS STORY AND GIVE IT PROMINENCE. ALSO HEADLINES.

EDITING

Publ Serv.

THIRD REWRITE - SUGGEST ALTERNATE WITH 1/15/ EARLY STORY
REWRITE HEADLINES TO FIT ACCOMPANYING STORY

FOR RELEASE: Saturday 1/15/66 8-11 am

Chicagoans who felt slighted when Princess Margaret and Anthony Armstrong Jones bypassed the city last year can look forward to the coming of British royalty.

A major charity dinner in honor of Prince Phillip of England is scheduled for early March, according to an announcement made yesterday by His Majesty's personal representative.

Nathan Cummings, a prominent Chicago industrialist and philanthropist, will chairman a committee which will make complete arrangements for the dinner. It is certain to highlight Chicago's social year.

The committee will be comprised of members from Chicago's Variety Club, International, a show-business organization which devoted its energies to significant charity projects. Cummings said 75 percent of the proceeds from the dinner will go to prominent American charity groups while the remaining 25 percent will be delegated to charities selected by Prince Phillip, personally.

Chicago readies for England's royalty with the announcement of a glittering charity dinner to welcome Britain's Prince Phillip.

#

EDITING

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THIS REWRITE IS TO SUPPLANT AN EARLIER STORY AND SHOULD
BE BROADCAST ON EVERY SATURDAY BROADCAST FROM 6 AM until 9 AM.

ALSO CARRY IN HEADLINES AND ALERT THE NEWSMAN FOLLOWING

FOR RELEASE: Saturday 1/15/66 6-9 am

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Colonel William Herold, was in Chicago Friday, confirmed to
W-News a scheduled March visit by the ruling British monarch.

Colonel Herold conferred at length with Chicago
industrialist, Nathan Cummings, who will act as chairman for
an unprecedented charity dinner to be held in Prince Phillip's
honor. Long known for his philanthropic projects, Cummings
was acting on behalf of Variety Clubs International, sponsors
of the affair.

Cummings said that the Variety Club will donate
75 percent of the dinner's proceeds to prominent American charities.
The remaining 25 percent will go to those important international
charities designated by Prince Phillip.

Cummings ~~noted~~ pointed out to W-News that it
was particularly appropriate for the Chicago Variety Club
to act as sponsor for the dinner. The club's current international
president is James Carreras, noted showman from London.

#

EDITING

ON REWRITING A FRONT-PAGE TYPE STORY

There are distinct and definable tricks in rewriting a front-page type story, whether it is rewritten from a wire-service feature or a newspaper you subscribe to or from some other source.

(1) The first and most important thing is to make it topical--make it sound like it came in today, on your wire service, and that it is a current and hard news item. Do not rewrite a feature into another feature. Repeat the essential facts of your lead paragraph in the body of the story since repetition is particularly important on radio--particularly repetition of the guts of the lead phrasing. Don't ever use, "Mrs. John Kennedy is going to Gstaad, Switzerland, according to White House informants". Heck, take credit. And use your sources first: "White House informants report to Wnews this afternoon that Mrs. John Kennedy will go to Gstaad, Switzerland, Friday."

Do not go too far into your rewrite. Don't get carried away by the fact that you are rewriting something and go on and on into unnecessary detail. This is like the guy who has the sale made and then just keeps on talking and finally talks himself out of it.

So that you can see better what I mean (and notice how the who, what, when, and where get right into that lead paragraph) I've rewritten a few first page (front page type) stories and attached herewith is an example of those stories as first rewritten and then as rewritten by me. Notice carefully the changes I've made. See if you can figure out why they were made. If you can't, write and ask me or ask me when you see me in person.

Anybody can do this type of rewrite--anybody with any journalistic training--but few people ever do it. The reason is that most people take a dated story and don't make it sound up-dated, or take a newspaper hard news story and in rewriting forget to make it topical, with the result that it ends up sounding like a feature story. ~~And~~ And many others don't rewrite a feature story into a hard-news story. They rewrite it right back into a feature, sometimes not as good as the original. Others wouldn't know a "front-page type" story if ~~one~~ sat down and introduced itself. Please refer to my memorandum on what a front-page story is by our definition--MOST OF ALL, AGAIN, IT HAS GOT TO BE SOMETHING THAT ENDS UP SOUNDING LIKE A HARD NEWS STORY THAT JUST CLEARED OUR WIRES.

Okay, check the attached originals and my rewrites.

11/2/66

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Cummings said that the Variety Club will donate
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The remaining 25 percent will go to those important international
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#

EDITING

rewrite

Westiders--a new Deluxe Chevrolet Impala for rent--as low as five dollars per day and five cents per mile--Dunn Rite Car Rental. 969-7820. 969-7820.

You can't rent a brand new deluxe Chevrolet Impala for five dollars a day and five cents a mile...you can't...yes you can, at Dunn-Rite Car Rental--969-7820.

Westiders, Dunn Rite Car Rental has thirty brand new, deluxe Chevrolet Impalas to rent--as low as five dollars a day and five cents a mile--Dunn Rite--969-7820.

Westiders--unbelievably, Dunn Rite Car Rental is renting spanking new Chevrolet Impalas as low as five dollars a day and five cents a mile--969-7820.

TO THE WNews sales staff: This was the best I could do to convert a thirty-second spot (minimum) into ten seconds of racing speed which I hope someone can understand when I finish sprinting through it. The above spots represent more than the average announcer can physically say in ten seconds, leaving aside any attempt to sell a product. Mike, you're apparently very good at this sort of thing so you figure out where we could have put "Chicago's West Side", of "standa rd insurance rates", or "a dollar a day for full coverage, or how we could repeat nine six nine seven eight two oh twice in every spot--that's a total of 14 words out of a usual twenty-five word maximum just for the telephone number.

This sort of damned thing is what really makes my day.

EDITING

Westaiders--a new Deluxe Chevrolet Impala for rent--as low as five dollars per day and five cents per mile--Dunn Rite Car Rental. 969-7820. 969-7820.

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EDITING

Editing Examples

FIRE JAN. 9 AJ

URGENT

HATTIESBURG, MISS. (UPI)--FIRE BELIEVED TO HAVE BEEN STARTED

BY ARSONISTS DESTROYED THE HOME AND NEARBY GROCERY OF A NEGRO CIVIL RIGHTS LEADER NEAR HERE EARLY TODAY AND INJURED THREE PERSONS.

FORREST COUNTY DEPUTY SHERIFF T. A. WOODWARD SAID THE FIRE BROKE OUT AT THE HOME OF VERNON DAHMER, ABOUT FIVE MILES NORTH OF HATTIESBURG. HERE ABOUT 3 A. M. EST. HE SAID IT WAS BELIEVED TO HAVE BEEN THE WORK OF ARSONISTS."

DAHMER, HIS WIFE, ELITE, AND THEIR 10-YEAR-OLD DAUGHTER, BETTY WERE TAKEN TO A LOCAL HOSPITAL WITH BURNS AND WERE REPORTED IN PAINFUL BUT NOT SERIOUS CONDITION."

WOODWARD SAID RAINEY HEIDELBERG, AN 84-YEAR-OLD AUNT OF DAHMER, WAS ASLEEP IN THE REAR OF THE STORE, SEPARATED FROM THE HOUSE BY A DRIVEWAY, WHEN SHE HEARD SEVERAL EXPLOSIONS AND SAW THE FIRE BREAK OUT IN THE HOUSE.

DAHMER, A PAST PRESIDENT OF THE FORREST COUNTY CHAPTER OF THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP), TOLD AUTHORITIES HE HAD HEARD SHOTS FIRED FROM A PASSING CAR BEFORE THE FIRE WAS DISCOVERED IN HIS HOME AND GROCERY STORE

NAACP STATE FIELD SECRETARY CHARLES EVERS CHARGED THE FIRE HAD BEEN SET BY "NIGHTRIDERS."

THE FBI JOINED LOCAL AUTHORITIES IN INVESTIGATING THE FIRE

ONLY THE BRICK CHIMNEYS REMAINED IN THE CHARRED RUINS

THE FORREST COUNTY AREA REPORTEDLY HAS BEEN A STRONGHOLD OF THE KU KLUX KLAN. LOCAL AUTHORITIES HAD BEGUN A CAMPAIGN TO BRING A HALT TO ACTS OF VIOLENCE IN THE COUNTY.

no no
local official
said...

Lead copy, news paper type
typical of 1850 type
"A" wife Service stores. This
"A" fire early today destroyed the home and the
Mississippi, business of a negro civil rights
leader. Hattiesburg
was believed set
deliberately. In
3 people in
the fire.

there must be a clearer word

that negro civil rights worker,

The Hattiesburg official

no

no

all of them had

feature-
type
audience-
killing
speech
teller

beavens,
no!

that

Hattiesburg,
which

no, no, no

HXR027

(BLAZE)

(CHICAGO)---AN EXPLOSION AND FIRE STRUCK A GROCERY STORE ON CHICAGO'S SOUTH SIDE THIS MORNING, ^{It caused that explosion caused} CAVING IN THE ROOF AND CUTTING ^{gutter} THE BUILDING. FOUR PERSONS WERE HURT. ^{of the grocery store}

^{Chicagoan} FORTY-THREE-YEAR-OLD REGULIO GONZALEZ OF (2917 EAST 89TH STREET) WAS HURT ALONG WITH HIS FIVE-YEAR-OLD SON, VICTOR. ^{us by "East 89th"} THEY WERE WALKING PAST THE BUILDING WHEN AN EXPLOSION BLEW OUT THE WINDOWS. ^{no}

TWO FIREMEN WERE HURT SLIGHTLY WHEN A HOSE BROKE AND WHIFLASHED. ^{obviously not.}

THE BUILDING IS THE HIGH-LOW GROCERY AT 3601 EAST 106TH STREET.

A1032ACS1/10

^{the father and son}
 This should make the listener throw up if read on the radio; the last sentence, I mean.

HR1234PCS1. 10

HXR04-1

Localizing a story 50% of the time!!
U R G E N T

I'd pitch the story on the

Chicago convict:

"A young Chicago convict Prentiss Griffin is one of 4 men just indicted in Chester, Illinois, by the Grand Jury there."

(CHESTER, ILLINOIS)---A GRAND JURY IN CHESTER, ILLINOIS, HAS

that was the prison revolt

INDICTED FOUR CONVICTS IN THE NOVEMBER UPRISING AT MENARD PRISON, IN

Convicts in Chester

WHICH THREE GUARDS WERE STABBED TO DEATH. THE FOUR ARE INDICTED

ON COUNTS OF MURDER, ATTEMPTED MURDER, ARMED ROBBERY, ARSON AND

HOLDING HOSTAGES. THEY ARE 26-YEAR-OLD JOHN STAMPS OF GRANITE

CITY, ILLINOIS...27-YEAR-OLD ALONZO JONES, OF MANCHESTER, TENNESSEE...

25-YEAR-OLD PRENTISS GRIFFIN OF CHICAGO...AND 26-YEAR-OLD WILLIAM

BASSET OF FAIRFIELD, ILLINOIS.

HR1236PCS1/10

WHITE POLICY

HR1234PCS1/10

HYRO 1
Localize a story
50% of time!!
URGENT

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HR1236PCS1/10

UNIT'S POLICY

B37

(160) *no, no, no, no — absolutely no interest in*
WATERTOWN, MASS., JAN. 9 (AP)—U.S. POSTAL INSPECTORS SEIZED *Chicago —*
SUPPLIES, BOOKS AND RECORDS TODAY IN RAIDS ON A HOME AND A *Not Even When*
MAIL-ORDER OFFICE IN CONNECTION WITH AN ALLEGED SCHEME TO USE POSTAGE *rewritten or*
METER MACHINES FRAUDULENTLY THAT REPORTEDLY COST THE GOVERNMENT MORE *Re-edited*
THAN \$2 MILLION IN POSTAGE REVENUES.

THE INSPECTORS USED A SEARCH WARRANT SECURED FROM U.S. COMMISSIONER PETER J. NELLIGAN TO RAID THE HOUSE AND OFFICE.

THE RAIDS WERE THE RESULT OF ARRESTS LAST FRIDAY OF BERNARD ABELSON, 46, OF NEWTON, IRA RAVNER, 48, AND HIS WIFE, LILA, 42, IN THE PENTHOUSE OF A MAIL ORDER HOUSE AT WOODBURY, L.I. ALL THREE WERE CHARGED WITH FRAUDULENT USE OF POSTAGE METERS.

IN NEW YORK, U.S. ATTY. ROBERT W. MORGENTHAU DESCRIBED THE CASE AS UNIQUE BECAUSE IT HAD BEEN THOUGHT THE MACHINES WERE FOOLPROOF. HE SAID THE POSTAGE METERS ARE LICENSED BY THE POST OFFICE AND THE PERSON RECEIVING THEM PAYS IN ADVANCE FOR A CHOSEN NUMBER OF POSTAGE UNITS.

MORGENTHAU SAID POSTAL AUTHORITIES BELIEVE THE METER INVOLVED HAD BEEN RESET TO CONTINUE OPERATING BEYOND THE AMOUNT PAID FOR.

JD1226PES

UNITS POLICY

(TUSKEGEE, ALABAMA)---TWO WAVES OF PICKETS FROM TUSKEGEE INSTITUTE DEMONSTRATED FOR FOUR HOURS IN DOWNTOWN TUSKEGEE, ALABAMA, THIS AFTERNOON. THEY WERE PROTESTING THE SLAYING OF A YOUNG NEGRO CIVIL RIGHTS WORKER LAST WEEK IN AN ARGUMENT AT A SERVICE STATION.

-0-

(BRECKENRIDGE, COLORADO)---FOUR PERSONS WERE KILLED AND AT LEAST 10 INJURED THIS AFTERNOON IN AN EXPLOSION THAT DESTROYED A THREE-STORY BUILDING AT A SKI RESORT NEAR BRECKENRIDGE, COLORADO. RESCUE TEAMS PULLED THE INJURED FROM THE WRECKAGE AND RUSHED THEM TO HOSPITALS. THE CAUSE OF THE BLAST WAS NOT KNOWN.

-0-

(WASHINGTON)---THE JUSTICE DEPARTMENT HAS ANNOUNCED A FEDERAL GRAND JURY IN NEW YORK CITY HAS INDICTED NINE MATCH PRODUCING FIRMS AND FOUR OF THEIR OFFICERS ON CHARGES OF PRICE FIXING. ATTORNEY GENERAL KATZENBACH SAID A CIVIL SUIT ALSO HAS BEEN FILED AGAINST THE COMPANIES TO PROHIBIT THEM FROM FIXING PRICES.

-0-

(WASHINGTON)---REPRESENTATIVE ED EDMONDSON, AN OKLAHOMA DEMOCRAT, HAS SUBMITTED A G-BILL OF RIGHTS FOR COLD WAR VETERANS. EDMONDSON'S BILL WOULD PROVIDE EDUCATIONAL AND OTHER BENEFITS FOR MEN WHO SERVED IN THE ARMED FORCES SINCE JANUARY 31, 1955, WHEN THE KOREAN WAR G-I BILL EXPIRED.

-0-

*Why there? Why not "Mrs. George Wallace, possibly
the next Governor of Alabama, underwent?"*

B100 Q

MONTGOMERY, ALA., JAN. 10 (AP)-MRS. GEORGE C. WALLACE, WIFE OF THE GOVERNOR OF ALABAMA, UNDERWENT MAJOR SURGERY TODAY.

HER DOCTORS SAID THE SURGERY, WHICH INCLUDED ABDOMINAL EXPLORATION, PROCEEDED "UNEVENTFULLY."

THE DOCTORS SAID "THE LONG-TERM HEALTH OUTLOOK FOR MRS. WALLACE IS GOOD." Mrs. Wallace lately mentioned as possibly running for her

husband's office...that she might make a try for the
RK84OPES Alabama Governorship.....undergoing surgery in Montgomery
and reported in Good Condition

do not use without re-edit or re-write. -0-
 (WARSAW, POLAND)---RELATIONS BETWEEN THE POLISH GOVERNMENT AND THE
 VATICAN HAVE ^{gone down today} PLUNGED TO A NEW LOW. THE COMMUNIST REGIME WITHDREW ^{that Polish move} THE PASSPORT OF STEFAN CARDINAL WYSZYNSKI (VIH-SHINN'-SKEE) ^{taking away his passport} BARSING HIM FROM TRAVEL ABROAD. THE ^{Polish} GOVERNMENT CHARGES THAT HIS ACTIVITY WAS ^{Polish} HARMFUL TO THE STATE. THE DECISION ^{will} HAS VIRTUALLY ELIMINATED THE POSSIBILITY THAT POPE PAUL THE SIXTH WOULD VISIT POLAND ^{this} IN THE SPRING. CARDINAL WYSZYNSKI ^{has} WHO SPENT YEARS IN CONFINEMENT UNDER THE COMMUNIST REGIME ^{The Cardinal said he} SAID HE DID "NOT FEEL THE NECESSITY OF REPLYING...AND WILL NOT ^{Polish} REPLY" TO THE GOVERNMENT'S CHARGES ^{against him}.

CITYNEWS 54 (JUICE HEARINGS)

is preparing for hot

THE ILLINOIS CRIME INVESTIGATING COMMISSION ~~WILL CALL AND~~

~~ESTIMATED 60 WITNESSES IN THEIR PUBLIC HEARINGS ON CHICAGO "JUICE RACKETEERS" THIS WEEK.~~ *An estimated 60 witnesses will testify in those juice racket hearings.*

Commission Executive JOHN GALLAGHER, ~~THE SPECIAL ASSISTANT TO CRIME COMMISSION~~

~~EXECUTIVE DIRECTOR CHARLES STRAGUS~~ *told W-NWS* SAID TODAY THAT OTHER WITNESSES *besides those 60*

ARE STILL BEING SUMMONED. *Gallagher said* BUT THAT THOSE ALREADY SCHEDULED TO

APPEAR ARE "VERY IMPORTANT PEOPLE."

as juice racket witnesses *The Crime Commission Executive* HE SAID THAT THE INVESTIGATING TEAM HAD NO DIFFICULTY IN GETTING THE WITNESSES.

ALTHOUGH HE WOULD NOT DISCLOSE WHETHER ANY WITNESSES WOULD BE GIVEN IMMUNITY. *Gallagher also told W-NWS* HE SAID THAT EXTREME PRECAUTIONS WILL BE TAKEN TO PROTECT THE IDENTITY OF KEY FIGURES.

GALLAGHER SAID THE COMMISSION WILL NOT ASK FOR ANY INDICTMENTS. BUT *he said* *it* WILL TURN ALL OF ITS EVIDENCE OVER TO THE STATE'S ATTORNEY'S OFFICE.

THE ENTIRE COMMISSION WILL BE PRESENT AT THE HEARING.

THE HEARING WILL BE HELD IN THE COUNTY BOARD ROOM ~~ON THE FIFTH FLOOR OF THE COUNTY BUILDING AT 118 NORTH CLARK STREET, WEDNESDAY THROUGH FRIDAY. WEDNESDAY'S HEARING WILL BEGIN AT 10 A.M. THE HEARINGS ON THURSDAY AND FRIDAY WILL BEGIN AT 9 A.M. THE SESSIONS ARE EXPECTED TO LAST ALL DAY.~~

~~PZ1211P 1-10ML~~

WNTS POLICY

HX1..

074A

PAINT JAN. 10 HX

Unusable as it stands, but could be rewritten (a) as a hard news story and (b) for radio. Particularly a good story for women's hours - if done as outlined.

CHICAGO (UPI)--THE CHILD STANDING IN HIS CRIB REACHED FOR THE FLAKES OF PAINT PEELING OFF THE WALL AND PUT THEM IN HIS MOUTH. THE FLAKES TASTED LIKE SUGAR, BUT CONTAINED DEADLY LEAD, WHICH POISONED 207 CHILDREN HERE LAST YEAR AND KILLED 16.

THE ILLINOIS COUNCIL FOR MENTALLY RETARDED CHILDREN SAID THE DEATHS REPRESENT A 100 PER CENT INCREASE OVER THE EIGHT LEAD POISONING DEATHS REPORTED IN 1964 AND A ONE-THIRD INCREASE OVER THE 140 CASES REPORTED THAT YEAR.

CHILDREN WHO EAT LEAD-BASED PAINT ALSO MAY SUFFER BRAIN DAMAGE AND MENTAL RETARDATION, THE COUNCIL SAID. THE LEAD IS DISTRIBUTED THROUGH THE BODY TO MOST OF THE SOFT TISSUES AND ULTIMATELY MAY WIND UP IN THE BONES. BUT IN SOME CASES, THE DAMAGE IT DOES TO THE BRAIN AND CENTRAL NERVOUS SYSTEM MAY BE PERMANENT.

LEAD POISONING IS BECOMING AN INCREASINGLY SERIOUS PROBLEM, ACCORDING TO THE AMERICAN MEDICAL ASSOCIATION. ABOUT 90 PER CENT OF THE CASES INVOLVE CHILDREN UNDER THE AGE OF 5, THE AMA SAID.

THE PROBLEM IS MOST SEVERE IN SLUM AREAS OF LARGE CITIES, WHERE PEELING AND FLAKING PAINT IS MORE LIKELY. MOST OF THE PRESENT-DAY SLUM BUILDINGS WERE BUILT 25 TO 50 YEARS AGO WHEN LEAD BASED PAINT WAS MORE COMMON FOR INTERIOR DECOR.

THE AMA SAID OTHER SOURCES OF LEAD POISONING INCLUDE LIQUID PAINT, WHICH CHILDREN HAVE BEEN KNOWN TO DRINK FROM UNCOVERED CANS; TOYS, CRIBS, HIGHCHAIRS AND OTHER BABY FURNISHINGS WITH LEAD-BASED PAINT FINISHES A TEETHING YOUNGSTER CAN CHEW OFF; AND FUMES FROM SUCH THINGS AS BURNING BATTERIES IN JUNK YARDS.

THE AMA SAID IT ISN'T THE OCCASIONAL CHIPS OF PAINT A CHILD MAY EAT THAT ENDANGER HIS PHYSICAL AND MENTAL HEALTH, BUT THE PERSISTENT EATING OF CHUNKS OF LEAD-BASED PAINT.

will confer with anyone who wants to know how to rewrite it into hard news. I can think of 5 angles.

UNITED POLICY

FOURTH SPORTS ROUNDUP

--0--

Chicago's
~~SUB LEMM~~

WALLY LEMM HAS RESIGNED AS HEAD COACH OF THE NATIONAL FOOTBALL LEAGUE ST. LOUIS CARDINALS.

Wally LEMM HAD ONE YEAR TO GO ON A *his* TWO-YEAR CONTRACT. THE CARDINALS *with the Cardinals* WERE PICKED BY MANY TO WIN THE EASTERN DIVISION, *Yt St. Louis* FINISHED IN A FIFTH PLACE TIE WITH PHILADELPHIA. *The Cardinals* THEY HAD A 5-9 RECORD.

Cardinal chief
CLUB PRESIDENT CHARLES BIDWILL SAID---"WE ARE SORRY THAT WALLY IS LEAVING BECAUSE WE FELT HE DID A GOOD JOB WITH THE CARDINALS IN PAST SEASONS."

BID WILL EXPLAINED THAT WHEN LEMM WAS HIRED THE CLUB WANTED A COACH ON A YEAR ROUND BASIS. BUT BIDWILL SAID THAT LEMM WANTED THE JOB ON A SIX-MONTHS BASIS AND *that the Cardinals need a six-month basis for Lemm* THEY AGREED TO HOWEVER, *Bidwill* ~~POINTED OUT~~ *Said full time* THAT IN THE FOLLOWING YEARS THE CLUB FELT THAT IT NEEDED A HEAD COACH, ~~WHO WOULD BE AVAILABLE ALL THE TIME.~~

SAID BIDWILL---"WHEN THE ISSUE CAME UP AGAIN TODAY, THERE WAS NO COMPROMISE, AND, BY MUTUAL CONSENT, *Wally Lemm* ~~HE~~ IS LEAVING THE ORGANIZATION."

HXR059

(BAFFES)

Why, oh why, would we use it?

(CHICAGO)---A CHICAGO PHYSICIAN TODAY (SUNDAY) RECEIVED THE GOLD CROSS OF THE ROYAL ORDER OF KING GEORGE THE 1ST OF GREECE FOR BRINGING GREEK CHILDREN TO CHICAGO FOR OPEN HEART SURGERY.

DR. THOMAS BAFFES IS HEAD OF A SURGICAL TEAM WHICH HAS OPERATED ON SEVERAL GREEK CHILDREN BROUGHT HERE IN RECENT YEARS.

GREEK CONSUL OF CHICAGO...JOHN TSAOUSSI (SAH-OH-OO'-SEE)...MADE THE PRESENTATION.

FK1135P1/9CST

good
left
over
(BOND)

THE MEMBERS OF THE GEORGIA HOUSE OF REPRESENTATIVES -- EXCEPT FOR JULIAN BOND -- WERE SWORN IN TODAY. BOND, A NEGRO, WAS MADE TO STAND ASIDE ^{Bond's} AFTER HIS RIGHT TO A SEAT WAS CHALLENGED ^{the challenge came} BECAUSE OF STATEMENTS ^{Bond} HE HAS MADE AGAINST U-S POLICY IN VIET NAM. ^{the young Georgia negro} (HE IS ^{legislator} STUDYING WHETHER ^{or not} TO TAKE THE MATTER TO COURT OR WAIT FOR A COMMITTEE ^{he may} OF THE HOUSE TO RULE ^{on} WHETHER ^{or not} HE WAS RIGHTFULLY DENIED HIS SEAT. ^{Bond is not the only negro legislator in Georgia.} THERE ARE SEVEN OTHER NEGRO MEMBERS OF THE GEORGIA HOUSE.

--DASH--

(BOND ~~WAS~~ ENDORSED A STATEMENT ~~BY THE STUDENT NON-VIOLENT~~ COORDINATING COMMITTEE CRITICIZING THE U-S ^{position} POSTURE IN VIET NAM, AND ^{Bond} PROPOSING ^{the young legislator} THAT AMERICANS SEEK LEGAL ALTERNATIVES TO THE DRAFT. HE SAYS HE WOULD NOT BURN HIS DRAFT CARD -- BUT ADMIRES THE COURAGE OF PERSONS WHO HAVE. BOND'S LAWYER ALSO ^{Says} ASSENTS THERE WAS NO LEGAL BASIS FOR DENYING HIM HIS SEAT ^{that} TODAY ^{that attorney} AND SAYS BOND STEPPED ASIDE AT THE OATH-TAKING ONLY TO ^{his} AVOID A SCENE. ^{Georgia legislature}

~~(A NEGRO MAN AND HIS TEN-YEAR-OLD DAUGHTER WERE HOSPITALIZED IN HATTIESBURG, MISSISSIPPI, TODAY AFTER FIRE STARTED BY EXPLOSIONS WRECKED THEIR HOME AND A STORE. AUTHORITIES SAY THE EXPLOSIVES WERE THROWN AT THE BUILDINGS OWNED BY VERNON DAHLER JUST OUTSIDE HATTIESBURG.)~~

CITY NEWS 98. (CHEW RESOLUTION)

ALDERMAN CHARLES CHEW, JUNIOR, PROMISED TODAY THAT HE WILL

INTRODUCE A PROPOSED ORDINANCE AT NEXT FRIDAY'S CITY COUNCIL

MEETING SETTING ~~10 PER CENT~~ ^{try to get an ordinance passed limiting to} ~~AS THE MAXIMUM INTEREST THAT CAN~~ ^{interest to ten percent in Chicago.}

BE CHARGED BY AUTO FINANCE COMPANIES IN CHICAGO.

CHEW ~~SAID~~ ^{his} ACTION STEMS FROM LAST FRIDAY'S KILLING

OF THREE AUTO SALES AGENCY EXECUTIVES BY A DISGRUNTLED ~~DRIVER~~ ^{Fuhrman brothers killing by an untidy} ~~DRIVER~~ ^{automobile}

CHEW ~~MAINTAINS~~ ^{says the Fuhrman brothers' killer,} THAT DONALD JACKSON WAS PUSHED TO THE LIMIT

BY THE HIGH INTEREST CHARGED ON A CAR BOUGHT FROM FUHRMAN MOTORS

LIMITED AT 2700 WEST MADISON STREET. JACKSON SHOT AND KILLED

~~49 YEAR OLD SIDNEY FUHRMAN, AND HIS 42 YEAR OLD BROTHER, EDWARD,~~

CO-OWNERS OF THE AUTO FIRM, ~~ALONG WITH 65-YEAR-OLD ALBERT SIZER,~~

THE FIRM'S SALES MANAGER. THE SHOOTING ~~ALLEGEDLY~~ ^{supposedly} OCCURRED ~~AFTER~~ ⁱⁿ A

DISPUTE OVER A REPAIR BILL FOR A CAR JACKSON PURCHASED FROM ~~THE~~

~~FUHRMAN'S.~~ ^{the Fuhrman Company.}

CHEW ~~SAID~~ ^{calling for limited auto finance interest rates in Chicago,} THAT GOVERNMENTAL ACTION IS NEEDED TO ~~PROTECT~~ ^{quote}

CUSTOMERS WHO ARE TAKEN ADVANTAGE OF BY DEALERS LIKE FUHRMAN MOTORS

CHEW ~~SAID~~ ^{that's enough - the remainder is good but too detailed to} THAT HE HAS THE ORIGINAL CONTRACT AND PAPERS CONNECTED

WITH THE PURCHASE BY JACKSON. ACCORDING TO THE CONTRACT, CHEW

SAID, JACKSON AGREED TO BUY THE 1963 MODEL CAR FOR THREE THOUSAND

DOLLARS AND MADE A DOWN PAYMENTS OF ONE THOUSAND DOLLARS WHICH,

HE WITHDREW FROM A SAVINGS ACCOUNT. THE AGREEMENT CALLED FOR

JACKSON TO PAY OFF THE BALANCE IN 30 MONTHLY INSTALLMENTS OF

ONE HUNDRED AND SIX DOLLARS. THE PAYMENTS WERE TO INCLUDE SALES

TAX.

AMOUNTED TO MORE THAN ELEVEN HUNDRED DOLLARS ON THE BALANCE

CHEW ~~EXCLAIMED~~ ^{quote} THAT ~~THIS IS OVER 50 PER CENT INTEREST~~ ^{Killer Donald Jackson has charged over 50% interest.}

HE SAID USURY AND EXPLOITATION OF THE IGNORANT HAS TO STOP

B38 0

Typical "A" wire story -
hopeless radio copy.

PRECEDS NEW YORK DAY-LYND (490)

NEW HAVEN, CONN., JAN. 10 (AP)-YALE PROF. STAUGHTON LYND ^{told Wnews tonight} SAID ^{in New Haven that} TODAY HE FELT HIS TRIP TO NORTH VIET NAM, IN DEFIANCE OF A STATE DEPARTMENT BAN ON TRAVEL THERE, ^{Lynd's trip was really} WAS A SUCCESS.

^{Lynd} ~~THE 10-DAY TRIP~~ HE SAID AS HE WENT ABOUT HIS NORMAL ROUTINE AT YALE ^{the Yale professor said his ten-day trip} HELPED "TO CLARIFY, AT LEAST IN MY OWN MIND, THE APPROACH TO PEACE NEGOTIATIONS OF THE NATIONAL LIBERATION FRONT AND THE DEMOCRATIC REPUBLIC OF VIET NAM."

LYND AND TWO OTHERS MADE THE TRIP UNDER THE SPONSORSHIP OF ^{VIET REPORT} MONTHLY MAGAZINE CRITICAL OF U.S. VIET NAM POLICY. ^{told Wnews tonight, quote}

LYND SAID HE COULD NOT ^{well, if he} MAKE ANY HONEST ^{can't, kill it} COMMENT "ABOUT OTHER AMERICANS DOING WHAT HE DID."

"I ACTED FOR MYSELF AND IN ANY CASE FOR SOMETHING WHICH REQUIRES DIRECT ACTION-- LIKE CIVIL RIGHTS, LIKE THE DRAFT-- IT'S A VERY PERSONAL DECISION. ADVICE FROM SOMEONE ELSE WOULD BE MORALLY IRRESPONSIBLE."

LYND SAID THERE HAS BEEN NO ^{on the Yale campus} CAMPUS REACTION TO HIS TRIP.

A SECRETARY IN YALE'S HISTORY DEPARTMENT MERELY SAID "HELLO."

HE SAID HE PLANNED TO STICK TO HIS NORMAL ROUTINE NOW THAT HE IS BACK, AND LOOKED FORWARD TO CONDUCTING A SEMINAR IN THE LATE AFTERNOON.

LYND SAID HE HAD VOLUMINOUS NOTES FROM VARIOUS INTERVIEWS, NUMEROUS DOCUMENTS AND LITERATURE THAT HE PLANNED TO REVIEW WITH EDITORS OF VIET REPORT.

You shouldn't have gone this far but you'll adapt to the last here is pure garbage

WNTS POLICY

RESISTANCE

No, No, no.

UPROOS

(FILM)

I don't believe it had the
slightest interest to Chicagoans.
A ~~TV~~ TV station's plant.

(GRAND RAPIDS, MICHIGAN)---A TELEVISION NEWS FILM HAS LED TO THE ARREST OF A MAN IN CONNECTION WITH A HIT-AND-RUN TRAFFIC FATALITY IN GRAND RAPIDS, MICHIGAN.

THE VICTIM WAS 81-YEAR-OLD WILLIAM HENDERSON WHO WAS KILLED ON NEW YEAR'S EVE WHILE WALKING ACROSS A STREET.

DETECTIVE ROBERT SCOTT OF THE GRAND RAPIDS POLICE SAYS HE SAW THE T-V NEWSFILM SHOWING THE ACCIDENT SCENE, AND TRACED WITNESSES WHO GAVE HIM INFORMATION THAT LED TO THE ARREST.

BEING HELD IS 49-YEAR-OLD IKE HART, AND POLICE SAY HE WILL BE CHARGED WITH FAILING TO IDENTIFY HIMSELF AT THE SCENE OF AN ACCIDENT.

11357ACS 1/10.

PYE

063A

*Why use
this name*

*No, no, no - you can't read this audience -
kill this way - you must re-edit or not
use at all*

EXHAUST JAN. 10 DU

DETROIT (UPI)--RESIDENTS IN CALIFORNIA HAVE REBELLED AGAINST
THE USE OF AUTOMOTIVE EXHAUST CONTROL MEASURES IN USED CARS, ACCORDING
TO A MEMBER OF THE STATE'S MOTOR VEHICLE POLLUTION CONTROL
BOARD.

No - a Michigan state official said today...

D.A. JENSEN, SPEAKING AT THE ANNUAL CONGRESS OF THE SOCIETY
OF AUTOMOTIVE ENGINEERS (SAE) MEETING HERE THIS WEEK, SAID TODAY
VARIOUS CITIZEN REACTIONS FOLLOWED AN INFORMATION CAMPAIGN BY THE
CONTROL BOARD TO INFORM CALIFORNIA'S 10 MILLION DRIVERS OF THE
NEW REGULATIONS WHICH WENT INTO EFFECT LAST YEAR.

*in some
stories
should be
used; some
not. there
no. place
at start,
but only:
"Michigan's
Motor Vehicle
Pollution Board
said today..."*

THE PROTESTS WERE SO VIGOROUS, JENSEN SAID, THE STATE
LEGISLATURE WAS FORCED TO PUSH THROUGH AN "EMERGENCY LAW" TO
PLACE AN IMMEDIATE MORATORIUM ON THE CONTROL DEVICES FOR USED CARS.

THE DEVICES WERE TO BE PLACED IN THE CRANKCASES OF THE USED
CARS, HE SAID. HOWEVER, JENSEN SAID, THREE COUNTIES VOTED TO USE
THEIR OPTION AND NOT PARTICIPATE IN THE PROGRAM WHILE SOME BLAMED
MECHANICS AND SERVICE STATION PERSONNEL FOR VARIOUS AUTO MALFUNCTIONS
DUE TO FAULTY INSTALLATIONS.

*I def
any human
being to follow
this sentence
on the radio*

*These last two paragraphs are beautiful;
who in the world could follow them on radio?*

UPR052

FIRST SPORTS AT A GLANCE

*no, we don't do this sort
of "headline summary"; we do
stories on those items of
interest.*

-0-

SECOND-RANKED KENTUCKY MEETS GEORGIA IN COLLEGE BASKETBALL
TONIGHT AND THIRD-RANKED VANDERBILT FACES MISSISSIPPI. TOP-RANKED
DUKE RESUMES ACTION TOMORROW NIGHT AGAINST CLEMSON.

-0-

AN ASSISTANT COACH WITH THE NATIONAL FOOTBALL LEAGUE CHICAGO
BEARS---GEORGE ALLEN---IS BEING CONSIDERED FOR THE HEAD COACHING
JOB WITH THE LOS ANGELES RAMS.

-0-

ARNOLD PALMER INCREASED HIS CAREER GOLF EARNINGS TO MORE THAN
654-THOUSAND DOLLARS BY WINNING THE LOS ANGELES OPEN.

-0-

THE NATIONAL HOCKEY LEAGUE AND THE NATIONAL BASKETBALL
ASSOCIATION ARE IDLE TONIGHT. THE N-B-A STAGES ITS EAST-WEST
ALL-STAR GAME TOMORROW NIGHT AT CINCINNATI.

A1055ACS1/10

MV

UNIT'S POLICY

108A

*Why not
ask UPI for
details?*

1ST LD SHAKEUP 071A

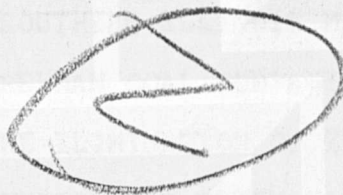
SHAKEUP JAN 10 BR

BALTIMORE (UPI)--POLICE COMMISSIONER BERNARD SCHMIDT RESIGNED
TODAY AFTER A REPORT FILED WITH THE STATE INDICATED FLAGRANT VICE
IN THE CITY AND THE NEED FOR NEW TOP POLICE OFFICIALS.

GOV. J. MILLARD TAWES SAID HE TALKED WITH SCHMIDT ABOUT
RETIREMENT AND SCHMIDT HAD SAID HE WOULD SUBMIT AN APPLICATION FOR
RETIREMENT WITHIN A FEW DAYS.

PICKUP 3RD PGH 071A: THE ACTION

F1224PES



no. 17; why we don't get where clock to this...
(MINERS)

(WEST FRANKFORT, ILLINOIS)---A UNION SPOKESMAN SAID TODAY THERE IS NO SIGN OF AN END TO STRIKES THAT HAVE IDLED MORE THAN 11-HUNDRED COAL MINERS AT THREE SOUTHERN ILLINOIS MINES.

A WALKOUT BEGAN WEDNESDAY AT THE FREEMAN COAL COMPANY'S ORIENT 3 MINE NEAR WALTONVILLE OVER THE ELIMINATION OF EIGHT "SAFETY FIRST" JOBS. STRIKES BEGAN THURSDAY AT FREEMAN'S NO. 4 MINE NEAR MARION AND AT THE OLD BEN COAL CORPORATION'S NO. 9 MINE AT WEST FRANKFORT OVER A CHANGE IN PAY POLICY FOR MINE EXAMINERS.

THE WALKOUTS FOLLOWED A RULING BY THE ILLINOIS ATTORNEY GENERAL THAT REQUIRES CLOSER EXAMINATION OF GASSY COAL MINES.

THE UNION SAID TODAY THE MINERS WOULD BE WILLING TO GO BACK TO WORK UNDER THE OLD WORKING CONDITIONS AND LET THE COMPANIES TAKE THE CASES TO ARBITRATION. BUT THE UNION SAID THE COMPANIES APPARENTLY WANT THE MEN TO RETURN UNDER THE NEW CONDITIONS AND TAKE UP THE GRIEVANCE.

006A

SALINGER JAN. 10 NX

HOLLYWOOD (UPI) - PIERRE SALINGER, FORMER WHITE HOUSE PRESS SECRETARY, ~~WAS REPORTED~~ ^{to know to be at our newsstand.} IN SATISFACTORY CONDITION TODAY IN CEDARS OF LEBANON HOSPITAL, ^{is} WHERE HE WAS BEING TREATED FOR AMOEBIC HEPATITIS.

^{Cedars of Lebanon Hospital in Los Angeles} SALINGER WAS ADMITTED TO THE HOSPITAL LAST SATURDAY. DOCTORS SAID ^{Pierre Salinger} HE PROBABLY CONTRACTED THE DISEASE ON A RECENT TRIP TO SOUTHEAST ASIA. ^{that} THE DISEASE CAUSES AN INFLAMMATION OF THE LIVER.

^{is} WITH COMPLETE REST PRESCRIBED. ATTENDANTS SAID, ^{Salinger is 40.} SALINGER, 40,

WOULD REMAIN HOSPITALIZED "FOR AN INDEFINITE PERIOD."

^{Attendants} OR 123AES ^{he'll} tell WNAAs

(GAS) *When beginning you rewrote it, why would anyone have used this in Chicago?*

A NEWLY CONSTRUCTED HIGH PRESSURE NATURAL GAS LINE EXPLODED
NEAR THE SOUTHEASTERN LOUISIANA TOWN OF LAROSE TODAY, *It* SPEWED FLAMES *yes in the Trib. In the lower part of page 7.*

INTO A PIT WHERE 12 MEN WERE WORKING. FIRST REPORTS SAY SEVERAL
CREWMEN DIED IN THE FIRE. A VOLUNTEER FIREMAN, SHAFTE CURELE, SAID *no*

SEVEN BODIES WERE BROUGHT TO THE LAROSE HOSPITAL. THE COAST GUARD *Louisiana*

AT NEW ORLEANS HAS SENT ASBESTOS SUITS AND BREATHING APPARATUS, BY *That rescue equipment was sent as the story stands*

HELICOPTER FOR USE IN THE RESCUE WORK.

--DASH--

(AUTHORITIES SAY THE 36-INCH PIPELINE IS OWNED BY TEXAS EASTERN
GAS TRANSMISSION CORPORATION.) *last 2 sentences unnecessary so is whole story in a radio station.*

AP171

SHASTRI (NEW TOP)

(TASHKENT, U-S-S-R)--AN APPARENT HEART ATTACK HAS KILLED
LAL BAHADUR SHASTRI (LAHL BAH'-HAH-DOOR SHAH'-STREE)
PRIME MINISTER OF INDIA'S 460 KM) MILLIONS. A FEW HOURS AFTER HE
HAD SIGNED A ~~LIMITED~~ AGREEMENT WITH PAKISTAN TO PULL BACK
THEIR OPPOSING BORDER FORCES. ~~HE~~ WAS 61.

THE FIV-FOOT-TWO ~~110~~-POUND SHASTRI WAS STRICKEN
AT TASHKENT IN SOVIET CENTRAL ASIA, WHERE THE AGREEMENT WAS
ANNOUNCED TODAY. HE HAD SUFFERED TO PREVIOUS HEART ATTACKS.
HE HAD SUCCEEDED THE LATE JAWAHARLAL NEHRU (JAH-WAH'-NAHR-LAHL
NAY'-ROO) JUST 19 MONTHS AGO, AS ~~PRIME MINISTER~~.

(MORE)

GS700PES 10

(TRANSIT) *We "shiver" to think of it, BOT — why in quotes?*

(CHICAGO)---THE CHICAGO TRANSIT AUTHORITY FACES A POSSIBLE STRIKE...
A WEEK FROM TODAY. *That transit strike could come to Chicago if*
~~(SUNDAY) SHOULD UNION MEMBERS REJECT THE COMPANY'S~~
CONTRACT OFFER. *Chicago Transit's*

are
~~NINE~~ OF TEN UNIONS SCHEDULED TO VOTE ON ACCEPTANCE OF A NEW CONTRACT
WITH THE C-T-A ON JANUARY 16TH AND 18TH. *Nine of the ten* HAVE THREATENED TO STRIKE
IMMEDIATELY SHOULD THEIR MEMBERSHIP TURN DOWN THE COMPANY OFFER.

C-T-A OFFICIALS ARE NOT ANTICIPATING A STRIKE. *Transit company's*

ALL TEN UNIONS REJECTED THE COMPANY'S FIRST OFFER *Transit Authority's* OVER A WORK RULES
DISPUTE. UNION OFFICIALS SAY THEY WILL RECOMMEND ACCEPTANCE OF THE
LATEST ~~COMPANY~~ OFFER. *Chicago Transit company. These nine*

transformation
THE UNIONS INVOLVED INCLUDE NINE NON-OPERATING UNIONS, WHICH HAVE
VOTED TO STRIKE SHOULD THE OFFER BE REJECTED. THE 10TH UNION...

REPRESENTING RAPID TRANSIT CREWS...VOTED ON JANUARY 18TH.

One union
C-T-A BUS DRIVERS *has already* ACCEPTED A CONTRACT. SIMILAR TO THE ONE BEING VOTED
UPON BY THE RAPID TRANSIT CREWS.

JOLT TURNED OUT TO NO GOOD
BE AN APPARENT FAILURE

-0-

(IMPACT)

can be edited
to fit as an addition
to a hard-news story but
the same item used
cannot be unless
alone rewritten

WNUS POLICY

are today AS IS SO OFTEN THE CASE IN TIMES OF CRISIS, NEW YORK'S POOR ARE
FEELING A SIGNIFICANT PORTION OF THE PINCH OF THE TRANSIT STRIKE. ^{is today} ^{re-edited}

GETTING TO WORK HAS BEEN VIRTUALLY IMPOSSIBLE FOR THE CITY'S
SLUM DWELLERS. ^{the New York slum dwellers are} SEPARATED FROM THEIR JOBS BY MANY MILES. FOR THEM, ^{as a hard-news story.}

THE STRIKE HAS IMPOSED HARDSHIPS REMINISCENT OF DEPRESSION DAYS.

THE SHOCK WAVES OF THE ^{New York} TRANSIT STRIKE ALSO HAVE BEGUN TO FAN OUT
ACROSS THE NATION. SUPPLIERS FROM COAST TO COAST ARE FINDING IT- ^{last New York city slum dwellers}

INCREASINGLY HARD TO SELL THEIR ^{products} WARES IN THE HUGE NEW YORK MARKET.

FIRMS DEPENDANT ON SUPPLIES OF GARMENTS ^{are finding the going tough in New York. So are} AND THOUSANDS OF OTHER
ITEMS MADE OR DISTRIBUTED IN NEW YORK ARE FINDING THEM INCREASINGLY

HARDER TO GET. ^{transit in New York} THAT WALKOUT IS CLOSING MORE BUSINESSES IN NEW YORK
DAILY. MOST OF THEM ^{are} SMALL BUSINESS THAT HAVE BEEN ALL BUT WIPED
OUT.

this
clause
vague
and
misleading
less!

-0-

(ENTERTAINMENT)

*This is pure hemlock for any station -
a feature made up of statistics. Good
material if rewritten as a hard news story.
- for instance, "A national news service*

IN THE ENTERTAINMENT WORLD...FROM UNITED PRESS INTERNATIONAL.

told Wnews today that

THE SUCCESS FORMULA FOR MAKING MOTION PICTURES THIS YEAR SHOULD
BE A JAMES BOND THRILLER STARRING SEAN (SHAWN) CONNERY, JOHN WAYNE AND DORIS DAY.

*And the dispatch to W-News today points out
that the
James Bond success formula
should star Sean
Connery
etc...!*

IN ANY EVENT, ~~U-P-I'S~~ U-P-I'S VERNON SCOTT IN HOLLYWOOD, THAT'S

WHAT THE MOTION PICTURE THEATER OWNERS SEE AS A SURE-FIRE BOXOFFICE

HIT. CONNERY WAS VOTED THE NUMBER ONE BOXOFFICE DRAW OF 1965. FOR

*no
not on
radio,
how
many
people
w/ stations
"do king
do"?*

HIS ~~DERKING DO~~ *He is* AS AGENT "007" IN THE JAMES BOND PICTURES. WAYNE
FINISHED SECOND AND MISS DAY WAS THIRD.

*A good lead story here;
they are down to 9th +
10th.*

ROUNDING OUT THE TOP FIVE WERE JULIE ANDREWS AND JACK LEMMON IN
THAT ORDER. THE 34TH ANNUAL POLL OF MOVIE EXHIBITORS SHOWED

ELVIS PRESLEY SIXTH, CARY GRANT SEVENTH, JAMES STEWART EIGHTH,
ELIZABETH TAYLOR NINTH AND HER HUSBAND, RICHARD BURTON, TENTH.

WAYNE'S APPEARANCE WAS HIS 16TH IN THE TOP 10...GOING ALL THE
WAY BACK TO 1949.

*no!
no!
editor
stamp
you as
feature
station*

THE POLL BY THE MOVIE EXHIBITORS TENDS TO REFUTE THE CLAIM
THAT GOOD PICTURES EARN PROFITS DESPITE THE STARS. YEAR AFTER
YEAR THE SAME STARS TEND TO SHOW UP AS THE BEST BOXOFFICE
ATTRactions. IT CAN'T BE THAT JOHN WAYNE AND DORIS DAY APPEAR IN
ONLY GREAT MOVIES.

THE POLL TENDS TO DRAW THE CONCLUSION THAT MOVIE GOERS WOULD
RATHER SEE JACK LEMMON, ELVIS PRESLEY OR ANY OTHERS IN THE TOP 10
IN A SECOND RATE MOVIE THAN TO SEE A LESSER PERSONALITY IN A
MEANINGFUL PICTURE.

W559ACS 1-10

WNUS POLICY

*again
this is
opinion
not hard
news &
business
here.*

CITY NEWS 123 (NEW TOP--106TH STREET FIRE)

Chicago
FIREMEN ARE STILL BATTLING A 4-11 ALARM FIRE IN AN ABANDONED, PARTIALLY DISMANTLED GRAIN ELEVATOR BUILDING AT 106TH STREET AND THE CALUMET RIVER. *Just grain elevator fire is at*

Chicago Fire Department Official
SECOND DEPUTY FIRE MARSHAL RAY WERNER SAYS HE EXPECTS THAT FIRE TO LAST UNTIL DAWN. A NUMBER OF FIRE BOATS PUMPED WATER UNTO THE 60 FOOT STRUCTURE, *if a big fire, you should check policy on giving addresses &* BUT WERE ORDERED TO RETREAT *you those fire boats* BECAUSE A WALL FACING THE RIVER MIGHT COLLAPSE. *4-11*

COLD WEATHER, HIGH WINDS, AND THE INTENSE FLAMES ENGULFING THE GRAIN ELEVATOR ADDED DIFFICULTIES TO THE FIREMEN'S TASK.

WERNER SAYS.

no, no
THE BUILDING IS REPORTEDLY OWNED BY THE VALLEY MOULD AND IRON CORPORATION AT 108TH STREET AND THE CALUMET RIVER. TWO GRAIN SILOS THAT WERE ATTACHED TO THE STRUCTURE WERE RAZED A FEW WEEKS AGO. *Fire department officials adds nothing as yet*

WERNER DECLINED TO ESTIMATE THE DAMAGE. HE SAYS THE GRAIN ELEVATOR HAS NOT BEEN USED FOR 12 YEARS. *no*

AT TIMES FLAMES REACHED 40 FEET INTO THE SKY AND SPARKS ARE BEING CARRIED FOR BLOCKS BY THE WIND.

FIREMEN ARE STATIONED ON THE ROOFS OF THE NEARBY BUILDINGS TO MAKE SURE THE PARKS DO NOT START ADDITIONAL FIRES.

SEVEN SNORKEL UNITS WERE USED IN ADDITION TO THE FIRE BOATS.

NO INJURIES HAVE BEEN REPORTED.

WK655PHER 1-10-66

just puffery these last 4 paragraphs

He ^(BOND) did so *✓ Lousy lead needs re-editing. Note:*
AT THE REQUEST OF OFFICIALS OF THE GEORGIA HOUSE OF

REPRESENTATIVES, A CONTROVERSIAL YOUNG NEGRO NEWLY-ELECTED TO THE *Georgia*
of Representatives HOUSE STEPPED ASIDE THIS MORNING WHEN THE OATH OF OFFICE WAS
Legislators ADMINISTERED TO NEW MEMBERS.

Negro REPRESENTATIVE-ELECT JULIAN BOND HAS BEEN CRITICAL OF U-S POLICY
Substituted aside at swearing-in time IN VIET NAM. IN THE FINAL MINUTES BEFORE THE HOUSE CONVENED, THE
that Georgia House of Representatives 25-YEAR-OLD BOND ISSUED A TONED-DOWN STATEMENT OF HIS BELIEFS.

Georgia A LEGISLATIVE COMMITTEE *has been* WAS APPOINTED TO DETERMINE BOND'S
the young negro legislator FITNESS TO SERVE, ~~AND HE~~ REPORTEDLY HAS AGREED TO SUBMIT TO THE
COMMITTEE'S INVESTIGATION.

THE BOND AFFAIR HAS CAUSED A FUROR AMONG GEORGIA CIVIL RIGHTS
those Georgia civil rights workers LEADERS WHO IMMEDIATELY THREATENED A STATE-WIDE BOYCOTT AND *they also threatened*
DEMONSTRATIONS AT THE STATE CAPITOL IF BOND IS DENIED HIS HOUSE
in the Georgia Legislature. young negro legislator SEAT

AJ 12..

264A

FIRE JAN. 10 AJ

2ND LEAD 242A

HATTIESBURG, MISS (UPI) ~~VERNON DAHMER~~ A 58-YEAR-OLD
Vernon Dahmer in Hattiesburg, Mississippi - died of
NEGRO CIVIL RIGHTS LEADER, DIED LATE MONDAY OF BURNS SUFFERED WHEN
NIGHTRIDERS LAUNCHED A PRE-DAWN FIREBOMB ATTACK ON HIS HOME AND HIS
GROCERY STORE *before dawn.*

ANGERED NEGRO LEADERS CALLED A "PROTEST RALLY" MONDAY NIGHT.
He was angered and promptly for tonight.
The dead negro civil rights worker
DAHMER, WHO HAD ANNOUNCED ON A LOCAL RADIO STATION SUNDAY THAT HE
Hattiesburg
WOULD COLLECT POLL TAXES AND PAY THEM FOR NEGRO VOTERS, DIED ABOUT

5 P. M. EST. 4 This afternoon Chicago time!
Dahmer's also
HIS WIFE AND DAUGHTER WERE HOSPITALIZED WITH BURNS, BUT TWO SONS AND
DAHMER'S ELDERLY AUNT, WHO RAN THE SMALL GROCERY STORE FOR HIM,
ESCAPED INJURY.

DAHMER, CRITICALLY BURNED, STAGGERED OUT OF HIS FLAMING HOME.
Then the stricken Dahmer
EARLY MONDAY AND LOOSED A SHOTGUN BLAST AT THE NIGHTRIDERS' FLEEING
CAR. *that* A SHOT-BATTERED CAR BELIEVED TO BE THE ONE USED BY THE

NIGHTRIDERS WAS FOUND THREE MILES AWAY IN ADJACENT JONES COUNTY,
It was found near the
HEADQUARTERS OF THE SUPER-SECRET WHITE KNIGHTS OF THE KU KLUX

KLUX. *← you should see it here*

WNUS POLICY

- - - HOME, LEISURE AND THE ARTS - - -

01 5A

PLAY JAN. 9 N

Obviously, this is the type of story which cannot even be rewritten in any reasonable length of time - for

- - - WORLD HORIZONS FOR RELEASE SUNDAY, JAN. 16 OR THEREAFTER - - -

a mass-audience radio station. (8 50)

THE GERMAN STAGE: ASKING THE UNANSWERABLE 'WHY'

BY RICHARD M. SUDHALTER

UNITED PRESS INTERNATIONAL

FRANKFURT, GERMANY (UPI)--ON A DARKENED STAGE

ILLUMINATED ONLY BY A SINGLE SPOTLIGHT THE TERRIBLE NOVEMBER DAY IN DALLAS UNFOLDS ONCE AGAIN.

THE DISTRAUGHT YOUNG MAN WITH HIS MAIL-ORDER RIFLE STANDS AT CENTER STAGE LOOKING OUT AND DOWN AT HIS VICTIM--A VICTIM THE AUDIENCE SEES ONLY AS A FIGURE ON A PROJECTED COLOR SLIDE.

THIS IS LEE HARVEY OSWALD, SEEN THROUGH A CONTROVERSIAL PLAYWRIGHT'S EYE IN THE LATEST OF A RASH OF WEST GERMAN PLAYS WITH THEIR CORE IN CONTEMPORARY POLITICAL HISTORY. OSWALD IS THE PROTAGONIST OF "DALLAS--NOVEMBER 22," A DRAMA BY WEST GERMANY'S FELIX LUETZKENDORF, 59. THE PLAY HAD ITS PREMIERE NOV. 5 AT AACHEN'S BORDERLAND THEATER.

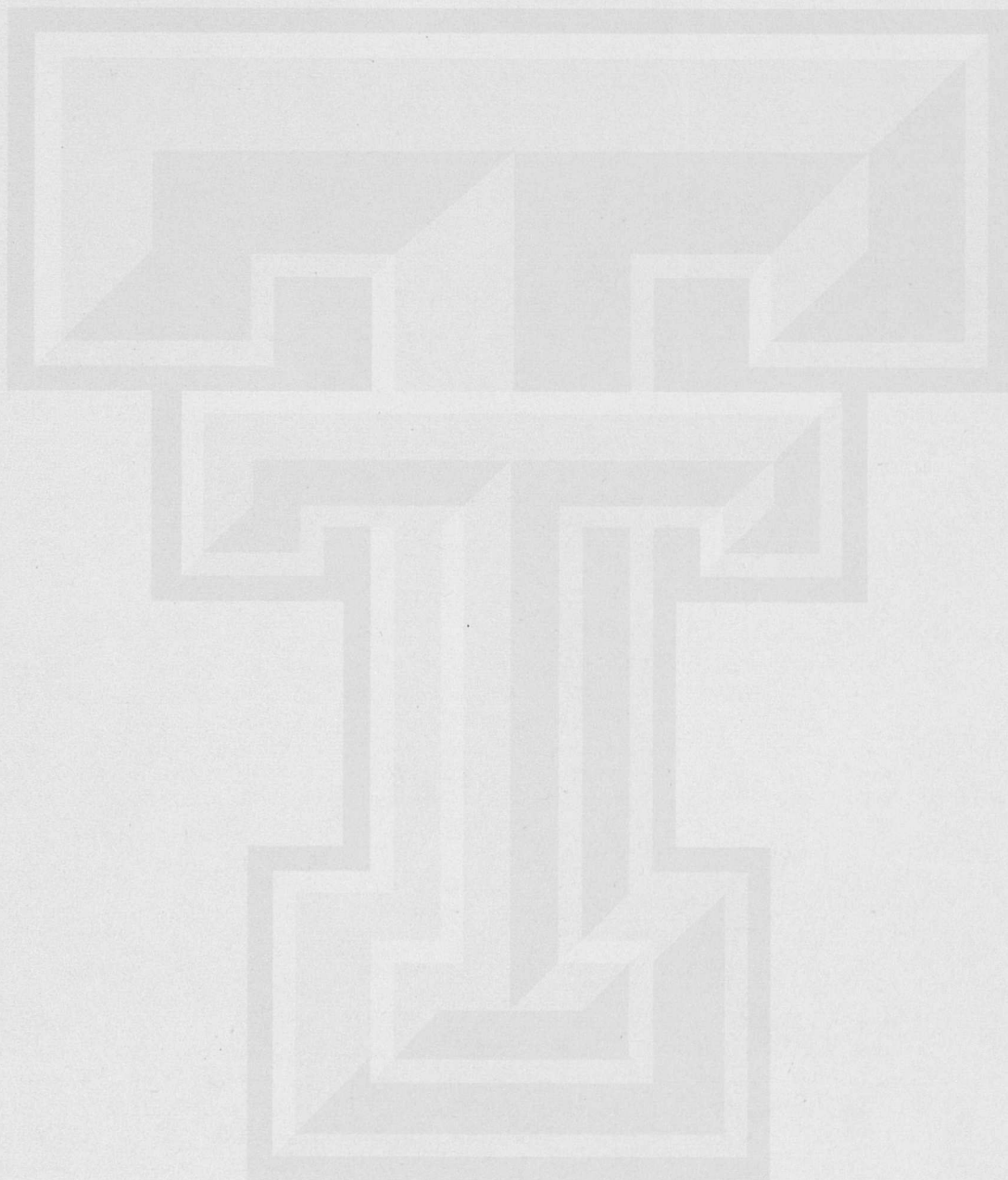
LUETZKENDORF UNFOLDS THE ACCUSED ASSASSIN'S LIFE IN A SUCCESSION OF STAGE FLASHBACKS TOLD BY FRIENDS AND ACQUAINTANCES BEFORE A MYSTERIOUS TRIBUNAL. THE JUDGES SIT IN DARKNESS ON ELEVATED BENCHES AT THE REAR OF THE STAGE. THEY ARE NEVER SEEN.

LUETZKENDORF HEWS CLOSE TO THE BARE FACTS OF HIS CHARACTER'S LIFE AS SET FORTH IN THE WARREN REPORT. THESE FACTS, HE SAYS, SPEAK FOR THEMSELVES. NO FURTHER STATEMENT OF MOTIVE IS NECESSARY.

"OSWALD'S ACT REPRESENTS THE REBELLION OF A NEGLECTED CHILD.

THE PATTERN OF HIS LIFE REPRESENTS HIM

WINNUS POLICY



TIME FOR CIRCUMSPECT REVIEW

As each day has passed, the writer has learned more about how best to prepare a newscast that is most effective for this type of all-news operation. Since some of you are still obviously having problems, let me offer what I have learned and ask that you follow this procedure carefully.

First of all, nothing I have to say will be effective unless you really move while you are here--and think. You can't wander around, or amble or think of much of anything else. You're going to have to hustle, really shake a leg. And you'll be proud of yourself as a result at the end of your stretch.

(1) The main, major, cardinal guiding rule is that you can't do a really effective job UNLESS YOU GO IN THERE WITH YOUR HEADLINES IN PERFECT SHAPE. Your headlines are the basic foundation stone. They're the unalterable backstop--the vital preliminary to building a fine newscast. Write out your headlines and get all of the major headlines in good newspaper style. It is not at all unusual for me to have twelve headlines. This morning I had seven local and six national headlines. Takes a bit of time to deliver them on the air but it is worth it. These headlines make you feel and that's important, that you are giving the news--really giving it. And on this rock, the headlines, your newscast is then built. You know what you are looking for, you know what the news is. Then you can start to put the actual building on top of your foundation--those all-important headlines you've compiled so completely and carefully.

Sorry, but you just can't compile them off the wire. After you've got the other man's headlines and done them in your own way, using perhaps a different angle, you've GOT TO add the complete local headlines, everything important that City News or another source has had for the past few hours. And the morning and afternoon crews will never feel that they are really giving the news, and always feel upset and uneasy with themselves, unless they've combed those papers to cover the newspaper stories. This morning I promptly grabbed the Trib and Sun-Times and made headlines out of seven important stories which the previous man had not done. You are going to have to allot fifteen minutes of preparatory time if you are in the early a.m. shift for combing these papers and typing and rewording their major local stories. You might find a new lead in the third or fourth paragraph. Unless you do this, there's that gnawing feeling that the newspapers are being read out there at the breakfast table and that the listener is sitting out there laughing at you because you can't even get the news that was in a paper printed last night. So I must insist on such thorough headline searching. And in the afternoon, the same thing is true--when the headlines are phoned in, get them on and keep your headline list thorough and complete. Afternoon crews should make as thorough a search of the newspaper when it arrives. Wherever you find a moment, do a rewrite of the more essential parts of the newspaper stories--to cover your headlines. Credit whenever you wish or feel it should be done. Your headline preparation both local and world is the base and bedrock of the fine newscast that I expect you to deliver.

(2) The second step is to prepare your UPI Audio carts. Now that you have compiled the headlines adequately, it'll be easier to put your carts together and make sense with them. How to get your carts and get the right ones? Go down the UPI Advisory from number one right on down. Take the ones that make sense to you. Mark the numbers down on a sheet of paper. Now, take a sheet of plain paper and do it like this, looking up at the UPI Advisory from the numbers in front of you:

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20 Bev Hills Hankins describes shooting scene

21 Chicago--Bill Reilly: juice hearings continue today.

etc., etc.

Don't try to use the form we devised. It doesn't work. Just use plain paper. Don't take too many carts--four are generally sufficient--without checking the times of each cart because if you get a couple that run more than forty-five seconds, it is going to cut seriously into your being able to get all the proper news stories into your newscast. And for heaven's sake, don't use a cart just to be using it--just to give yourself a break and find that the cart itself is an audience-killer. Don't come back from a cart without a line or two on who that was and the gist of what was said. Don't come right out of a cart and into the next and doubtless utterly unrelated story. Whenever you happen to get the wrong cart on--Heaven forbid!--just cut in with something like this, "WNews engineering has brought in Duff Thomas from Washington ~~instead~~ instead"...say it in a hushed tone underneath the cart. Or, cut the cart and say, "nope, he'll have to wait--Herb Brubaker's been standing by long enough; back to you in Washington, Duff, in a moment. Here's Herb Brubaker...".

(3) Now, your close to getting home--you've got all the foundation built, and with the news carts set up, your framework is up. You should be now more confident and more emotionally at ease because now all you've got to do is to pick out your stories. Do it now. Start by selecting your required number of front-page type stories. This is first, repeat first. You can get them from the front-page box or from the material that has lately come off the wire service. Do not take a front-page story from the box that you can't read effectively; just because somebody else rewrote something and put his lousy feature-type rewrite in the front-page box doesn't make it sacred or something you should use. Some of the stuff being put in that box as "front-page type" stories is simply shocking--I can't imagine anybody with journalistic training unable to punctuate, unable to spell, unable to convert a feature story into hard news, unable to paragraph and mostly simply rewriting a feature story into a much less poorly-written feature story. If you can't rewrite something into a good, hard-news "front-page type" story, don't try it. If you haven't had the initiative by this time to see what we are doing to convert features to hard news, topical, immediate news, you should have had. Start now and cut out this rewriting of good stuff into rambling, too-long, ill-punctuated, unclear mush that you yourself would never want read on your radio station. If you can't do a good rewrite, better learn how. If no time to rewrite, learn how to edit.

To continue with point (3) in preparing your newscast--the assemblage of material following the preparation of headlines and then your UPI carts--I want to tell you again not, repeat not, to pick stories unless THEY ARE INTERESTING TO YOU AND YOU UNDERSTAND THEM. This same rule is just as good on picking front-page type stories from the basket--if it is not interesting to you or you find it too rambling, shorten it or don't use it. If you don't really understand the story, don't use it. You know darned well you can't read an item effectively if you've not understood it. That's why some of the announcers here put the inflection on the wrong words and end up by making a jackass out of themselves.

You'll find that the state wire loads you up with a morass of mess--maybe you get one story out of fifteen that you find interesting. If your good judgment tells you that it isn't interesting, can it. Or, if you think another guy might want to do something with it, put it in the "question" file. We'll set one up forthwith. Don't use a Boston holdup (unless it is something like Brink's), don't use a story about two killed in a St. Louis fire, or five dying in a head-on collision in Mobile--nobody here is concerned with that. Are you? Don't ramble on and on too deep into an item. Have the common sense to know when to quit in an item when you are ahead. Get into the tiny details that the newspaper hits in its tenth or eleventh paragraph and you just stamp yourself as a journalistic amateur.

Might as well know right now that I am a stickler for correct punctuation. I am not going to be happy with hearing a "funeral pyre" called, several times in a row, a "funeral pier", or with having Reading, Pennsylvania pronounced any other way than "Redding", which is correct, and which occurred this morning four times in one news item. I've said before and I ~~mean~~ say again that if you don't know how to pronounce a name or place name or word--FIND OUT, REPEAT, FIND OUT. If you can't find out, word around it and don't use the word--use a synonym or some other word.

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In preparation, if a story has not been updated, take a look and maybe there's an update in the fifth paragraph, which you didn't read on the last 'cast. As previously indicated, many a time the lead is in the body of the story and not as written by the press service. Familiarize yourself with our type of editing--examples, many of them, are now readily available for your study. You can make yourself sound like a million if you learn this secret of editing and ultimately you'll find yourself actually able to do a part of your editing on the air.

If you hear a bulb tin while you are preparing, put it on your headlines. Have the story on your next newscast. If you hear a good story on the air, ask for the story. And if you have a good story you think the next guy should have, don't hoard it like a squirrel storing nuts. Don't walk out of the ~~ask~~ studio, put your newscast down and let it lay there waiting to hatch. Give the next guy a chance.

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WHAT STORIES TO CHOOSE

The best rule of thumb we know for preparing your newscast is that you should choose those stories which interest you and of which you have some understanding.

How many times have we all even heard the blind-reader read without a fluff that story of the Laotian-Cambodian tariff dispute - and been able to tell that he did not have a clue as to what he was reading. For one thing, although he got the words right, all of the accented words were wrong.

On that story about the Nepalese-Indian dispute over devaluation of the rupee in Nepal?

He reads these because, through a sense of inferiority, he feels that someone might understand and perhaps even a lot of people. And then he reads the item in such blind-reading fashion that nobody, even the best informed, could understand.

I have no objection to this type of story if it interests you and you have some general understanding of what it says. But if you don't, and can't convince yourself that the average person either, understands or is interested in it, better be careful in using it.

And how often have we heard the guy who goes into a good story and proceeds to beat it to death by reading 13 paragraphs when he should have read the first 2 and 3 other selected paragraphs here and there in the body of the story. There is no virtue to depth for depth's sake.

UPI Audio? The same rule of thumb. The other night a WNUS newsman put in a UPI card concerning a political development in Zambia. He'd have a hard time telling you where Zambia is. The reason why he put it on was because it was at hand, and he simply hadn't the initiative to get a back card from the control room.

Some of your British Rhodesia stories that go on and on are really excellent and demonstrate both your interest in and knowledge of this story which has people all over Chicago vitally interested.

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(5) Don't ignore events at your station as "front-page story" types

Page 2

DO'S, DON'TS AND WHY'S ON W-NUS

(1) It is a major offense to leave your newscast lying around without properly refiling same on hooks or in baskets. Not only do you impose a rude, selfish hardship on the next man but you deprive him of access to news items you have used. Don't violate this rule.

(2) When you clear the wires, don't file anything you consider uninteresting or unusable. Throw it away. If in doubt, put it in the "uncertain" box. Don't clutter the newsroom, hooks and/or boxes with stories you don't think ever will be used. Try to be the next guy's helper; exercise a little selectivity and common sense.

(3) Do not try to rewrite much more than your "front-page story" types and any newspaper clipping which may be too difficult for pencil-editing. Several of the guys have been secreting themselves in various offices for extensive re-write. Meanwhile these well meaning individuals are letting copy pile up deep on the newswires, they end up with an newscast an hour old since they have not checked their wires in that long, and they thoughtlessly burden the other men with wire-clearing, paper changing, etc. Follow the magic steps outlined in procedure. Again, don't overly rewrite beyond your "front-page story" types. But, of course, pencil edit your other stories and headline these you are not confident that you can hang with an ad-lib headline. Check with an X isolated paragraphs you want to use.

(4) Headlines are just that, as in the newspapers; headlines are not first paragraphs.

(5) Try to put some feeling in your live commercials-they have to do with your income.

(6) Give time and temperature between every other item and from 6-9 a.m. and 4-7 p.m. between three of every four items.

(7) Don Keyes' memorandum of December 2 is an adequate treatment of so-called "sex" stories. However, if you care to use two, when one of them is quite mild, I have no objection. Don't dig out one at the first part of your shift and then beat it to death for seven hours. You aren't fooling us with such laziness. In a shift if you do eight newscasts, you haven't done a job unless you have dug up six or seven good "front-page story" types. These, with the ones already on the hook from past shifts, and your rewrites of those being dug up by the other newscasters on your shift, will give you a varied and entertaining bill of fare.

(8) Don't ignore events at your station as "front-page story" types

changes in format, improvements in facility. Don't ignore happenings to our own news or executive personalities as possible "front-page story" type.

(9) Do not categorize your newscasts with hackneyed cliches that attempt to separate our newscasts. I refer to "and now, from the WNUS business desk," or "looking at the news in Indiana," or "turning now to briefs from business," or "WNUS scans the columns," or "and now, the W-NUS sports desk reports." Don't telegraph or categorize with these verbal crutches--just go to the next item and give it.

(10) On UPI feeds, give a little lead-in and give WNUS the credit as, for instance, "... which the Treasury said was its biggest deficit to date. WNUS asked its man in Washington, Richard Lewis, for a report on that and so WNUS takes you to Washington and Dick Lewis."

(11) And close the UPI report--"thank you, Richard Lewis, reporting to W-NUS from Washington on the astonishing new federal deficit."

(12) In your column mentions, many are slangy and hard to understand. Either pencil-edit these or don't use them. These are for all, not the hip set--always ask yourself, "if I were eye-minded, not ear-minded, would I have trouble understanding this quote? Should I edit it?"

(13) Revised Don Keyes' memorandum of December 17, 1965, which sets forth some excellent points.

(14) Don't indulge in aimless conversation with other newscasters and distract them in their preparation.

(15) Watch for bulletins. Check the wires for a few seconds before you go in to broadcast, a new excellent story may be there.

(16) Do compliment another guy on a newscast well done; do point out any errors you believe he may be unaware of.

(17) Your newscast should have a billboard on a present, continuing story we have following, or a future one we are going to be following. These should be rotated-present billboard on one newscast future billboard on another.

(18) Don't hesitate to suggest a good W-NUS promo on station break to us.

(19) Use minimum of 2, maximum of 3 UPI Audio inserts in each newscast.

(20) Remember, our listeners are not only interested in the Chicago weather now, but also the briefest suggestion on what it is going to

be tonight, tomorrow and the day after.

(21) In choosing "front-page type" stories, check Variety, the Hollywood Reporter, The Wall Street Journal, the San Francisco Chronicle, the Los Angeles Herald-Examiner, the New York Daily News, etc. Where the station supplies you with certain of such stories - as we hope to do this does not relieve you in any way of an obligation to do your own searching. Let me hear a newscaster who is only using those "front page story" types provided to him - and I'm going to be listening for just such lazy characters - and he is going to hear from me most unpleasantly.

(22) There is no reason why you cannot have a fellow newscaster do an insert for you if you wish.

(23) "intermittent Snow"? Avoid such stereotypes weather bureau wording. Obviously, "snow now and then."

(24) "Crime and violence" stories are not fender-scrappings. Do not use auto accident stories unless they are really significant.

(25) If you think of a good circulation building promotion, or contest, for W-NUS, let us know forthwith.

(26) Instead of datelines, occasionally you may wish to use such transitional phrases as, "from Chicago across the Atlantic to Paris," "or Eastward in New York," or "Art on California's Sunny Shores", or across the far Pacific to Shanghai", or any of dozens of other such transitionals.

(27) Give only basketball scores of games involving 10 top teams, Big Ten, local or regional teams. Give continuing scores when possible.

(28) Don't embarrass yourself and us by blundering into a foreign name cold - here was an actual WNUS example "...Miss Loren's lawyer (long pause) uh...uh..." It's not funny.

(29) Don't give a weather and sound like you are ending a newscast - never be a voice-dropper.

(30) Don't use figures like "8,230,000 shares" - use "over 8,000,000 shares".

(31) Don't say John Martin 35 of 11635 Belleview Street in Skokie - just "35-year old John Martin of Skokie."

(32) Study the news style of Lowell Thomas and that of Time. Notice the immediacy and presence given newscasts when you use the continuing tenses rather than the past, as "Mayor Dan Thomas said last night that the city required more aggressive promotional leadership if it is to avoid stagnation." Thomas would say it this way: "Mayor Dan Thomas saying last night that..." The past can be changed to the continuing tense almost always, and should be.

(33) Never use this form: a long review of lead paragraph facts, followed by "Mayor Dan Thomas declared today." No! "Mayor Dan Thomas said today that..." Then proceed to break those long newspaper lead paragraphs into five sentences. Many of you can do this by ad-lib.

(34) Never: "Ten thirty-four and forty seconds." Always, "ten thirty-five."

(35) In this format, with specialized training, sickness is a real luxury that throws a terrible burden on the remainder of the staff and an overtime bill on the station. Don't overdo it.

(36) Unless you are ordered to work overtimes or unless some emergency (nobody showing up) demands it, leave the station at the end of your shift. We are going to be very tough about overtime: that is unauthorized.

(37) Please replace your UPI Audio carts.

(4) Headlines are just that, as in the newspapers; headlines are not first paragraphs.

(5) Try to put some feeling in your live commercials—they have to do with your income.

(6) Give time and temperature between every other item and from 6-9 a.m. and 4-7 p.m. between three of every four items.

(7) Don Kyles' memorandum of December 2 is an adequate treatment of so-called "sex" stories. However, if you care to use two, when one of them is quite mild, I have no objection. Don't dig out one at the first part of your shift and then beat it to death for seven hours. We aren't fooling us with such business. In a shift if you do eight newscasts, you haven't done a job unless you have dug up six or seven good "front-page story" types. These, with the ones already on the hook from past shifts, and your reserves of these being dug up by the other newscasters on your shift, will give you a varied and entertaining bill of fare.

(8) Don't ignore events at your station as "front-page story" types

Page 2

changes in format, improvements in facility. Don't ignore happenings to our own news or executive personalities as possible "front-page story" type.

DO'S, DON'TS AND WHY'S ON W-NUS

- (1) It is a major offense to leave your newscast lying around without properly refiling same on hooks or in baskets, Not only do you impose a rude, selfish hardship on the next man but you deprive him of access to news items you have used. Don't violate this rule.
- (2) When you clear the wires, don't file anything you consider uninteresting or unusable. Throw it away. If in doubt, put it in the "uncertain" box. Don't clutter the newsroom, hooks and/or boxes with stories you don't think ever will be used. Try to be the next guy's helper; exercise a little selectivity and common sense.
- (3) Do not try to rewrite much more than your "front-page story" types and any newspaper clipping which may be too difficult for pencil-editing. Several of the guys have been secreting themselves in various offices for extensive re-write. Meanwhile these well meaning individuals are letting copy pile up deep on the newswires, they end up with a newscast an hour old since they have not checked their wires in that long, and they thoughtlessly burden the other men with wire-clearing, paper changing, etc. Follow the magic steps outlined in procedure. Again, don't overly rewrite beyond your "front-page story" types. But, of course, pencil edit your other stories and headline these you are not confident that you can hang with an ad-lib headline. Check with an X isolated paragraphs you want to use.
- (4) Headlines are just that, as in the newspapers; headlines are not first paragraphs.
- (5) Try to put some feeling in your live commercials-they have to do with your income.
- (6) Give time and temperature between every other item and from 6-9 a.m. and 4-7 p.m. between three of every four items.
- (7) Don Keyes' memorandum of December 2 is an adequate treatment of so-called "sex" stories. However, if you care to use two, when one of them is quite mild, I have no objection. Don't dig out one at the first part of your shift and then beat it to death for seven hours. You aren't fooling us with such laziness. In a shift if you do eight newscasts, you haven't done a job unless you have dug up six or seven good "front-page story" types. These, with the ones already on the hook from past shifts, and your rewrites of those being dug up by the other newscasters on your shift, will give you a varied and entertaining bill of fare.
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changes in format, improvements in facility. Don't ignore happenings to our own news or executive personalities as possible "front-page story" type.

(9) Do not categorize your newscasts with hackneyed cliches that attempt to separate our newscasts. I refer to "and now, from the WNUS business desk," or "looking at the news in Indiana," or "turning now to briefs from business," or "WNUS scans the columns," or "and now, the W-NUS sports desk reports." Don't telegraph or categorize with these verbal crutches--just go to the next item and give it.

(10) On UPI feeds, give a little lead-in and give WNUS the credit as, for instance, "... which the Treasury said was its biggest deficit to date. WNUS asked its man in Washington, Richard Lewis, for a report on that and so WNUS takes you to Washington and Dick Lewis."

(11) And close the UPI report--"thank you, Richard Lewis, reporting to W-NUS from Washington on the astonishing new federal deficit.

(12) In your column mentions, many are slangy and hard to understand. Either pencil-edit these or don't use them. These are for all, not the hip set--always ask yourself, "if I were eye-minded, not ear-minded, would I have trouble understanding this quote? Should I edit it?"

(13) Revised Don Keyes' memorandum of December 17, 1965, which sets forth some excellent points.

(14) Don't indulge in aimless conversation with other newscasters and distract them in their preparation.

(15) Watch for bulletins. Check the wires for a few seconds before you go in to broadcast, a new excellent story may be there.

(16) Do compliment another guy on a newscast well done; do point out any errors you believe he may be unaware of.

(17) Your newscast should have a billboard on a present, continuing story we have following, or a future one we are going to be following. These should be rotated--present billboard on one newscast future billboard on another.

(18) Don't hesitate to suggest a good W-NUS promo on station break to us.

(19) Use minimum of 2, maximum of 3 UPI Audio inserts in each newscast.

(20) Remember, our listeners are not only interested in the Chicago weather now, but also the briefest suggestion on what it is going to

be tonight, tomorrow and the day after.

(21) In choosing "front-page type" stories, check Variety, the Hollywood Reporter, The Wall Street Journal, the San Francisco Chronicle, the Los Angeles Herald-Examiner, the New York Daily News, etc. Where the station supplies you with certain of such stories - as we hope to do this does not relieve you in any way of an obligation to do your own searching. Let me hear a newscaster who is only using those "front page story" types provided to him - and I'm going to be listening for just such lazy characters - and he is going to hear from me most unpleasantly.

(22) There is no reason why you cannot have a fellow newscaster do an insert for you if you wish.

(23) "intermittent Snow"? Avoid such stereotypes weather bureau wording. Obviously, "snow now and then."

(24) "Crime and violence" stories are not fender-scrappings. Do not use auto accident stories unless they are really significant.

(25) If you think of a good circulation building promotion, or contest, for W-NUS, let us know forthwith.

(26) Instead of datelines, occasionally you may wish to use such transitional phrases as, "from Chicago across the Atlantic to Paris," "or Eastward in New York," or "Art on California's Sunny Shores", or across the far Pacific to Shanghai", or any of dozens of other such transitionals.

(27) Give only basketball scores of games involving 10 top teams, Big Ten, local or regional teams. Give continuing scores when possible.

(28) Don't embarrass yourself and us by blundering into a foreign name cold - here was an actual WNUS example "...Miss Loren's lawyer (long pause) uh...uh..." It's not funny.

(29) Don't give a weather and sound like you are ending a newscast - never be a voice-dropper.

(30) Don't use figures like "8,230,000 shares" - use "over 8,000,000 shares".

(31) Don't say John Martin 35 of 11635 Bellevue Street in Skokie - just "35-year old John Martin of Skokie."

(32) Study the news style of Lowell Thomas and that of Time. Notice the immediacy and presence given newscasts when you use the continuing tenses rather than the past, as "Mayor Dan Thomas said last night that the city required more aggressive promotional leadership if it is to avoid stagnation." Thomas would say it this way: "Mayor Dan Thomas saying last night that..." The past can be changed to the continuing tense almost always, and should be.

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The greatest disservice one can do a slothful and/or incompetent employee is to keep him in a position where he merely is paid (not earns) a wage, but has no future. To retain such a person is tacitly to acknowledge to him a belief in his competence to hold that job. While there are many exceptions, in most cases it is better to fire for they have done the best for the good of the station that they should want him to do for them. And when upon them we want that they contribute to the stagnation and disintegration of station news being.

WNUS POLICY

Page Two

WNUS' overriding policy is to make the maximum effort to ascertain and serve the needs, tastes and desires of the citizens of Chicago, and environs.

Governed by this policy and objective, this corporation will conduct itself accordingly.

Since our surveys have shown that an all-news program format represents our best present opportunity to so serve the community, we intend to continue with such programming so long as there is not conclusive evidence that another and practical opportunity for better WNUS service exists.

To accomplish the above-stated objective, we will require a team of devoted, prideful and, within their working hours, hard-working men who give us all they have in both effort and thought. To settle for less in our program staff is:

- (1) to abdicate our sworn responsibility to operate to the best of our ability in the public interest, convenience and necessity.
- (2) to betray all of those members of the station staff who are giving us such effort and thought and who are thus testing their confidence, and that of their family, in the belief that management is giving similar maximum effort and thought.
- (3) to disserve the employee not able to provide us with such aforesaid effort and thought during his working hours, by in our failure to act, becoming knowledgeable parties to a further drain upon his pride and self-sufficiency and, as important, by failing to act to give him the chances to seek a position where he will more positively employ his times for himself and his family.

The greatest disservice one can do a slothful and/or incompetent employee is to keep him in a position where he merely is paid (not earns) a wage, but has no future. To retain such a person is tacitly to acknowledge to him a belief in his competence to hold that job. While there are many exceptions, in most cases blessed be they that fire for they have done the deed for the good of their fellow that they should want him to do for them. And shame upon those so weak that they contribute to the stagnation and disintegration of another human being.

The corporation, once having hired, owes its utmost loyalty to all of those employees who give their maximum effort and thought during working hours. To employees who cannot so give, the corporation, for the reasons so above stated, owes an affirmative obligation immediately to discharge.

Because we have most often been most selective in our hiring, this corporation has grown rapidly and has one of the lowest and enviable discharge records of any responsible corporation in the radio business. Two of our original employees of twenty years ago are still with us and many of our personnel have been with us for a number of years. In the great majority of cases, personnel who leave us have merely been rapidly springboarded by their own effort and thought, and the corporation's policy in insisting upon same, to better paid or more responsible positions elsewhere.

We further owe to all employees who offer us maximum on-duty effort and thought the obligation to bear with them through lengthy sicknesses of duration we can economically tolerate, and this we have always done. We owe to them loyalty in offering to them first whatever opportunities for promotion the corporation feels might be to their advantage and that of the corporation. We owe to them condor and prompt decision in all matters.

And, again, we owe to them the responsibility not to retain the irresponsible and inept to the inevitable damage of the responsible and capable.

At WNUS, those in charge of engagement and dismissal have not for some time exercised the proper selectivity in hiring nor the proper promptitude in dismissal to the damage of the corporation, the individuals engaged, those responsible individuals already employed who thus find the fruit of their labor diluted and individuals retained, out of misdirected kindness, who are unconsciously delayed in an opportunity to seek a real future elsewhere.

The corporation has now set up safeguards that prevent future occurrences of such injustices so foreign to this corporation's conduct.

What, in turn does the employee owe the corporation? In one sentence, he owes only maximum effort and thought during his working hours.

But what constitutes "maximum effort and thought"? A few examples may serve:

(1) Daydreaming, bull sessions, malingering telephonitis, and newscasts less than meticulously prepared do not constitute maximum effort.

(2) An effort to conform to some conjured and vaguely self-conceived level of "adequacy" does not constitute maximum effort.

(3) A regular attempt to house and to think of any phase of one's activity during working hours, "how can I make this better, or is there something else I could be doing" constitutes an affirmative effort at maximum thought.

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Obviously, there are scores of detail matters which could be enumerated as parts of (1), (2), and (3). But to begin an enumeration of such matters as cleaning books, trying to develop or improve "Front Page Story" types, rechecking the local newspapers again, asking UPI, AP or City News for follow-ups on a story that fascinates you, re-editing a clipping, rechecking outside newspapers or other publications, checking your headlines to be sure they cover all of the interesting stories you and others are reading, listening to a UPI Audio cart to check for both fidelity and knowledge of its content...are but a few of many details you can better decide upon for yourself.

What can I do in my off-hours? I shall in no way tread upon this ground since this should be and is none of my affair as long as the corporation remains materially unaffected. As for my own personal habits, I try to air-check myself once in a while - generally to my disgust so I do not do it often, other than when I simply feel I must, every two weeks or so -- and I do, out of personal enjoyment, try to add a colorful or useful word each week or so to my vocabulary. I try to take at least a ten-minute "quiet period" each day - no reading, no nothing...just sitting and being quiet.

But, you do or don't do what you want to in those off-hours: if you are giving to us the same "maximum effort" and thought in your forty hours each week during your working hours that the corporation is supposed to be giving to you, you should use your 128 off-duty hours each week in whatever way they give you happiness and satisfaction.

The last problem the man (or woman) who offers the corporation maximum effort and thought during working hours is money, or salary. The money problem will be the corporation's in trying to decide whether or not there is any way we can meet the offers that will be made to you to go elsewhere. And, if you continue the same work habit, the next employer will be faced with the same problem. Sorry prospect, isn't it?

GORDON McLENDON

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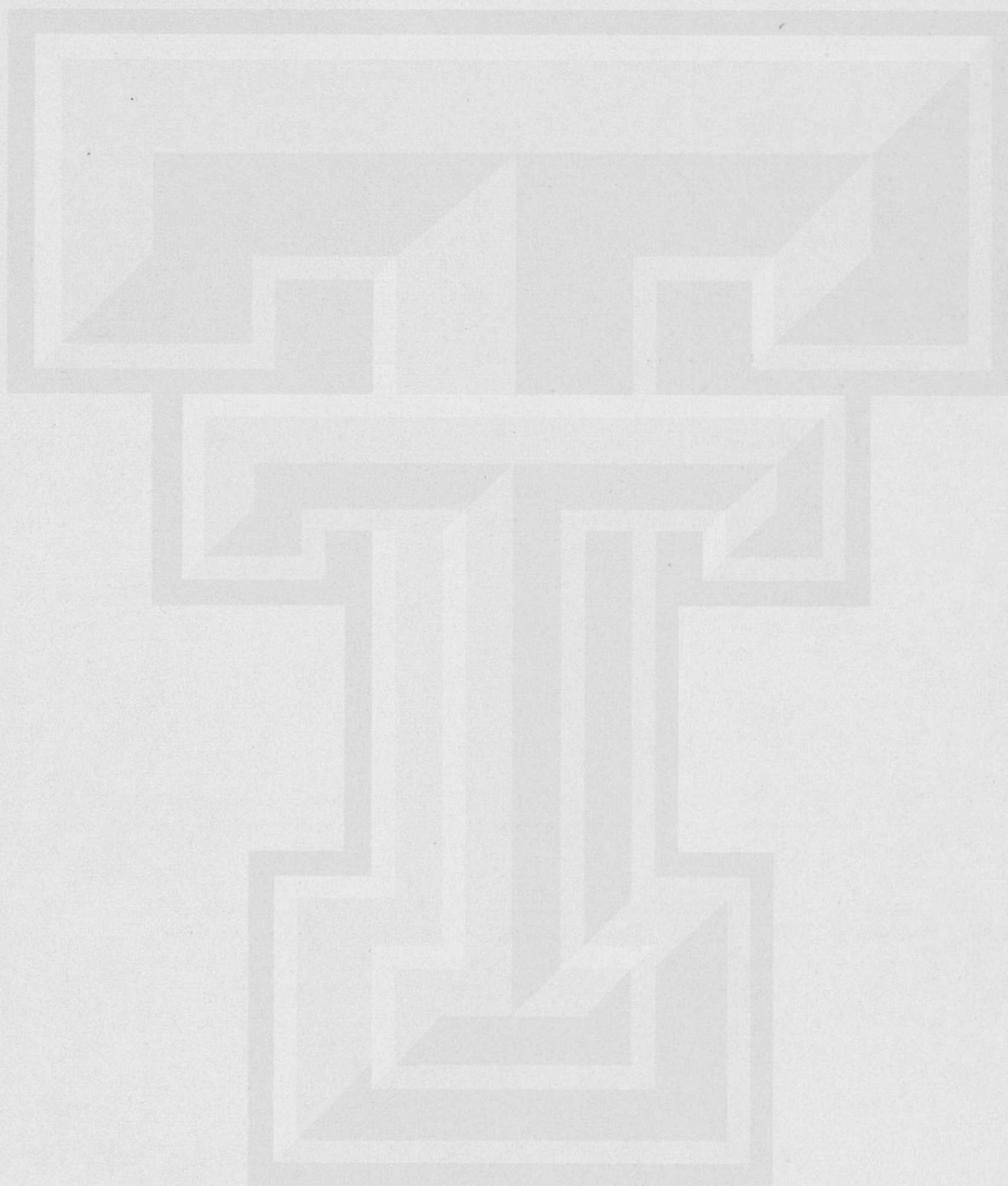
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GORDON McLENDON

INTERVIEW TESTS



ON INTERVIEWING A JOB APPLICANT
FOR NEWSCASTER

1. Make brief notes.
2. Ask age, educational background.
3. Ask last three jobs.
4. Ask these quiz questions, explaining that it is a routine of all our interviews with applicants:
 1. Please pronounce for me the place name O A X A C A (answer: WAH HAH KAH--accent on HAH).
 2. Please pronounce for me A U T O P S Y. (answer: no real accent; if any, slightly on AU). Not on T O P.
 3. Please pronounce for me the first name of the new Prime Minister of India. (Answer: IN DEE RAH--accent on DEE).
 4. Please pronounce for me the following place name of a prominent racing spa in New Mexico: R U I D O S O. (answer: REW EE DOH SO--accent on DOH)
 5. Define the meaning of the words ROUT AND ROUTE. Do not pronounce these two words to the applicant, spell them out.
 6. Define ROUTE as both a noun and as a verb.
 7. Name the two top officials in the government of China.
 8. Please pronounce the following words when I spell them out:
I N E X P L I C A B L Y (answer: accent on EX).
J A W A H A R L A L (ZHAH VAHR LAL--accent on VAHR)
O L M E D O (AHL MAY DOH--accent on MAY)
N G O D I N H D I E M (UHNG O DIN ZI EM--accent is both on
O DIN and then a return accent on EM).
 9. Please give me the capitol cities of the following states:
Vermont, Florida, Nevada and Kansas. (Montpelier, Tallahassee,
Carson City, Topeka).
5. If you are satisfied that you should go further, ask the man to call you back station-to-station collect at a certain time and be prepared to give you a seven-minute live newscast to be recorded then and there. Ask him at the end of same to record his references.
6. If then satisfied still, ask him to fly in at our expense for a live audition (but only after you've checked his references).
7. After live audition, if still satisfied, hire him.

Gordon McLendon

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O L M E D O (AHL MAY DOH--accent on MAY)
N G O DINH D I E M (UHNG O DIN ZI EM**accent is both on O DIN and then a return accent on EM).
 9. Please give me the capitol cities of the following states: Vermont, Florida, Nevada and Kansas. (Montpelier, Tallahassee, Carson City, Topeka).
5. If you are satisfied that you should go further, ask the man to call you back station-to-station collect at a certain time and be prepared to give you a seven-minute live newscast to be recorded then and there. Ask him at the end of same to record his references.
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10. What are the capital cities of the following states:

LOUISIANA	(Baton Rouge)
CALIFORNIA	(Sacramento)
SOUTH DAKOTA	(Pierre)

Gordon McLendon

(cont'd Pg. 2-)

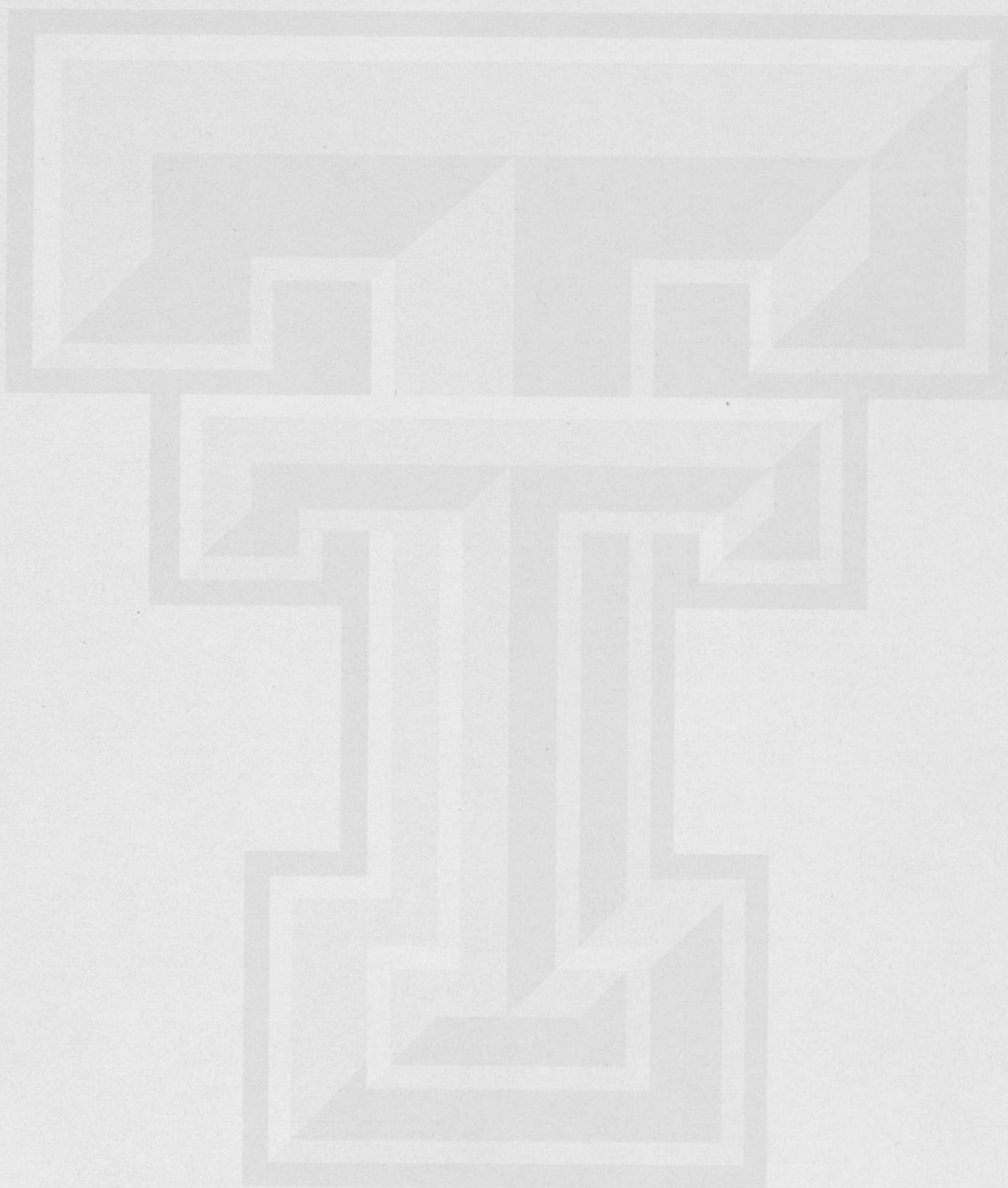
NEWSCASTER TEST No. 2

- I. Make brief notes
- II. Ask age, educational background
- III. Ask last three jobs
- IV. Ask these quiz questions, explaining that it is a routine for all our interviews with applicants:
- 1.) Please pronounce the word XOCHIMILCO (so chce meelkoh)
 - 2.) Pronounce Teddy ROOSEVELT (Rews velt)
 - 3.) In what island group are the Dry Tortugas? (Bahamas)
 - 4.) Name and pronounce correctly the last name of Khrushchev's son-in-law, who was head of Pravda? (Adzubei AND ZHEW BY)
 - 5.) Pronounce the name of this famous Russian steel center in the Ural Mountains: DNIERPETROVSK (nee per petrahvsk)
 - 6.) Please pronounce the word for "good bye" in German: AUFWIEDERSEHEN (Oh vee der sayn)
 - 7.) (a) Who wrote "Gone With the Wind"? (Margaret Mitchell)
(b) Who wrote "From Here to Eternity"? (James Jones)
(c) Who was Marina Eorman?
 - 8.) Define the verb flow.
Pronounce and define INEXORABLY (in eggs uhr bly)
Name the five largest U. S. metropolitan areas in order:
(i) New York
(ii) Los Angeles
(iii) Chicago
(iv) Philadelphia
(v) Detroit
 - 9.) Pronounce the names of the largest cities in these countries :
South Africa (Johannesburg)
Tibet (Lhasa -- pron.: lah sa)
Red China (Shanghai)
Rumania (Bucharest -- pron.: byou kah rest)
Bulgaria (Sofia -- pron.: so fee ah)
 - 10.) What are the capital cities of the following states:
LOUISIANA (Baton Rouge)
CALIFORNIA (Sacramento)
SOUTH DAKOTA (Pierre)

11.) What is MYRRH ? (a herb or spice? -- pron.: mer)

- V. If you are satisfied that you should go further, ask the man to call you back station-to-station, collect, at a certain time and be prepared to give you a seven-minute live newscast to be recorded then and there. Ask him at the end of same to record his references.
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G'E-Dallas

MEMO TO: NEWSMEN

December 29, 1965

FROM: GORDON B. McLENDON

Some of our newscasters, in a well-meaning attempt to add flavor to their newscasts, have begun to inject frequent editorial comment into these newscasts. Stan Major's lead story on the Astronauts this morning between 10 and 11 was almost entirely editorial opinion. But others also are falling into the habit of random editorial comment. And we are beginning to receive complaints from listeners on this attempt to create informality by presenting the news with the frequent injection of opinion.

While I appreciate the effort and purpose involved, and while I DO want both humor and drama put into your material, please do NOT comment editorially. The addition of the elements of humor, drama, etc., can be accomplished in another way. IT CAN ALL BE ACCOMPLISHED WITHIN THE FRAMEWORK OF THE FACTS. Good editing, rewrite, humor and/or lead line can severally and/or collectively be achieved without departing from factual matter. Therefore, do NOT editorially comment aimlessly.

On this morning's drive time newscast, between 6 and 9, I again heard various newscasts delivered with no use made of, or lip service done to, important stories in the Sun Times and Tribune, which newspapers I checked preparatory to listening, and noted various stories in the two papers which I had hoped we would cover ourselves. However, there were, in fact, 9 out of 13 stories which I had noted, which did not receive a single mention on any newscast during the three hours.

The same failure to blanket newspaper stories has been true of our afternoon drive time and early evening newscasts. Please rectify this. One need not blanket every story in the newspaper simply because it IS in the newspaper...many do not belong on W-NUS, but there are also, in all of the papers, scattered stories which we can hardly afford to ignore, and still be able to make the claim that we are presenting a complete newscast.

Please discontinue the "Column Mention" categories until further notice unless you can make one item or another into a hard news story.

There is one, and only one area, in which you should permit yourself the liberty of an occasional editorial comment: Before, during or after a kicker.

W-NEWS EDITORIAL by JACK BURKE - 1/26/66 - Suspicious Persons

W-News puts before you this problem. Say, it's night. Colder'n a bathtub in an igloo. Already you're late for that dinner invitation. Just hopped off the El. You don't really know the neighborhood. You're late. You half run, half walk. You've got troubles. You're late.

Suddenly, a police car pulls up. Ahh...help, just when you need it.

But no. Suddenly two policeman pile out and back you up against a fence.

"Why are you running?" they ask. "What's your name"... "where do you live"... "what are you doing in this neighborhood"... "what's your job"... "what are you running for"... "what's your name"....

Suddenly your head swims with questions. You're bewildered. And, you're late.

Perhaps, the illustration is far fetched. Perhaps, it will never occur. But, under the current police campaign to question and classify what police observe to be "suspicious persons", it could. And W-News stresses this new campaign directly conflicts with a specific right granted by the Constitution. The right which denies search and seizure without due process of law.

Illinois legislatures have long and repeatedly refused to grant any such power. W-News doubts that they have changed. For this reason, W-News finds itself directly opposed to the campaign of Police Superintendent O.W. Wilson to corral "suspicious persons".

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W N U S - EDITORIAL
ANNOUNCING THE DEATH OF RAYMOND W. DURST
BY

CLIFF JOHNSON - MANAGING EDITOR - W N U S

CHICAGO IS POORER TODAY WITH THE PASSING OF RAYMOND DURST. THE CITY LOSES ONE OF ITS ARDENT SUPPORTERS AND ONE OF ITS DEVOTED ENTHUSIASTS.

HIS DEATH AT THE AGE OF 62 COMES UNEXPECTEDLY AT A TIME DURST WOULD HAVE BEEN AT THE HEIGHT OF HIS CREATIVITY. TO THE MOMENT OF HIS UNTIMELY PASSING, RAY DURST WAS A MEMBER OF THE LAY ADVISORY COUNCIL OF THE UNIVERSITY OF NOTRE DAME AND WAS ACTIVE IN CIVIC BETTERMENT ORGANIZATIONS BEYOND NUMBER, FOR MANY YEARS. HAVING SPENT ALMOST HIS ENTIRE BUSINESS LIFE WITH HALLICRAFTER COMPANY, RAY DURST'S CONTRIBUTIONS TO PROGRESS IN THE BUSINESS WORLD OF ELECTRONICS WERE WIDELY RECOGNIZED. AS A PROMINENT AND ACTIVE DIRECTOR OF BOTH HENRY C. LYTTON AND THE RIVER FOREST BANK AND TRUST, HE WAS CONSTANTLY IN TOUCH WITH EVERYTHING THAT WAS CHICAGO AND KEENLY INTERESTED IN THE CITY THAT FLOWERED AROUND HIM. TO ALL OF THOSE WHO HAD THE PERSONAL PRIVILEGE OF KNOWING HIM, THE PASSING OF RAY DURST WILL COME AS A GREAT SHOCK. TO ALL CHICAGOLAND, HIS DEATH TAKES FROM CHICAGO A PIECE OF ITS HEART.

W N U S - EDITORIAL

ANNOUNCING THE DEATH OF RAYMOND W. DURST

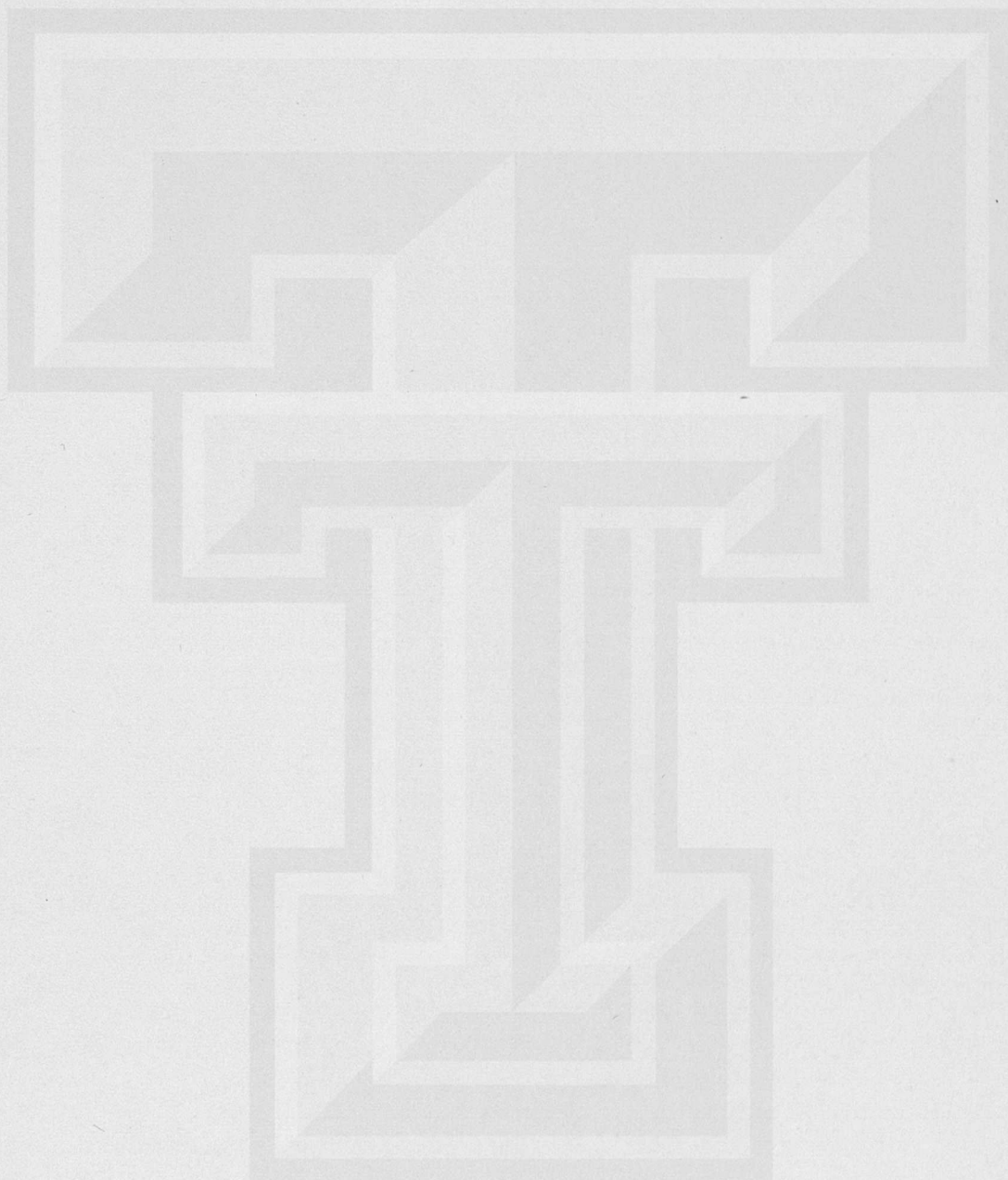
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NEWSWHEEL



File Policy Book

WNUS NEWSWHEEL: METHOD PROPOSAL

Art Holt
11/24/65

TO: Gordon McLendon
B. R. McLendon
Don Keyes

Properly executed a newswheel can save us quite a bit of money, as per my previous WNUS report. While at the station I reviewed the possibilities of newswheel operation with Gary Fuller in a confidential conversation... Gary's suggestions form the basis for this report.

Analysis of the various tape methods best suited to the WNUS format in a newswheel operation indicates that the use of carts would be more efficient than straight reel to reel tape. With carts there is much greater insert flexibility for updating...and this eliminates the repeat of a full story sequence, the usual objection to newswheel operations.

The proposed newswheel could start each evening at 11:00 PM and run for the whole night. The newsman assigned would report each evening at 9:00 PM and use the first two hours of his shift to prepare, with the production engineer, the audio carts to be used in starting the shift. Six five minute "Service and Feature" carts would be prepared and pre-recorded by the day crew. This is allowed under the union contract.

Actual broadcasts would originate from the preparation room, being fed directly into the control room for air play and/or recording for future use.

An additional cart unit would be necessary for this system. The best system would be KRS, with record/playback as well as fast forward and reverse systems...a system unique to KRS. This would work more efficiently and rapidly than the existing ATC units since it is possible to stop the cart and go back immediately to eliminate errors...important since most recording will be straight voice-to-cart rather than master tape-to-cart as is the usual practice in production. Time here is, of course, the factor.

It would be necessary to modify the existing format slightly to make this system workable as outlined...but not to any damaging extent, certainly not enough to alter the overall sound of the station to regular listeners.

During the six hour shift the announcer would be live for a total of two hours and thirty minutes in the illustration sheet attached. The number of variations on this pattern is infinite...and many would probably be required in actual practice. In any event, the major benefit of this system would remain...a newswheel with no two newscasts ever the same during an entire night.

ILLUSTRATION OF WNUS NEWSWHEEL OPERATION

Art Holt

<u>SEGMENT NUMBER</u>	<u>MINUTES INTO HOUR</u>	<u>GENERAL NEWS CONTENT</u>	<u>LIVE OR RECORDED</u>	<u>REPLAY</u>
1.	0-5	Top Stories	Live	
2.	5-10	Local Wrap Up	Live	
3.	10-15	Sports and Recap	Live	
4.	15-20	General and Weather	Live	
5.	20-25	Top Stories	Recorded	#1
6.	25-30	Service & Features: #1	Recorded	
7.	30-35	Sports and Recap	Live	
8.	35-40	General and Weather	Recorded	#4
9.	40-45	Top Stories	Live	
10.	45-50	Local Wrap Up	Recorded	#2
11.	50-55	Service & Features: #2	Recorded	
12.	55-60	General and Weather	Live	
13.	0-5	Top Stories	Recorded	#9
14.	5-10	Local Wrap Up	Live	
15.	10-15	Sports and Recap	Recorded	#7
16.	15-20	General and Weather	Recorded	#12
17.	20-25	Top Stories	Live	
18.	25-30	Service & Features: #3	Recorded	
19.	30-35	Sports and Recap	Live	
20.	35-40	General and Weather	Live	
21.	40-45	Top Stories	Recorded	#17
22.	45-50	Local Wrapup	Recorded	#14
23.	50-55	Service & Features: #4	Recorded	
24.	55-60	General and Weather	Recorded	#20
25.	0-5	Top Stories	Live	
26.	5-10	Local Wrap Up	Recorded	#14
27.	10-15	Sports and Recap	Recorded	#19
28.	15-20	General and Weather	Recorded	#20
29.	20-25	Top Stories	Recorded	#25
30.	25-30	Service & Features: #5	Recorded	
31.	30-35	Sports and Recap	Live	
32.	35-40	General & Weather	Recorded	#20
33.	40-45	Top Stories	Live	
34.	45-50	Local Wrap Up	Recorded	#14
35.	50-55	Features & Service: #6	Recorded	
36.	55-60	General and Weather	Live	

The fourth hour of newswheel operation then starts a repeat of this sequence of tape play and live insert on a random format basis. In actual practice the length of segments would be altered to some extent. For purposes of illustration the time for each insert has been maintained at an even five minutes.

NIGHT NEWSWHEEL

ART HOLT
1/17/66

<u>SCHEDULE TIME</u>	<u>SEGMENT</u>	<u>MODE</u>	<u>PB SEQUENCE</u>	<u>RECORDING SCHEDULE</u>
9:00 (MAJOR)	1	L		
	2	L		
	3	L		
	4	L		
	5	L		
	6	L		
9:30 (NADELL)	7	L		R
	8	L		R
	9	L		R
	10	L		R
	11	L		R
	12	L		R
10:00 (GARDNER) (GARDNER)	13	K	7	
	14		8	
	15		9	
	16		10	
	17	L		R
	18	L		R
10:30	19		7	
	20		8	
	21	L		R
	22	L		R
	23		L7	
	24		18	
11:00	25	L		R
	26	L		R
	27		21	
	28		22	
	29		17	
	30		19	
11:30	31		25	
	32		26	
	33		21	
	34		22	
	35	L		R
	36	L		R

Length Commercial

1/17/66

1/17/66

12:00

37

25

38

26

39

21

40

22

41

35

42

36

12:30

43

25

44

26

45

L

R

46

L

R

47

35

48

36

1:00

49

25

50

26

51

45

52

46

53

35

54

36

1:30

55

L

R

56

L

R

57

45

58

46

59

L

R

60

L

R

2:00

61

55

62

56

63

45

64

46

65

59

66

60

2:30

67

55

68

56

69

45

70

46

71

L

R

72

L

R

3:00

73

55

74

56

75

L

R

76

L

R

77

71

78

72

Length Commercial

1/17/66

SCHEDULE TIME	SEGMENT	MODE	PR. SEQUENCE	RECORDING TOW DULE
3:30	79		55	
	80		56	
	81		75	
	82		76	
	83	L		R
	84	L		R
4:00	85	L		R
	86	L		R
	87		75	
	88		76	
	89		83	
	90		84	
4:30	91		85	
	92		86	
	93		75	
	94		76	
	95		83	
	96		84	
5:00	97		85	
	98		86	
	99	L		R
	100	L		R
	101	L	83	
	102	L	84	
5:30	103	L		
	104	L		
	105		99	
	106		100	
	107	L		
	108	L		

Length Commercial

NIGHT NEWSWHEEL

PAGE TWO

ART HOLT
1/17/66

<u>SCHEDULE TIME</u>	<u>SEGMENT</u>	<u>MODE</u>	<u>PB SEQUENCE</u>	<u>RECORDING SCHEDULE</u>
9:00 (MAJOR)	1	L		
	2	L		
	3	L		
	4	L		
	5	L		
	6	L		
9:30 (NADELL)	7	L		R
	8	L		R
	9	L		R
	10	L		R
	11	L		R
	12	L		R
10:00 (GARDNER) (GARDNER)	13	K	7	
	14		8	
	15		9	
	16		10	
	17	L		R
	18	L		R
10:30	19		7	
	20		8	
	21	L		R
	22	L		R
	23		L7	
	24		18	
11:00	25	L		R
	26	L		R
	27		21	
	28		22	
	29		17	
	30		19	
11:30	31		25	
	32		26	
	33		21	
	34		22	
	35	L		R
	36	L		R

Length Commercial

1/17/66

Length Commercial

12:00

37	25
38	26
39	21
40	22
41	35
42	36

12:30

43	25
44	26
45	
46	
47	35
48	36

1:00

49	25
50	26
51	45
52	46
53	35
54	36

1:30

55		
56	L	R
57		45
58		46
59	L	
60		R

2:00

61		55
62		56
63		45
64		46
65		59
66		60

2:30

67		55
68		56
69		45
70		46
71	L	
72		R

3:00

73		55
74		56
75	L	
76		R
77		71
78		72

1/17/66

3:30

79
80
81
82
83
84

L
L

55
56
75
76

R
R

4:00

85
86
87
88
89
90

L
L

75
76
83
84

R
R

4:30

91
92
93
94
95
96

85
86
75
76
83
84

5:00

97
98
99
100
101
102

L
L

85
86
83
84

R
R

5:30

103
104
105
106
107
108

L
L
L
L

99
100

South Commercial

TO ALL WNUS ANNOUNCERS

I have been watching the announcers while the newswheel is going. Isn't that a marvelous little vacation period? Don't have to give bulletins, don't have to give time. What in the hell is going on?

At one o'clock on Thursday (13th Jan) there was no opening announcement of time. We missed constantly from that point on in the openings left for time and for updating and addition of fresh news. I also watched one announcer just sit in the newsroom for a long time, chin in his hands, blissfully unaware of the fact that a bulletin had cleared on the wires ten minutes beforehand. I determined not to tear it off and just see how long he'd sit there. He never did get it. Just continued to sit and, like Ferdinand, meditate on God knows what. Meditate on your own time. Don't jeopardize our ratings and thus jeopardize the future of others just because you are lazy. If I were the other announcers, I'd promptly have filed a protest against such an individual. He's just sitting there slowly taking dollars out of your pocket. But don't expect him to change. He doesn't give a damn about himself and consequently doesn't care about you. He isn't going to do anything--except affirmatively damage you--unless you forcefully call his hand or tell the Managing Editor or someone else who will do it.

If you don't like the newswheel, we can do without it and go live. Certainly I'm not going to put up with such irresponsible performance any longer. And when I ultimately leave, these policies will continue to be strictly enforced by the Managing Editor and I also will be monitoring tapes wherever I am. Too much hard work has gone into this for all of us not to reap the benefits and that can only be done through constant, painstaking, meticulous supervision. You'll want that if you want to continue to improve. But, whatever, you'll sure have it.

The newswheel is no vacation time. Use your head instead of assembling a new list of small things that somebody else ought to take care of sometime. We'll do our darndest to give you one hell of a comfortable, pride-evoking radio station and you do your best to give us your best in return.

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This need not be done by you every time, that would defeat the whole intent of the day wheel. Just get a couple in per half hour, preferably after the second and fourth breaks.

The major difference, other than the responsibilities outlined above, that you will encounter in the day wheel is the #6 position which is live in every instance. This is done for two reasons: (1) to allow you to compensate for time variation, (2) to allow you to keep fresh information on continuing stories on the air. For this reason you should attempt to place continuing stories in this portion of the half hour.

DAY NEWSWHEEL FORMAT

All general instructions governing the use of the night newswheel apply to our brief daytime newswheel segments. A careful study of the general newswheel memos and policy book will prepare you for the day wheel.

The day wheel is also programmed on a six segment cycle within the half hour. When preparing for a wheel segment it is important to organize your newscasts for strict segment length. Five minutes is the absolute maximum length as we are using five minute carts to avoid extended cue-return time on the record unit. Obviously, if you run over five minutes the entire segment is blown for replay and must be inserted live in the replay cycle.

The most important element in the day wheel segments will be story control as related to repeats on our replay cycle. This is only critical in segments #3, #4, #9 and #10 since they are transposed in replay. While the third man is broadcasting the 8:30 - 9:00 AM (for example) segment the two men who will be on in the wheel repeat should work together in makeup and story placement.

The idea of our day wheel is, obviously, to provide relief and organization time for day shift men. You will be expected to keep a close watch on what is happening in the news and to provide segment updating by live insert wherever necessary. Unlike the night wheel operation we will have more than one man available at all times and so there will be absolutely no need to sacrifice even 1% of the air sound during day wheel segments. In line with this, you are absolutely instructed to repeat a segment in which there has been a major goof in reading (and they happen to all of us from time to time). When you've obviously booted a story, just bypass that segment in the repeat cycle and insert it live.

A couple of other things that will help keep the day wheel moving along is the insertion of time and temp information live between segments. After the engineer has played the scheduled spot, just grab a convenient mike and insert the appropriate service information. This need not be done by you every time, that would defeat the whole intent of the day wheel. Just get a couple in per half hour, preferably after the second and fourth breaks.

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X

DAY NEWSWHEEL: ONE HOUR BASIS WITH TRANSPOSED REPEATS

<u>TIME</u>	<u>NEWSCAST SEGMENT</u>	<u>ANNOUNCER</u>	<u>SEGMENT PLAYBACK</u>	<u>RECORD</u>
00:00	1.	L		R
	2.	L		R
	3.	L		R
	4.	L		R
	5.	L		R
	6.	L		R
00:30	7.	L		R
	8.	L		R
	9.	L		R
	10.	L		R
	11.	L		R
	12.	L		R
01:00	13.		1.	
	14.		2.	
	15.		9.	
	16.		10.	
	17.		5.	
	18.	L		
01:30	19.		7.	
	20.		8.	
	21.		3.	
	22.		4.	
	23.		11.	
	24.	L		

Length Commercial

WNUS FORMAT - NEWSWHEEL

Segment:

1

- 1.) Intro Story - Human Interest
- 2.) State
- 3.) International
- 4.) Crime
- 5.) National
- 6.) Weather

2

- 7.) Human Interest - Type 1.)
- 8.) Regional
- 9.) Business
- 10.) Hollywood
- 11.) Sports story or review
- 12.) International

3

- 13.) Crime
- 14.) Local
- 15.) Society Kicker
- 16.) National
- 17.) Column Item - Famous Personality
- 18.) Crime

4

- 19.) Human Interest - Type 1.)
- 20.) Regional
- 21.) Local
- 22.) Crime
- 23.) Weather
- 24.) Radio or TV Suggestions

5

- 25.) Sports Story
- 26.) State
- 27.) Human Interest - Type 1.)
- 28.) Local
- 29.) Human Interest - Type 13.)
- 30.) Headline Review

(cont'd)

Length Commercial

NEWSWHEEL

=====

<u>Time:</u>	<u>Seg.:</u>	<u>Minutes:</u>	<u>Live / Recorded:</u>	<u>Replay:</u>
11:00 PM	1.)	0 - 6	Live	
	2.)	6 - 12	Live	
	3.)	12 - 18	Live	
	4.)	18 - 24	Live	
	5.)	24 - 30	Live	
	6.)	30 - 36	Rec.	No. 1
	7.)	36 - 42	Rec.	No. 2
	8.)	42 - 48	Live	
	9.)	48 - 54	Rec.	No. 4
	10.)	54 - 60	Live	
12:00 Midnight	11.)	0 - 6	Live	
	12.)	6 - 12	Live	
	13.)	12 - 18	Rec.	No. 8
	14.)	18 - 24	Live	
	15.)	24 - 30	Rec.	No. 10
	16.)	30 - 36	Rec.	No. 11
	17.)	36 - 42	Rec.	No. 12
	18.)	42 - 48	Live	
	19.)	48 - 54	Rec.	No. 14
	20.)	54 - 60	Rec.	No. 10
1:00 AM	21.)	0 - 6	Live	
	22.)	6 - 12	Rec.	No. 12
	23.)	12 - 18	Rec.	No. 18
	24.)	18 - 24	Rec.	No. 14
	25.)	24 - 30	Live	
	26.)	30 - 36	Rec.	No. 21
	27.)	36 - 42	Live	
	28.)	42 - 48	Rec.	No. 18
	29.)	48 - 54	Live	
	30.)	54 - 60	Rec.	No. 25
2:00 AM	31.)	0 - 6	Live	
	32.)	6 - 12	Rec.	No. 27
	33.)	12 - 18	Live	
	34.)	18 - 24	Rec.	No. 29
	35.)	24 - 30	Rec.	No. 25
	36.)	30 - 36	Rec.	No. 31
	37.)	36 - 42	Rec.	No. 27
	38.)	42 - 48	Rec.	No. 33
	39.)	48 - 54	Rec.	No. 29
	40.)	54 - 60	Live	

(cont'd)

Length Commercial

Time:	Seg.:	Minutes:	Live / Recorded:	Replay:
3:00 AM	41.)	0 - 6	Live	
	42.)	6 - 12	Live	
	43.)	12 - 18	Rec.	No. 33
	44.)	18 - 24	Live	
	45.)	24 - 30	Rec.	No. 40
	46.)	30 - 36	Rec.	No. 41
	47.)	36 - 42	Rec.	No. 42
	48.)	42 - 48	Live	
	49.)	48 - 54	Rec.	No. 44
	50.)	54 - 60	Rec.	No. 40
4:00 AM	51.)	0 - 6	Rec.	No. 41
	52.)	6 - 12	Live	
	53.)	12 - 14	Rec.	No. 48
	54.)	18 - 24	Rec.	No. 44
	55.)	24 - 30	Live	
	56.)	30 - 36	Live	
	57.)	36 - 42	Rec.	No. 52
	58.)	42 - 48	Live	
	59.)	48 - 54	Rec.	No. 54
	60.)	54 - 60	Rec.	No. 55
5:00 AM	61.)	0 - 6	Rec.	No. 56
	62.)	6 - 12	Live	
	63.)	12 - 18	Rec.	No. 58
	64.)	18 - 24	Live	
	65.)	24 - 30	Rec.	No. 55
	66.)	30 - 36	Rec.	No. 56
	67.)	36 - 42	Rec.	No. 62
	68.)	42 - 48	Rec.	No. 59
	69.)	48 - 54	Live	
	70.)	54 - 60	Live	

Length Commercial
Copy

WNUS FORMAT - NEWSWHEEL

Segment:

# 1	1.)	Intro Story - Human Interest	
	2.)	State	
	3.)	International	
	4.)	Crime	
	5.)	National	
	6.)	Weather	
# 2	7.)	Human Interest - Type 1.)	
	8.)	Regional	
	9.)	Business	
	10.)	Hollywood	
	11.)	Sports story or review	
	12.)	International	
# 3	13.)	Crime	
	14.)	Local	
	15.)	Society Kicker	
	16.)	National	
	17.)	Column Item - Famous Personality	
	18.)	Crime	
# 4	19.)	Human Interest - Type 1.)	
	20.)	Regional	
	21.)	Local	
	22.)	Crime	
	23.)	Weather	
	24.)	Radio or TV Suggestions	
# 5	25.)	Sports Story	
	26.)	State	
	27.)	Human Interest - Type 1.)	
	28.)	Local	
	29.)	Human Interest - Type 13.)	
	30.)	Headline Review	

Length Commercial

(cont'd)

NEWSWHEEL

=====

<u>Time:</u>	<u>Seg.:</u>	<u>Minutes:</u>	<u>Live / Recorded:</u>	<u>Replay:</u>
11:00 PM	1.)	0 - 6	Live	
	2.)	6 - 12	Live	
	3.)	12 - 18	Live	
	4.)	18 - 24	Live	
	5.)	24 - 30	Live	
	6.)	30 - 36	Rec.	No. 1
	7.)	36 - 42	Rec.	No. 2
	8.)	42 - 48	Live	
	9.)	48 - 54	Rec.	No. 4
	10.)	54 - 60	Live	
12:00 Midnight	11.)	0 - 6	Live	
	12.)	6 - 12	Live	
	13.)	12 - 18	Rec.	No. 8
	14.)	18 - 24	Live	
	15.)	24 - 30	Rec.	No. 10
	16.)	30 - 36	Rec.	No. 11
	17.)	36 - 42	Rec.	No. 12
	18.)	42 - 48	Live	
	19.)	48 - 54	Rec.	No. 14
	20.)	54 - 60	Rec.	No. 10
1:00 AM	21.)	0 - 6	Live	
	22.)	6 - 12	Rec.	No. 12
	23.)	12 - 18	Rec.	No. 18
	24.)	18 - 24	Rec.	No. 14
	25.)	24 - 30	Live	
	26.)	30 - 36	Rec.	No. 21
	27.)	36 - 42	Live	
	28.)	42 - 48	Rec.	No. 18
	29.)	48 - 54	Live	
	30.)	54 - 60	Rec.	No. 25
2:00 AM	31.)	0 - 6	Live	
	32.)	6 - 12	Rec.	No. 27
	33.)	12 - 18	Live	
	34.)	18 - 24	Rec.	No. 29
	35.)	24 - 30	Rec.	No. 25
	36.)	30 - 36	Rec.	No. 31
	37.)	36 - 42	Rec.	No. 27
	38.)	42 - 48	Rec.	No. 33
	39.)	48 - 54	Rec.	No. 29
	40.)	54 - 60	Live	

(cont'd)

Length Commercial
Copy

Time:	Seg.:	Minutes:	Live / Recorded:	Replay:
3:00 AM	41.)	0 - 6	Live	
	42.)	6 - 12	Live	
	43.)	12 - 18	Rec.	No. 33
	44.)	18 - 24	Live	
	45.)	24 - 30	Rec.	No. 40
	46.)	30 - 36	Rec.	No. 41
	47.)	36 - 42	Rec.	No. 42
	48.)	42 - 48	Live	
	49.)	48 - 54	Rec.	No. 44
	50.)	54 - 60	Rec.	No. 40
4:00 AM	51.)	0 - 6	Rec.	No. 41
	52.)	6 - 12	Live	
	53.)	12 - 14	Rec.	No. 48
	54.)	18 - 24	Rec.	No. 44
	55.)	24 - 30	Live	
	56.)	30 - 36	Live	
	57.)	36 - 42	Rec.	No. 52
	58.)	42 - 48	Live	
	59.)	48 - 54	Rec.	No. 54
	60.)	54 - 60	Rec.	No. 55
5:00 AM	61.)	0 - 6	Rec.	No. 56
	62.)	6 - 12	Live	
	63.)	12 - 18	Rec.	No. 58
	64.)	18 - 24	Live	
	65.)	24 - 30	Rec.	No. 55
	66.)	30 - 36	Rec.	No. 56
	67.)	36 - 42	Rec.	No. 62
	68.)	42 - 48	Rec.	No. 59
	69.)	48 - 54	Live	
	70.)	54 - 60	Live	

To WNU5

MEMO: W-NEWSWHEEL
TO: W-NEWS STAFF
FR: WEBB

DECEMBER 9, 1965

1. Effective tonight (Thursday) W-NUS will inaugurate a newswheel operation from 11PM to 6AM the next morning.
2. Mr. McLendon has directed the following:

Newsheel operation will begin nightly at 11PM and continue until 6AM. The 30-minute format is divided into five segments of six minutes duration. We will alternate live segments with segments previously recorded from earlier newscasts. No two newscasts will ever be identical in content because of the continuous forward rotation of taped segments in combination with fresh live segments. Special equipment will be provided for use in the newswheel operation.

Total live announcer time required during the seven hours of newswheel operation is three hours. The shift itself is no more demanding or difficult than any other on the station.

DURING THE OPERATION OF THE NEWSWHEEL PLEASE NOTE THE FOLLOWING:

During this time period commercials and public service spots are to be scheduled between each of the segment breaks for the purpose of simplifying transition. (Obviously traffic will not have time to do this for tonight, so carts with Public Service can be selected by engineer and logged in by anncr on program log.)

Using one such item between each segment will require ten insertions hourly. Should the commercial load or public service requirements demand greater insertion opportunity you may double spot at these break points.

3. James A. Roper is assigned to the W-NEWSWHEEL. Senior Editor Gary Fuller will be in charge of implementing the newswheel procedure tonight.
4. Newsheel schedules are attached to this memo.

Length Commercial
Copy

WNUS FORMAT - NEWSWHEEL

Segment:

- | | |
|-----|---------------------------------------|
| # 1 | 1.) Intro Story - Human Interest |
| | 2.) State |
| | 3.) International |
| | 4.) Crime |
| | 5.) National |
| | 6.) Weather |
| # 2 | 7.) Human Interest - Type 1.) |
| | 8.) Regional |
| | 9.) Business |
| | 10.) Hollywood |
| | 11.) Sports story or review |
| | 12.) International |
| # 3 | 13.) Crime |
| | 14.) Local |
| | 15.) Society Kicker |
| | 16.) National |
| | 17.) Column Item - Famous Personality |
| | 18.) Crime |
| # 4 | 19.) Human Interest - Type 1.) |
| | 20.) Regional |
| | 21.) Local |
| | 22.) Crime |
| | 23.) Weather |
| | 24.) International |
| # 5 | 25.) Sports Story |
| | 26.) State |
| | 27.) Human Interest - Type 1.) |
| | 28.) Local |
| | 29.) Human Interest - Type 13.) |
| | 30.) Headline Review |

NEWSWHEEL

Time: Seg.: Minutes: Live/Recorded: Replay:

11:00 PM

1.)	0-6	Live	
2.)	6-12	Live	
3.)	12-18	Live	
4.)	18-24	Live	
5.)	24-30	Live	
6.)	30-36	Rec.	No. 1
7.)	36-42	Rec.	No. 2
8.)	42-48	Live	
9.)	48-54	Rec.	No. 4
10.)	54-60	Rec.	No. 5

12:00
Midnight

11.)	0-6	Live	
12.)	6-12	Rec.	No. 7
13.)	12-18	Rec.	No. 8
14.)	18-24	Live	
15.)	24-30	Rec.	No. 10
16.)	30-36	Rec.	No. 11
17.)	36-42	Live	
18.)	42-48	Live	
19.)	48-54	Rec.	No. 14
20.)	54-60	Rec.	No. 10

1:00 AM

21.)	0-6	Live	
22.)	6-12	Rec.	No. 17
23.)	12-18	Rec.	No. 18
24.)	18-24	Rec.	No. 14
25.)	24-30	Live	
26.)	30-36	Rec.	No. 21
27.)	36-42	Rec.	No. 17
28.)	42-48	Rec.	No. 18
29.)	48-54	Live	
30.)	54-60	Rec.	No. 25

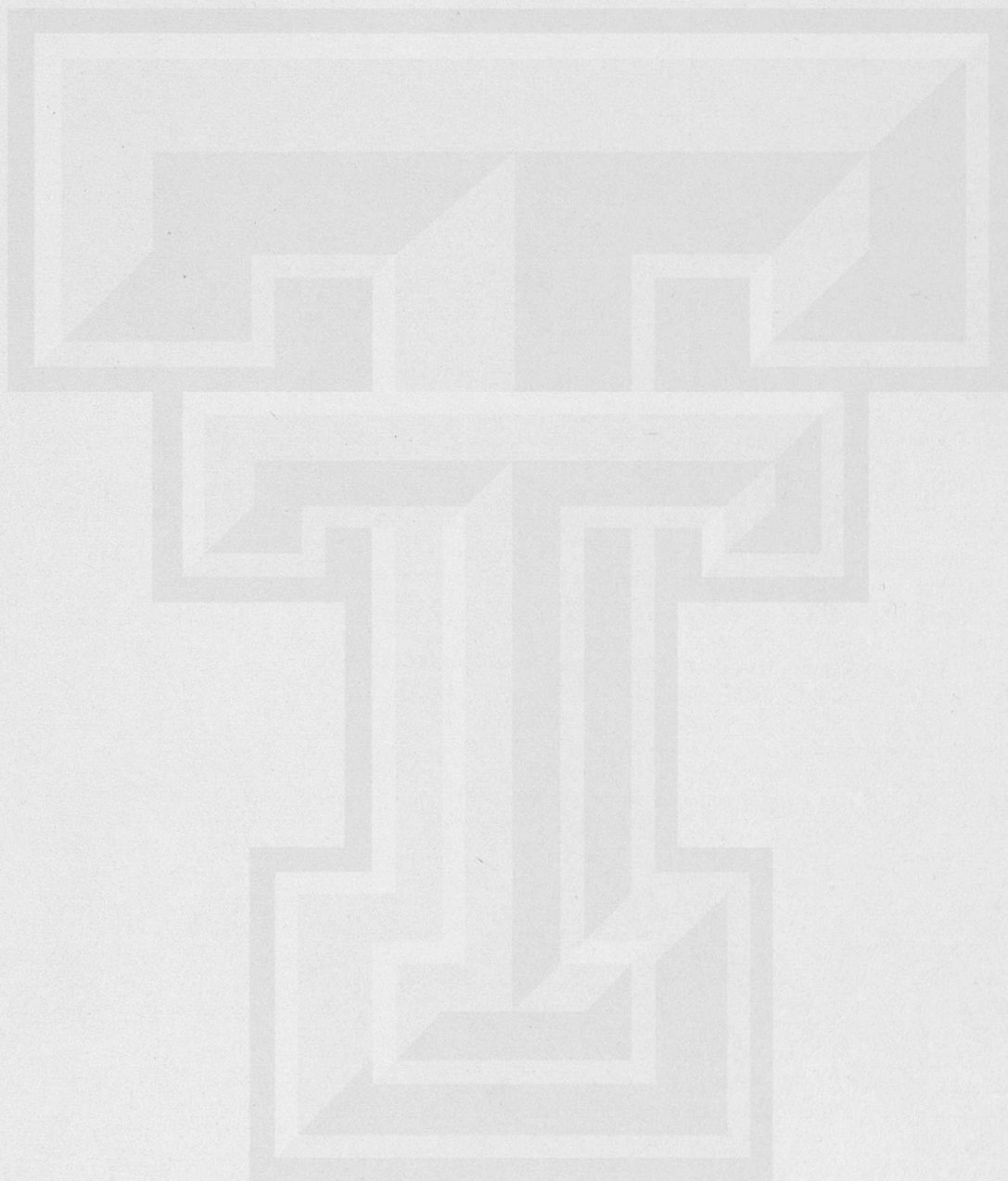
2:00 AM

31.)	0-6	Live	
32.)	6-12	Rec.	No. 27
33.)	12-18	Live	
34.)	18-24	Rec.	No. 29
35.)	24-30	Rec.	No. 25
36.)	30-36	Rec.	No. 31
37.)	36-42	Rec.	No. 27
38.)	42-48	Rec.	No. 33
39.)	48-54	Rec.	No. 29
40.)	54-60	Live	

Length
Copy
Commercial

<u>Time:</u>	<u>Seg:</u>	<u>Minutes:</u>	<u>Live/Recorded:</u>	<u>Replay:</u>
3:00 AM	41.)	0-6	Live	
	42.)	6-12	Live	
	43.)	12-18	Rec.	No. 33
	44.)	18-24	Live	
	45.)	24-30	Rec.	No. 40
	46.)	30-36	Rec.	No. 41
	47.)	36-42	Rec.	No. 42
	48.)	42-48	Live	
	49.)	48-54	Rec.	No. 44
	50.)	54-60	Rec.	No. 40
4:00 AM	51.)	0-6	Rec.	No. 41
	52.)	6-12	Live	
	53.)	12-18	Rec.	No. 48
	54.)	18-24	Rec.	No. 44
	55.)	24-30	Live	
	56.)	30-36	Live	
	57.)	36-42	Rec.	No. 52
	58.)	42-48	Live	
	59.)	48-54	Rec.	No. 54
	60.)	54-60	Rec.	No. 55
5:00 AM	61.)	0-6	Rec.	No. 56
	62.)	6-12	Live	
	63.)	12-18	Rec.	No. 58
	64.)	18-24	Live	
	65.)	24-30	Rec.	No. 55
	66.)	30-36	Rec.	No. 56
	67.)	36-42	Rec.	No. 62
	68.)	42-48	Rec.	No. 59
	69.)	48-54	Live	
	70.)	54-60	Live	

Length Commercial
Copy



From: Gordon McLendon
To: W-NUS Sales Staff

Commercial

The instructions which I issued with regard to commercial copy wordage limitations were quite specific. If they were not specific (and they were) I should have been told.

Those instructions, which I now urge that all of you reread, were violated this morning. I believe in one warning and I offer that one at this time. Comply strictly with my memorandum.

This morning Mike Laughlin called in the following copy to Ethel, via Charlotte:

At Dunn Rite Car Rental--Chicago's West Side--for as low as five dollars per day and five cents per mile you can rent a brand new deluxe Chevrolet Impala...standard insurance rates, a dollar per day for full coverage. Free customer pickup. Call 969-7820 any time. That's 969-7820--Dunn Rite Car Rental! Box 162... Westmont, Illinois.

Charlotte said absolutely nothing to Ethel about rewriting this material into three different ten-second spots. Charlotte did, however, tell us to emphasize the new Chevrolets in each spot, as I understand it--"as low as five dollars per day, etc." We are further told to reach the west siders--mention the insurance rate of one dollar per day, and be sure and mention the full coverage--"call any time" (Dunn has a twenty four hour telephone service). We were instructed to mention the telephone number twice because the man has thirty cars he wants to rent.

Now, how in hell's name is any human being supposed to do that in ten seconds? Or in twenty? Or in forty? Obviously, the man has a message to tell that requires thirty seconds at the very minimum but Mike accepted the man's good money with full knowledge that there wasn't a chance in hell of doing anything for him unless we'd go for a cut in rates cut giving him a longer spot. You were warned against this before and I now serve you another one. This took Ethel's time and has taken a lot of my time now and finally I've had to rewrite the spots myself because Ethel, justifiably, cannot get the above encyclopedia into ten seconds. My first impulse was simply to refund the man's money but we accepted it and have no right to go back on our part of the bargain, so I'm doing what Mike wanted--cutting the rates into a third, and tripling his schedule. Whether anything will happen or not, I can't say--the copy demands, as I've said, a thirty-second spot. But it's the most I can do--Mike gets his cut rate and we out here at the transmitter can salve our own conscience and answer to ourselves by trying to carry out an agreement that our salesman must have known we could never perform in the first place.

Ethel is under strict orders (as previously you were informed) to give me notification of such attempts to undercut our card. Please do not impose on my good nature again.

BULLETINS

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From: Gordon McLendon
To: All WNUS Employees

Commercial
(also: G'e)

The following are WNUS wordage limitations when copy is submitted to us for either live delivery or recording:

One minute--145 words.

Thirty seconds--73 words.

Twenty seconds--48 words.

Ten Seconds--24 words.

.. These wordage limitations are based upon careful observation of the speeds at which our average announcers can read--not the fastest, nor the slowest. All can do a reasonably effective commercial within these wordage limitations. The slower of our announcers simply cannot handle wordage in excess of these limitations and make it come out with any sales appeal at all.

For advertisers who want their announcements read with real emphasis, punch, drama, etc.; or for advertisers who want the low-key, subdued Galen Drake style, your limitations are : one minute--135 words
thirty seconds--68 words.
twenty seconds--45 words.
ten seconds--21 words.

In copy submitted to us only today, the word count was not only incorrect but the telephone number was counted as a single word --a telephone number, for instance ~~436~~ 4363911, is four three six three nine one one--seven words. And if you want to repeat the telephone number it is fourteen words. Clear?

Please let's not have any further trouble on this score.

Gordon McLendon

From: Gordon McLendon
To: All WNUS Employees

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Gordon McLendon

Commercial

Westaiders--a new Deluxe Chevrolet Impala for rent--as low as five dollars per day and five cents per mile--Dunn Rite Car Rental. 969-7820. 969-7820.

You can't rent a brand new deluxe Chevrolet Impala for five dollars a day and five cents a mile...you can't...yes you can, at Dunn-Rite Car Rental--969-7820.

Westaiders, Dunn Rite Car Rental has thirty brand new, deluxe Chevrolet Impalas to rent--as low as five dollars a day and five cents a mile--Dunn Rite--969-7820.

Westaiders--unbelievably, Dunn Rite Car Rental is renting spanking new Chevrolet Impalas as low as five dollars a day and five cents a mile--969-7820.

TO THE Wilews sales staff: This was the best I could do to convert a thirty-second spot (minium) into ten seconds of racing speed which I hope someone can understand when I finish sprinting through it. The above spots represent more than the average announcer can physically say in ten seconds, leaving aside any attempt to sell a product. Mike, you're apparently very good at this sort of thing so you figure out where we could have put "Chicago's West Side", of "standa rd insurance rates", or "a dollar a day for full coverage, or how we could repeat nine six nine seven eight two oh twice in every spot--that's a total of 14 words out of a usual twenty-five word maximum just for the telephone number.

This sort of damned thing is what really makes my day.

Westaiders--a new Deluxe Chevrolet Impala for rent--as low as five dollars per day and five cents per mile--Dunn Rite Car Rental. 969-7820. 969-7820.

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Com'l

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Now, how in hell's name is any human being supposed to do that in ten seconds? Or in twenty? Or in forty? Obviously, the man has a message to tell that requires thirty seconds at the very minimum but Mike accepted the man's good money with full knowledge that there wasn't a chance in hell of doing anything for him unless we'd go for a cut in rates cut giving him a longer spot. You were warned against this before and I now serve you another one. This took Ethel's time and has taken a lot of my time now and finally I've had to rewrite the spots myself because Ethel, justifiably, cannot get the above encyclopedia into ten seconds. My first impulse was simply to refund the man's money but we accepted it and have no right to go back on our part of the bargain, so I'm doing what Mike wanted--cutting the rates into a third, and tripling his schedule. Whether anything will happen or not, I can't say--the copy demands, as I've said, a thirty-second spot. But it's the most I can do--Mike gets his cut rate and we out here at the transmitter can save our own conscience and answer to ourselves by trying to carry out an agreement that our salesman must have known we could never perform in the first place.

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BULLETINS

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At Dunn Rite Car Rental--Chicago's West Side--for as low as five dollars per day and five cents per mile you can rent a brand new deluxe Chevrolet Impala...standard insurance rates, a dollar per day for full coverage. Free customer pickup. Call 969-7820 any time. That's 969-7820--Dunn Rite Car Rental, Box 162... Westmont, Illinois.

Charlotte said absolutely nothing to Ethel about rewriting this material into three different ten-second spots. Charlotte did, however, tell us to emphasize the new Chevrolets in each spot, as I understand it--"as low as five dollars per day, etc." We are further told to reach the west siders--mention the insurance rate of one dollar per day, and be sure and mention the full coverage--"call any time" (Dunn has a twenty four hour telephone service). We were instructed to mention the telephone number twice because the man has thirty cars he wants to rent.

Now, how in hell's name is any human being supposed to do that in ten seconds? Or in twenty? Or in forty? Obviously, the man has a message to tell that requires thirty seconds at the very minimum but Mike accepted the man's good money with full knowledge that there wasn't a chance in hell of doing anything for him unless we'd go for a cut in rates cut giving him a longer spot. You were warned against this before and I now serve you another one. This took Ethel's time and has taken a lot of my time now and finally I've had to rewrite the spots myself because Ethel, justifiably, cannot get the above encyclopedia into ten seconds. My first impulse was simply to refund the man's money but we accepted it and have no right to go back on our part of the bargain, so I'm doing what Mike wanted--cutting the rates into a third, and tripling his schedule. Whether anything will happen or not, I can't say--the copy demands, as I've said, a thirty-second spot. But it's the most I can do--Mike gets his cut rate and we out here at the transmitter can save our own conscience and answer to ourselves by trying to carry out an agreement that our salesman must have known we could never perform in the first place.

Ethel is under strict orders (as previously you were informed) to give me notification of such attempts to undercut our card. Please do not impose on my good nature again.

PLEASE POST FOR ALL EMPLOYEES

From: Gordon McLendon

To: All WNUS Employees
Home Office Accounting

Amie (Sales)

Christmas 'tis the season to be jolly and one of the most rollicking parts about this joyous and madcap holiday season has been the opportunity to participate with some of you in games of business tomfoolery. You may rest assured that I will not tell anyone else in the corporation about the fun that...

Gentlemen:

Dalla

Help, please.

I have put out an iron-clad edict that no live copy is to exceed 125 words in length. My idea is that this length copy will permit you to read deliberately and with that emphasis which is vitally important if we are really to fulfill our potential as a selling vehicle.

I am informed that other Chicago stations takes 140 words and some as many as 150. It's my belief that we just can't read that many words with the real "voom" and "whammy" that I want to put behind the copy. On the other hand, I might be wrong. If it turns out that you can handle more words within the one-minute span the advertiser has bought, let me know immediately. We don't want to short-change advertisers by giving them less than a minute--nor do we want to read at the frantic, shot-gun clip that most other stations read and, as a result, never get the proper results for the sponsors.

On the chance that some sponsors might be shortchanged a few seconds during the three days that we are evaluating each announcers' ability to handle a set number of words within one minute and still sell time, on Monday, Tuesday and Wednesday of next week all sponsors using live commercials on those three days will be given three free spots each day. At close of business Wednesday, we will all of us have tested the 125-word limit. If it proves out that we can handle 135, or 145, or even 150 and still sell within the one-minute period, we will change. It may be that one man can handle 125, one man 130, another 140, etc. In that case, we'll have no alternative but to settle on the lower limit because the agency cannot be expected to write different copy in differing lengths for each of our announcers. I rather imagine that we'll end up with a standard length of around 135, but the three test days will tell.

Gordon McLendon

BULLETINS

PLEASE POST FOR ALL EMPLOYEES

From: Gordon McLendon

To: All WNUS Employees
Home Office Accounting

Ann'e (Sales)

Christmas 'tis the season to be jolly and one of the most rollicking parts about this joyous and madcap holiday season has been the opportunity to participate with some of you in games of business tomfoolery. You may rest assured that I will not tell anyone else in the corporation about the fun that we have

Gentlemen:

Dallas

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Gordon McLendon

BULLETINS

A
Gm'e (Sales)

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To: All WNUS Employees
Home Office Accounting

Christmas 'tis the season to be jolly and one of the most rollicking parts about this joyous and madcap holiday season has been the opportunity to participate with some of you in games of business tomfoolery. You may rest assured that I will not tell anyone else in the corporation about the fun that we have had, some of us. And, besides, I am selfish:

I want to be the one who now ends the little games we've ~~whim~~ some of us enjoyed so much and to that end I serve all of you notice that I will persecute dismiss any WNUS employee who contravenes the following directives:

(1) A sixty-second announcement on WNUS when transcribed is to last sixty-seconds. It is not to last sixty seconds with a tag. It is not to last sixty-one or sixty-five or any number of seconds over sixty (it may last under sixty seconds if anyone wishes) for any reason whatsoever. A thirty-second~~s~~ transcribed announcement is similarly not to exceed thirty seconds and no tag is to be provided that will bring it beyond thirty seconds. The same is true for a ten-second announcement or an announcement of any other length. It is to be just that when transcribed, or of less duration. If any of you in sales have any question about this, let me know forthwith. Want to try to figure out a way around it? Then you have instantly begun a game of Russian roulette. Maybe you can work one, two or three by me, even for a period of a couple of weeks--but it won't be much longer than that with the intensive monitoring this station will be subjected to in order to reinstate good business practices. If you like Russian roulette, I've no objection so long as you are the one playing the game.

(2) Live commercials: salesmen may submit copy of any length they desire--however many words, 150, 350, 750, 1000. Traffic is to re-submit the copy to the General Manager and/or Sales Manager and it is my specific directive to them that the salesman responsible for such copy submission which exceeds NAB's prescribed wordage lengths be dismissed on the spot. Traffic is also to submit a copy of any such proposed continuity to me for my personal attention. Both the General Manager and the Sales Manager are herewith charged with the responsibility of discovering the prescribed NAB wordage limitations on copy of varying lengths of time (125 words is, if my memory serves me correctly, one minute according to NAB standards but those standards will best speak for themselves). This discovery proceeding can be accomplished by calling (a) Charles Payne; (b) NAB; (c) WBEM; (d) WGN; (e) WMAQ; (f) WLS, and, if all of this fails and the high secrecy on NAB wordage limitation continues, please put in an emergency call to me and I will unearth the evidence myself. Continuity is specifically instructed by me, and I have asked for and got Jack Burke and Ron Ruth's concurrence in this, that continuity is to report to management immediately any suggestion that continuity create an announcement in excess of NAB wordage limitations. A written report on such occurrence is also to be made to me personally.

Should continuity write any commercial exceeding NAB wordage minimums, when such is discovered the General Manager and/or Sales Manager are herewith empowered to dismiss said employee forthwith and immediately upon discovery, and with no notice, since this directive is not altogether vague in nature or intent.

When the NAB wordage limitations have been ferreted out by those charged with such discovery proceedings, such NAB wordage limitations are to be reduced to a memorandum of not more than one-half page (the length of these pages) and copies of said memorandum are to be posted in a conspicuous place in (1) the Continuity Director's Office; (2) the Sales Office; (3) the Traffic Manager's Office. Furthermore, I wish to receive copies of said memo undersigned by each member of the sales, executive, traffic and continuity departments so that I will be sure that in case they somehow miss the posted notices I will have been sure that they have read the memorandum which is submitted regarding NAB wordage lengths.

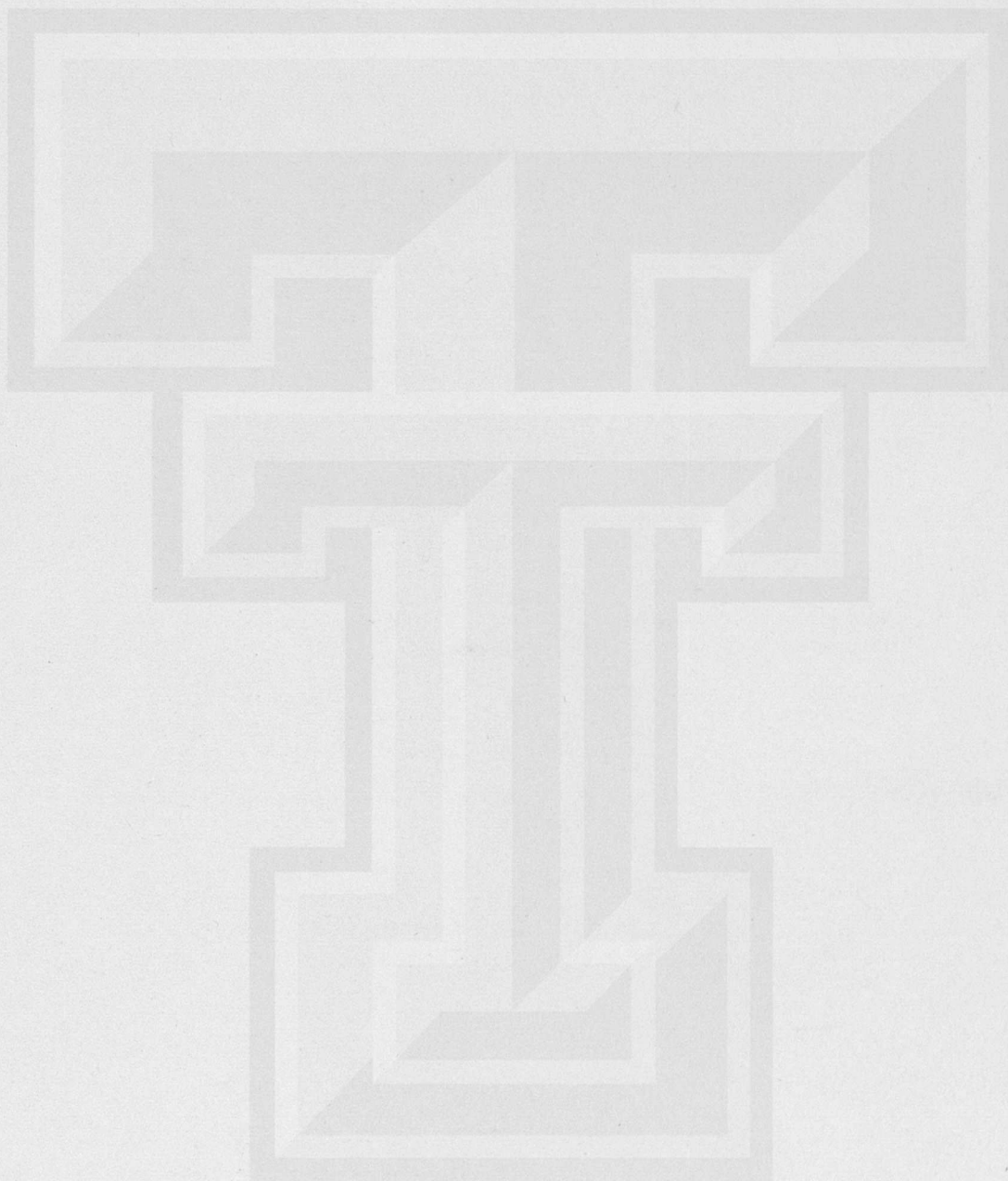
(3) As to transcribed announcements, or taped, or otherwise mechanically reproduced, as relates to (1), the engineer on duty is herewith instructed to call the General Manager at home or office, whatever the hour, and failing that, the Sales Manager, to advise that such a transcribed announcement has been received whenever that transcribed announcement exceeds one-minute in length. This assumes the necessity for re-recording by Engineers. It goes without saying that engineers are specifically instructed not--repeat not--to record for final broadcast and place in anyone's hands an announcement exceeding time limitations called for in the recording order. Here, I refer to commercial announcements. As to promotional announcements, the dictates of the Managing Editor, subject to conference with Front Office, notably the Office Manager, shall dictate, as to the matter of promotional announcement length. No transcribed promotional announcement shall exceed one minute in length, however, unless it is submitted by the writer personally. The same is true of public service and all other types of announcements or station-produced non-commercial broadcast announcements.

(4) Wherein this memorandum I have referred to the General Manager, every effort will have been made to contact the Office Manager before resorting to the General Manager.

(5) Traffic is further to check, by listening, each locally-produced commercial or non-commercial announcement in order to verify its length--herewith, we speak of advance monitoring of locally (WNUS) produced, or local (Chicago area) agency-produced, transcribed commercial and non-commercial announcements. If traffic is unavailable, monitoring is to be done for length by telephone by the Office Manager, General Manager or Sales Manager, and, in their absence, by the Continuity Director, and, in the absence of the Continuity Director, by the Managing Editor.

(6) Nothing in this memorandum prevents in any way getting a live of nationally, regionally or locally-transcribed announcement on the air within minutes after its receipt or transcription if said announcement complies with the standards of time and wordage limitation set forth herein. Do not take it upon yourself to cut this station's rate card by violating the provisions of this directive.

Gordon McLendon



To: All newsmen
From: Gordon McLendon

Try to form the habit of breaking in on the other fellow at least once a 'cast with a bulletin or an "urgent", and then with further amplification if more details arrive. This sort of cutting in lends excitement and immediacy--sounds good. Also, it makes us sound like we have a big staff. Always refer to it as the "W-News Ready Room" unless you know that a bulletin is about to be delivered. If you don't have one already, you should simply cup your hand to indicate to the man on the air that your impending break-in is for a bulletin.

If you think a story arriving should be given the bulletin tag but it is not, express your prerogative and so label it. This is our choice, a matter of human and personal judgment.

Wherever three men are on duty at once, the habit should be that each of the three is heard on some one story each 'cast, which would mean at least two break-ins. Besides, it is another respite for the man on duty. The man on duty should comment on who he has standing by, and on what stories, in the W-News ready room. Tossing it back and forth this way gives a wonderful effect, especially when there's something really interesting in the news that's breaking. Outside of the normal cut-ins, I wouldn't start tossing it back and forth unless you're really in a good story situation or unless you've got an update of a bulletin just aired.

It's this sort of spontaneity, which we achieved on the Mike Quill heart attack bulletin followed by the Arthur Goldberg bulletin almost back to back one afternoon, that can win the whole ball game for us.

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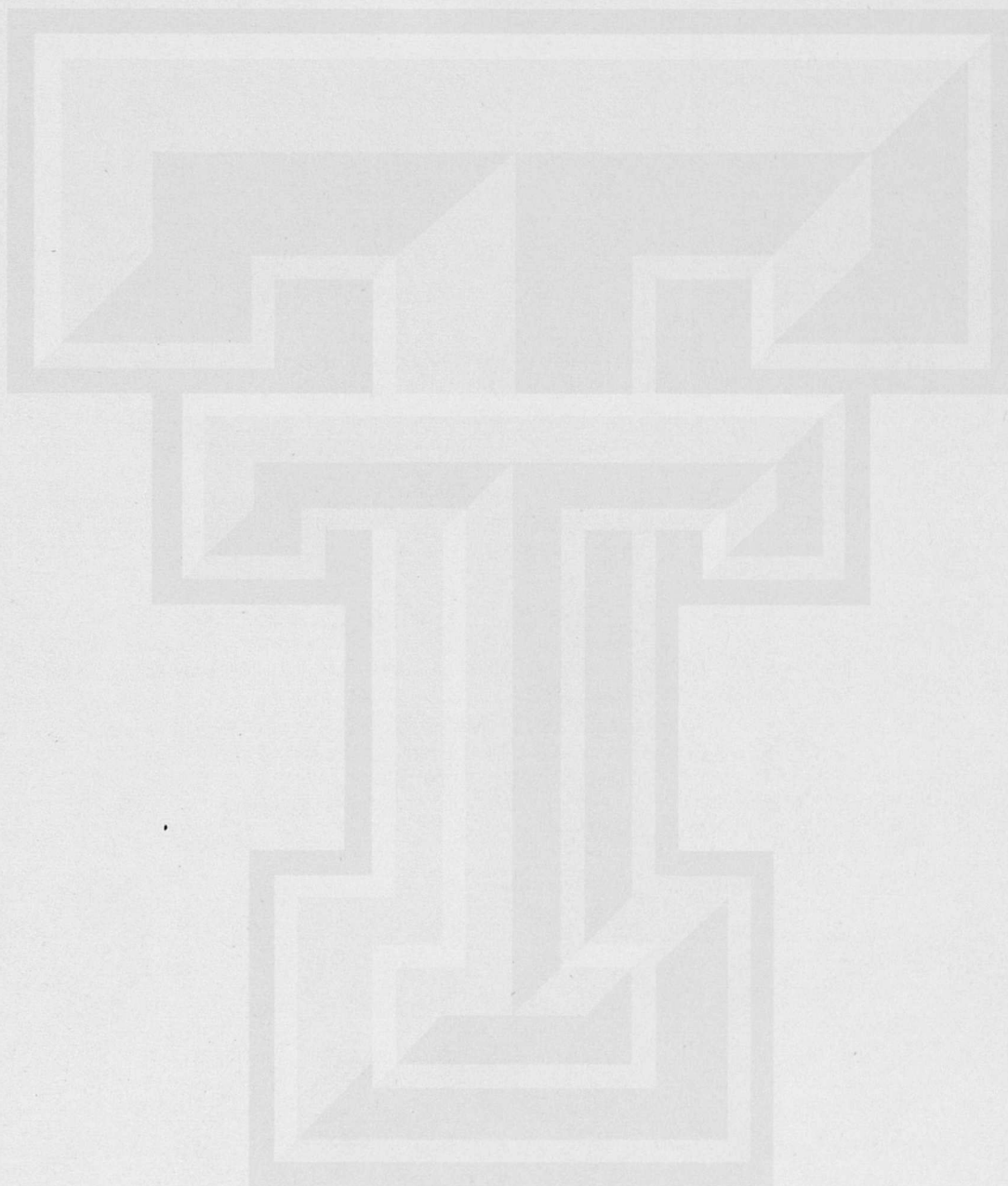
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Gordon McLendon

H

HEADLINES



Sunday, January 16

Newscasters:

If time permits, I'll attempt to do continuing individual critiques on headlines. As it stands, however, the headline performance is generally on the worse to bad side.

Many of your headlines are mere teasers. To state the headline rule for you:

A headline ideally should be the most concise summary of the who, what, when, where and why--the vital five W's of news writing. The headline attempts to capture in a neat capsule the basic facts of the news story from which the headline is taken. Ask yourself as you write a headline: does this one contain the who, what, when, where and why?

To repeat, many of your headlines sound as though you were announcing a forthcoming mystery contest and were trying to tease the listener into keeping tuned so that later he will be able to find out what your headline meant.

Study the headlines I am doing. A one-line headline can often accomplish the purpose. But it may sometimes take two or even lines to relate the who, what, when, where and why.

Don't try to buck the newspaper headline style to which our listeners have become accustomed for generations. Keep your headlines in the most economical wordage and eliminate unnecessary articles--a, and, the, etc. An occasional semicolon is dictated. And keep your headlines in the present or continuing tense wherever possible--not the past tense. Once in a great while you'll have to use the past tense--even the newspapers do--but most often instead of "won", the word "wins" is in order. It gives everything, too, a greater sense of immediacy, opportunism, and the present.

Most often, you will find that in local stories of real importance, names should be mentioned--to wit:

CHICAGO ATTORNEY CALLS MAYOR RICHARD DALEY'S URBAN RENEWAL
~~STATEMENT~~ TODAY, "UNREALISTIC, UNSOUND AND ABSURD".
PROPOSAL

NO, NO, NO, NO!

CHICAGO ATTORNEY NATHAN BENSINGER ATTACKS MAYOR DALEY'S
URBAN RENEWAL PROPOSAL TODAY AS "UNREALISTIC, UNSOUND AND ABSURD".

Off the subject of headlines, you'll find that if you can use the continuing verb tense instead of the past tense, we'll have a more immediate and consistently opportune sound. Thus, the following: "WNEWS reporters telling Wnews that...", instead of "WNews reporters told Wnews that...". And never use "this afternoon" in a rewrite--it is always "this evening". That way the story is usable at night or afternoon. If you don't understand the latter, ask.

Gordon McLendon

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Gordon McLendon

HOW TO CONTACT

TIME FOR CIRCUMSPECT REVIEW

As each day has passed, the writer has learned more about how best to prepare a newscast that is most effective for this type of all-news operation. Since some of you are still obviously having problems, let me offer what I have learned and ask that you follow this procedure carefully.

First of all, nothing I have to say will be effective unless you really move while you are here--and think. You can't wander around, or amble or think of much of anything else. You're going to have to hustle, really shake a leg. And you'll be proud of yourself as a result at the end of your stretch.

(1) The main, major, cardinal guiding rule is that you can't do a really effective job UNLESS YOU GO IN THERE WITH YOUR HEADLINES IN PERFECT SHAPE. Your headlines are the basic foundation stone.

They're the unalterable backstop--the vital preliminary to building a fine newscast. Write out your headlines and get all of the major headlines in good newspaper style. It is not at all unusual for me to have twelve headlines. This morning I had seven local and six national headlines. Takes a bit of time to deliver them on the air but it is worth it. These headlines make you feel and that's important, that you are giving the news--really giving it. And on this rock, the headlines, your newscast is then built. You know what you are looking for, you know what the news is. Then you can start to put the actual building on top of your foundation--those all-important headlines you've compiled so completely and carefully.

Sorry, but you just can't compile them off the wire. After you've got the other man's headlines and done them in your own way, using perhaps a different angle, you've GOT TO add the complete local headlines, everything important that City News or another source has had for the past few hours. And the morning and afternoon crews will never feel that they are really giving the news, and always feel upset and uneasy with themselves, unless they've combed those papers to cover the newspaper stories. This morning I promptly grabbed the Trib and Sun-Times and made headlines out of seven important stories which the previous man had not done. You are going to have to allot fifteen minutes of preparatory time if you are in the early a.m. shift for combing these papers and typing and rewording their major local stories. You might find a new lead in the third or fourth paragraph. Unless you do this, there's that gnawing feeling that the newspapers are being read out there at the breakfast table and that the listener is sitting out there laughing at you because you can't even get the news that was in a paper printed last night. So I must insist on such thorough headline searching. And in the afternoon, the same thing is true--when the headlines are phoned in, get them on and keep your headline list thorough and complete. Afternoon crews should make as thorough a search of the newspaper when it arrives. Wherever you find a moment, do a rewrite of the more essential parts of the newspaper stories--to cover your headlines. Credit whenever you wish or feel it should be done. Your headline preparation both local and world is the base and bedrock of the fine newscast that I expect you to deliver.

(2) The second step is to prepare your UPI Audio carts. Now that you have compiled the headlines adequately, it'll be easier to put your carts together and make sense with them. How to get your carts and get the right ones? Go down the UPI Advisory from number one right on down. Take the ones that make sense to you. Mark the numbers down on a sheet of paper. Now, take a sheet of plain paper and do it like this, looking up at the UPI Advisory from the numbers in front of you:

10 Bev Hills Police Capt. John Hankins--did police have advance tip on ~~fi~~ attempt to kidnap Leonard Firestone?

20 Bev Hills Hankins describes shooting scene

21 Chicago--Bill Reilly: juice hearings continue today.

etc., etc.

Don't try to use the form we devised. It doesn't work. Just use plain paper. Don't take too many carts--four are generally sufficient--without checking the times of each cart because if you get a couple that run more than forty-five seconds, it is going to cut seriously into your being able to get all the proper news stories into your newscast. And for heaven's sake, don't use a cart just to be using it--just to give yourself a break and find that the cart itself is an audience-killer. Don't come back from a cart without a line or two on who that was and the gist of what was said. Don't come right out of a cart and into the next and doubtless utterly unrelated story. Whenever you happen to get the wrong cart on--Heaven forbid!--just cut in with something like this, "WNews engineering has brought in Duff Thomas from Washington ~~instead~~ instead"...say it in a hushed tone underneath the cart. Or, cut the cart and say, "nope, he'll have to wait--Herb Brubaker's been standing by long enough; back to you in Washington, Duff, in a moment. Here's Herb Brubaker...".

(3) Now, your close to getting home--you've got all the foundation built, and with the news carts set up, your framework is up. You should be now more confident and more emotionally at ease because now all you've got to do is to pick out your stories. Do it now. Start by selecting your required number of front-page type stories. This is first, repeat first. You can get them from the front-page box or from the material that has lately come off the wire service. Do not take a front-page story from the box that you can't read effectively; just because somebody else rewrote something and put his lousy feature-type rewrite in the front-page box doesn't make it sacred or something you should use. Some of the stuff being put in that box as "front-page type" stories is simply shocking--I can't imagine anybody with journalistic training unable to punctuate, unable to spell, unable to convert a feature story into hard news, unable to paragraph and mostly simply rewriting a feature story into a much less poorly-written feature story. If you can't rewrite something into a good, hard-news "front-page type" story, don't try it. If you haven't had the initiative by this time to see what we are doing to convert features to hard news, topical, immediate news, you should have had. Start now and cut out this rewriting of good stuff into rambling, too-long, ill-punctuated, unclear mush that you yourself would never want read on your radio station. If you can't do a good rewrite, better learn how. If no time to rewrite, learn how to edit.

To continue with point (3) in preparing your newscast--the assemblage of material following the preparation of headlines and then your UPI carts--I want to tell you again not, repeat not, to pick stories unless THEY ARE INTERESTING TO YOU AND YOU UNDERSTAND THEM. This same rule is just as good on picking front-page type stories from the basket--if it is not interesting to you or you find it too rambling, shorten it or don't use it. If you don't really understand the story, don't use it. You know darned well you can't read an item effectively if you've not understood it. That's why some of the announcers here put the inflection on the wrong words and end up by making a jackass out of themselves.

You'll find that the state wire loads you up with a morass of mess--maybe you get one story out of fifteen that you find interesting. If your good judgment tells you that it isn't interesting, can it. Or, if you think another guy might want to do something with it, put it in the "question" file. We'll set one up forthwith. Don't use a Boston holdup (unless it is something like Brink's), don't use a story about two killed in a St. Louis fire, or five dying in a head-on collision in Mobile--nobody here is concerned with that. Are you? Don't ramble on and on too deep into an item. Have the common sense to know when to quit in an item when you are ahead. Get into the tiny details that the newspaper hits in its tenth or eleventh paragraph and you just stamp yourself as a journalistic amateur.

Might as well know right now that I am a stickler for correct punctuation. I am not going to be happy with hearing a "funeral pyre" called, several times in a row, a "funeral pier", or with having Reading, Pennsylvania pronounced any other way than "Redding", which is correct, and which occurred this morning four times in one news item. I've said before and I ~~say~~ say again that if you don't know how to pronounce a name or place name or word--FIND OUT, REPEAT, FIND OUT. If you can't find out, word around it and don't use the word--use a synonym or some other word.

You would find your newscast more interesting if you knew what time it was abroad, "in London, where it's teatime", or "in Saigon, where night has already fallen", or "in San Francisco, where it's two hours earlier and people are just getting up"--these phrases and many others would be possible for you. Time differences are not classified matter and you can easily discover these time differentials. It shows an immediacy on your part that stamps you as a pro.

In preparation, if a story has not been updated, take a look and maybe there's an update in the fifth paragraph, which you didn't read on the last 'cast. As previously indicated, many a time the lead is in the body of the story and not as written by the press service. Familiarize yourself with our type of editing--examples, many of them, are now readily available for your study. You can make yourself sound like a million if you learn this secret of editing and ultimately you'll find yourself actually able to do a part of your editing on the air.

If you hear a bulletin while you are preparing, put it on your headlines. Have the story on your next newscast. If you hear a good story on the air, ask for the story. And if you have a good story you think the next guy should have, don't hoard it like a squirrel storing nuts. Don't walk out of the ~~ink~~ studio, put your newscast down and let it lay there waiting to hatch. Give the next guy a chance.

To wrap this one up, (1) get those headlines, world and local, right--that's the first step; (2) get your carts ready after looking down the whole list--then round up the carts after you've made your little summary as outlined herein; (3) get the newscast together using the principles we've outlined here. I won't settle for less than the best; the licensees of your radio station won't; with concentration on the elements of this memorandum you'll be easier in your work, happier with yourself and you'll find yourself a very well-known figure in town.

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(1) The main, major, cardinal guiding rule is that you can't do a really effective job UNLESS YOU GO IN THERE WITH YOUR HEADLINES IN PERFECT SHAPE. Your headlines are the basic foundation stone.

They're the unalterable backstop--the vital preliminary to building a fine newscast. Write out your headlines and get all of the major headlines in good newspaper style. It is not at all unusual for me to have twelve headlines. This morning I had seven local and six national headlines. Takes a bit of time to deliver them on the air but it is worth it. These headlines make you feel and that's important, that you are giving the news--really giving it. And on this rock, the headlines, your newscast is then built. You know what you are looking for, you know what the news is. Then you can start to put the actual building on top of your foundation--those all-important headlines you've compiled so completely and carefully.

Sorry, but you just can't compile them off the wire. After you've got the other man's headlines and done them in your own way, using perhaps a different angle, you've GOT TO add the complete local headlines, everything important that City News or another source has had for the past few hours. And the morning and afternoon crews will never feel that they are really giving the news, and always feel upset and uneasy with themselves, unless they've combed those papers to cover the newspaper stories. This morning I promptly grabbed the Trib and Sun-Times and made headlines out of seven important stories which the previous man had not done. You are going to have to allot fifteen minutes of preparatory time if you are in the early a.m. shift for combing these papers and typing and rewording their major local stories. You might find a new lead in the third or fourth paragraph. Unless you do this, there's that gnawing feeling that the newspapers are being read out there at the breakfast table and that the listener is sitting out there laughing at you because you can't even get the news that was in a paper printed last night. So I must insist on such thorough headline searching. And in the afternoon, the same thing is true--when the headlines are phoned in, get them on and keep your headline list thorough and complete. Afternoon crews should make as thorough a search of the newspaper when it arrives. Wherever you find a moment, do a rewrite of the more essential parts of the newspaper stories--to cover your headlines. Credit whenever you wish or feel it should be done. Your headline preparation both local and world is the base and bedrock of the fine newscast that I expect you to deliver.

(2) The second step is to prepare your UPI Audio carts. Now that you have compiled the headlines adequately, it'll be easier to put your carts together and make sense with them. How to get your carts and get the right ones? Go down the UPI Advisory from number one right on down. Take the ones that make sense to you. Mark the numbers down on a sheet of paper. Now, take a sheet of plain paper and do it like this, looking up at the UPI Advisory from the numbers in front of you:

10 Bev Hills Police Capt. John Hankins--did police have advance tip on ~~ft~~ attempt to kidnap Leonard Firestone?

20 Bev Hills Hankins describes shooting scene

21 Chicago--Bill Reilly: juice hearings continue today.

etc., etc.

Don't try to use the form we devised. It doesn't work. Just use plain paper. Don't take too many carts--four are generally sufficient--without checking the times of each cart because if you get a couple that run more than forty-five seconds, it is going to cut seriously into your being able to get all the proper news stories into your newscast. And for heaven's sake, don't use a cart just to be using it--just to give yourself a break and find that the cart itself is an audience-killer. Don't come back from a cart without a line or two on who that was and the gist of what was said. Don't come right out of a cart and into the next and doubtless utterly unrelated story. Whenever you happen to get the wrong cart on--Heaven forbid!--just cut in with something like this, "WNews engineering has brought in Duff Thomas from Washington ~~instead~~ instead"...say it in a hushed tone underneath the cart. Or, cut the cart and say, "nope, he'll have to wait--Herb Brubaker's been standing by long enough; back to you in Washington, Duff, in a moment. Here's Herb Brubaker...".

(3) Now, your close to getting home--you've got all the foundation built, and with the news carts set up, your framework is up. You should be now more confident and more emotionally at ease because now all you've got to do is to pick out your stories. Do it now. Start by selecting your required number of front-page type stories. This is first, repeat first. You can get them from the front-page box or from the material that has lately come off the wire service. Do not take a front-page story from the box that you can't read effectively; just because somebody else rewrote something and put his lousy feature-type rewrite in the front-page box doesn't make it sacred or something you should use. Some of the stuff being put in that box as "front-page type" stories is simply shocking--I can't imagine anybody with journalistic training unable to punctuate, unable to spell, unable to convert a feature story into hard news, unable to paragraph and mostly simply rewriting a feature story into a much less poorly-written feature story. If you can't rewrite something into a good, hard-news "front-page type" story, don't try it. If you haven't had the initiative by this time to see what we are doing to convert features to hard news, topical, immediate news, you should have had. Start now and cut out this rewriting of good stuff into rambling, too-long, ill-punctuated, unclear mush that you yourself would never want read on your radio station. If you can't do a good rewrite, better learn how. If no time to rewrite, learn how to edit.

To continue with point (3) in preparing your newscast--the assemblage of material following the preparation of headlines and then your UPI carts--I want to tell you again not, repeat not, to pick stories unless THEY ARE INTERESTING TO YOU AND YOU UNDERSTAND THEM. This same rule is just as good on picking front-page type stories from the basket--if it is not interesting to you or you find it too rambling, shorten it or don't use it. If you don't really understand the story, don't use it. You know darned well you can't read an item effectively if you've not understood it. That's why some of the announcers here put the inflection on the wrong words and end up by making a jackass out of themselves.

You'll find that the state wire loads you up with a morass of mess--maybe you get one story out of fifteen that you find interesting. If your good judgment tells you that it isn't interesting, can it. Or, if you think another guy might want to do something with it, put it in the "question" file. We'll set one up forthwith. Don't use a Boston holdup (unless it is something like Brink's), don't use a story about two killed in a St. Louis fire, or five dying in a head-on collision in Mobile--nobody here is concerned with that. Are you? Don't ramble on and on too deep into an item. Have the common sense to know when to quit in an item when you are ahead. Get into the tiny details that the newspaper hits in its tenth or eleventh paragraph and you just stamp yourself as a journalistic amateur.

Might as well know right now that I am a stickler for correct punctuation. I am not going to be happy with hearing a "funeral pyre" called, several times in a row, a "funeral pier", or with having Reading, Pennsylvania pronounced any other way than "Redding", which is correct, and which occurred this morning four times in one news item. I've said before and I ~~say~~ say again that if you don't know how to pronounce a name or place name or word--FIND OUT, REPEAT, FIND OUT. If you can't find out, word around it and don't use the word--use a synonym or some other word.

You would find your newscast more interesting if you knew what time it was abroad, "in London, where it's teatime", or "in Saigon, where night has already fallen", or "in San Francisco, where it's two hours earlier and people are just getting up"--these phrases and many others would be possible for you. Time differences are not classified matter and you can easily discover these time differentials. It shows an immediacy on your part that stamps you as a pro.

In preparation, if a story has not been updated, take a look and maybe there's an update in the fifth paragraph, which you didn't read on the last 'cast. As previously indicated, many a time the lead is in the body of the story and not as written by the press service. Familiarize yourself with our type of editing--examples, many of them, are now readily available for your study. You can make yourself sound like a million if you learn this secret of editing and ultimately you'll find yourself actually able to do a part of your editing on the air.

If you hear a bulb tin while you are preparing, put it on your headlines. Have the story on your next newscast. If you hear a good story on the air, ask for the story. And if you have a good story you think the next guy should have, don't hoard it like a squirrel storing nuts. Don't walk out of the ~~mix~~ studio, put your newscast down and let it lay there waiting to hatch. Give the next guy a chance.

To wrap this one up, (1) get those headlines, world and local, right--that's the first step; (2) get your carts ready after looking down the whole list--then round up the carts after you've made your little summary as outlined herein; (3) get the newscast together using the principles we've outlined here. I won't settle for less than the best; the licensees of your radio station won't; with concentration on the elements of this memorandum you'll be easier in your work, happier with yourself and you'll find yourself a very well-known figure in town.

HEADLINES

Thrilling as it may be to rip off late wire service headlines, there are two things wrong:

- (a) they aren't headlines.
- (b) they aren't your station's headlines, because:

(1) What about your "front-page story" types? Going to ignore them in your headlines.

(2) What about your confere's "front-page story" types? Going to try to ignore the fact that he gave them?

(3) What about your local stories from the local wire or other local sources?

(4) What about the other wire stories that you think belong on the headlines?

(5) What about stories you've gathered, or stories about your own station or staff, you think belong on the headlines?

Thus, the headlines off the wire service are not only not the headlines but are a cheat and a fraud if you have delivered your newscast with thought, preparation and effort.

So, on headlines, please type them out as far as the ~~not attached~~. You're no other way to get them. Even the wire

Service stories don't come over as headlines (and we should ask for this since there are so many good music stations that would surely love such a terse headline revision). Ours typed out for your first newscast, you used only to add a headline here and there striking an occasional one you feel moribund.

When you originally type your headlines ~~costs one~~ shouldn't take more than sixty to 120 seconds — type by carbon and hang on headline hook (or spindle, basket or box). Your conferees will do same. When finished with your shift, file your ~~final~~ original, with the additions you've made by hand writing on the headline hook. Thus, a successor coming in can look through and see all of the headlines of the past 24 hours and thus know what ~~has~~ might or might not be out of date. ~~By~~ ^{change of shift}

Note the time on your final headline as sheet, with the various additions, as you file ~~the~~ the sheet upon departure. Headlines should only be removed at ~~4 p.m.~~ ^{12 noon and 12 midnight}, and then only those which have become twelve hours old.

Accumulated ten headlines? So what? Read them — they're short, if

you've done them properly.

To headlines every 10 minutes in
live times on a ~~30 minute~~ ~~and~~
~~to~~ 5-9 a.m. — 4-7 p.m.).

Even had that feeling you didn't
give the news, really? Follow
this little treatise on headlines and
you can exorcise that insidious old ghost
of your conscience. Nobody gives all
the news but nobody can say you
didn't give it the damnedest if service
~~anybody~~ ~~and~~ you could. Better really
to try, but such a comprehensive
headline review will enable even the
least conscientious to sleep soundly
with the thought that, at tomorrow's
cocktail party, he'll be able to
say "oh, I had that story" (a little
abbreviated, but you did have it). Such
a habit, practiced often enough, will
enable even the most conscientious of us
eventually to thrust that old devil
conscience and honesty under the ^{water's} surface
so repeatedly that they finally, in his
exhausted resignation, ~~sink to the bottom~~
~~disappear~~ ~~fringe~~ into the depths, never
to reappear or haunt us and, both
mercifully and happily, leave us free to
pursue an idyllic and untroubled tale
of mediocrity.

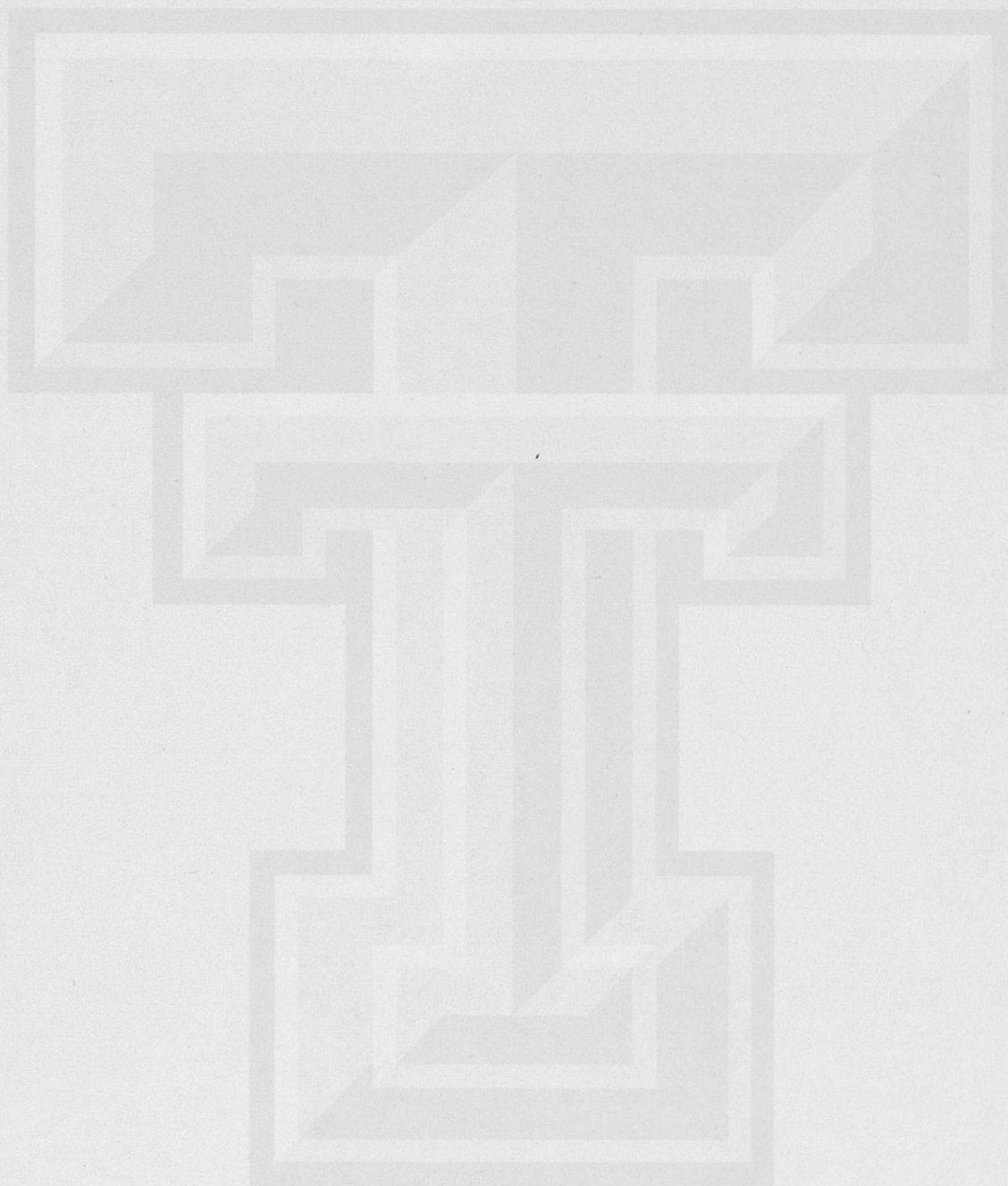
But it is better, isn't it -- mediocrity
is better than mere ~~stagnation~~ slothfulness,

-4-

isn't it? Of course, it is. That's the way to rationalize. And, of course, think of those occasional good moments when ~~that~~ an old and shadowy memory of conscientiousness presents itself and we combine both — headlines and real preparation.

But you can't do that all of the time. ~~You just can't~~ That's expecting a bit much, isn't it? ~~You've got to~~ You can't just spend yourself while you're working. ~~That's the fact~~ You have to think of the future which lies ahead ... lies ahead ... ahead ... ~~lies ahead~~ ... lies ... ahead ... lies ... lies

HOW TO CONTACT
MANAGEMENT



PLEASE POST FOR ALL EMPLOYEES

CE

This is meant, man-to-man, to all of those of you who are working with me at WNUS, whether union or non-union. Unless I fail in my own responsibilities, there should ideally be little difference since my commitments should be binding upon me whether in the form of a written contract or a verbal agreement.

I will begin to issue a number of directives which have objectives that I hope that you will either understand or at least question. Since our AFTRA and IBEW personnel are necessarily dependent upon the provisions of a contract which I may mistake as readily as they, I do hope that I may be personally readily advised of any possible future, near-future, present or past violation of either the wordage or spirit of our agreement (and this goes for non-union employees, too, who will find that I am as close as their collect telephone). In an endeavor to create with you a radio station of which we are going to be nationally proud, it is more than possible that I will make mistakes, like any human being, with regard to written or verbal provisions of an agreement. Please call me personally collect wherever you, or your shop steward, or, if non-union, you personally, have any questions. I can be reached during working days at RI 7-9311, Dallas (area code 214), which is my office, or, in the event that the office is closed, you may call my secretary, Ursula Schweitzer, at DA7-2791, also collect, identifying yourself so that she will know who is calling; if I am not in town, she will be able to tell you where to find me, or, if you wish, you can merely relay the text of your question or complaint to Ursula and she will notify me. Of course, in all of this, I am assuming that you have already satisfied yourself by proper conversations and/or correspondence, that the matter cannot be properly handled at either the level of the Managing Editor, Office Manager, General Manager or Sales Manager. Should you be unable to reach Miss Schweitzer for any reason, you should ask for Mrs. W.D. Manning, who is Secretary-Treasurer of our Corporation, and who may be reached at my office number recited above, or else at her home on Paldao Street in Dallas, and who will in short order either answer your question or complaint or certainly reach me and advise me to contact you. Should you fail to reach Mrs. Manning, you may be assured that my Assistant, Arthur N. Holt, at the aforementioned office telephone number, or his secretary, Billie Page, will be a source of information as to my whereabouts. Should you fail to reach Mr. Holt, ~~whose~~ whose home telephone number is listed in Dallas information, you should also try to call Mr. Donald C. Keyes, whose office number is the same as mine, and whose private and unlisted telephone number in Dallas is presently available through any of the parties listed above, or through the WNUS General Manager, Jack Burke, or through the WNUS Sales Manager, Ron Ruth. Should this all fail, you should send, also collect, a telegram to me that you wish to discuss something of importance and it will be forthwith transmitted to me.

The above should in no way be interpreted as an assumption that we have ~~any~~ violated or did violate any contract, in letter of spirit. It is, on the contrary, an effort to prevent ~~an~~ a repetition of the recent occurrence wherein announcers got unhappy enough to stay home from work without the writer, Don Keyes or Art Holt knowing one word about it. Nor did my father, nor did anyone else in management so far as I can ascertain. Neither Jack Burke nor Ron Ruth had the slightest inkling, as far as I can determine, nor did Jack Fiedler. Nor did Joanie Walgren, the Office Manager. Certainly, wherever a problem or question existed, ~~was~~ the corporation had a right to

Time Checks and
Weather Reports

PAGE TWO--how to contact management in case you have complaints or questions.

(continued)

at least a teaser, at least the implication of a clue that some question was in the mind of one of more of its employees. Home Office ~~xx~~ should be under the assumption that it will be advised if it has done anything that might violate the provisions of its written or verbal agreement with any employee. It should not be first advised by medium of a sick-strike or any ~~xx~~ other medium than that of direct communication with the Office Manager, General Manager, Sales Manager, President, Assistant to the President, Vice-President in Charge of National Programming or the Secretary-Treasurer of the Corporation--none of whom were given the slightest clue or warning in the instant case. Failing to reach any of these people, you may call the Chairman of the Board, who is my father, at RI 7-9311, Dallas, or at home, ~~xxxxxx~~ EM 3-3801, Dallas, although I would hope that you proceed through the other channels before you contact my father. On the other hand, if you feel that you wish to go direct to him in advance--which everyone would welcome your doing if that is the only way we can be advised of a measure of dissatisfaction--you have his numbers above.

If there remains any further question you have on methods of communication with management, please advise me, or, failing in that, you may advise any of the other parties involved here, sending me copies of same. I am herewith directing the General Manager, Jack Burke, to post copies of all of the names, home addresses, office addresses and home telephone numbers, of all of the parties in this memorandum, on the bulletin board at the station transmitter site and at the sales office. Should, by any chance, one of these telephone numbers be changed, I would urge that you continue to call these other parties listed, or telegraph collect as previously outlined, so that there is no possibility of failure of communication.

I would welcome any thoughts you have which would make for greater ~~xxxxx~~ ease of communication of your thoughts. Should all of these avenues of communication fail, please hand a note to the Managing Editor telling him you wish immediate contact with his superiors. Should this also fail due to the illness of the Managing Editor, telephone to the main office and leave word there for anyone in management to call. Should this also fail, telephone collect to RI ~~xxxx~~ 7-9311 in Dallas, leaving word for anyone in management to call. Failing this also, please call my brother-in-law, Lester May, who is listed in Dallas as my information under the name of Lester L. May, and leave word with him. Failing this, attempt to reach Mitchell I. Lewis, who is listed in the Dallas telephone directory and who lives on ~~xxxxxxx~~ Pinnocchio. This should give you enough basic information at least to initiate a search for one of our corporate officers, and, if you do not reach any of these parties, I can suggest to you that you leave ~~xxxxx~~ your message with the appropriate operator's number and immediately--again collect--wire one of more of the proper parties outlined herein. You will be hearing from one of them almost immediately.

Gordon McLendon

Time Checks and
Weather Reports

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PAGE TWO--how to contact management in case you have complaints or questions.

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Gordon McLendon

Time Checks and
Weather Reports

Time Checks and
Weather Reports

ALL Wnewsmen

1/17/66
Art Holt

Existing specific instructions concerning insertion of time checks have been completely ignored recently. To aid your recall, we will now re-state these instructions.

1. During the 6:00 AM - 9:00 AM period you are to give the time between every second item. At a time when this information is vital it must be presented on an absolutely consistent basis.
2. At all other times of the day you should give the time no less than every five minutes during the course of your newscast.
3. During the day wheel inserts time should be inserted between every five minute cart play. There should be absolutely no exceptions to this rule.
4. During the night wheel no more than ten minutes should be allowed to pass without a time insert between carts.

All of the usual rules with regard to the presentation of time checks should be followed: each time check is to be given as "Wnews time" or "WNUS time"...not CST or some such other generalization.

The temperature should regularly be given in conjunction with time checks. The frequency of this additional service will largely be determined by the importance (public interest) in the temperature on a given day. On a bad day you should get the temperature in almost as often as often as the time. The rules of common sense apply.

The chime should be used on all time checks.

How NOT To Begin
a WNUS Cast

ALL Wnewsmen

1/17/66
Art Holt

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How NOT To Begin
a WNUS Cast

Gordon McLendon

IF YOU CAN'T PRONOUNCE IT....ASK SOME ONE.....LOOK IN THE
REFERENCE BOOKS.....UPI GUIDE.....DICTIONARY. LET'S HELP ONE ANOTHER
AND CALL ATTENTION TO THE RIGHT WAY...THE ONLY WAY TO PRONOUNCE WEEDS ON
W*NEWS. THIS INCLUDES YOUR MANAGING EDITOR ALL THE WAY.

CTJ

Morning newsmen:

As we head into the really tough weather months, weather is to
become more and more a factor. WE ARE NOW HEARING COMMENTS THAT
THE MORNING SHIFT DOES NOT GIVE A WEATHER FORECAST OFTEN ENOUGH.
Thus:

- other
- (1) time and temperature between every/item, oftener if you wish.
 - (2) weather forecast story at beginning, fifteen, and again
at closing. Give weather, then headlines, then lead story,
and then have at it.

Gordon McLendon

NEWSCAST AT _____

ANNOUNCER _____

1st THIRD.....CHICAGO TIME _____ (AM/PM) AND TIME FOR ANOTHER FRESH
NEWSCAST FROM W*NEWS.

2nd THIRD.....THE TIME AT W*NEWS IS _____ (AM/PM) AND HERE IS STILL
ANOTHER UP TO THE SECOND NEWSCAST FROM W*NEWS.

3rd THIRD.....IT'S _____ (AM/PM) IN CHICAGO, AND STARTING TIME FOR
ANOTHER NEWSCAST FROM W*NEWS.

(HEADLINES)

1....

2....

3....

(PERSONALITY CREDITS)

----- (CUT SHEET HERE) -----

NOW WITH NEWS FROM THE WORLD OF ENTERTAINMENT...HERE IS W*NEWS REPORTER ANGELA
SMITH.

----- (CUT SHEET HERE) -----

SECOND SPORTS STORY

----- (CUT SHEET HERE) -----

W*NEWS IS REPORTING ON THESE HEADLINE STORIES TO THIS HOUR:

1.

2.

3.

FOR THE CHICAGOLAND AREA, THE WEATHERMAN PREDICTS.....(READ FIRST LINE OF WEATHER
FORECAST). WE'LL HAVE A COMPLETE WEATHER FORECAST AT THE COMPLETION OF THIS
NEWSCAST, WITH DETAILS OF THE HEADLINE STORIES ON THE NEXT FULL AND COMPLETE
W*NEWSCAST AT _____.

How NOT To Begin
a WNUS Cast

NEWSCAST AT _____

ANNOUNCER _____

Format Info

1st THIRD.....CHICAGO TIME _____ (AM/PM) AND TIME FOR ANOTHER FRESH
NEWSCAST FROM W*NEWS.

2nd THIRD.....THE TIME AT W*NEWS IS _____ (AM/PM) AND HERE IS STILL
ANOTHER UP TO THE SECOND NEWSCAST FROM W*NEWS.

3rd THIRD.....IT'S _____ (AM/PM) IN CHICAGO, AND STARTING TIME FOR
ANOTHER NEWSCAST FROM W*NEWS.

(HEADLINES)

1.....

2.....

3.....

(PERSONALITY CREDITS)

----- (CUT SHEET HERE) -----

NOW WITH NEWS FROM THE WORLD OF ENTERTAINMENT...HERE IS W*NEWS REPORTER ANGELA
SMITH.

----- (CUT SHEET HERE) -----

SECOND SPORTS STORY

(THIS CLASS)

----- (CUT SHEET HERE) -----

W*NEWS IS REPORTING ON THESE HEADLINE STORIES TO THIS HOUR:

1.

2.

3.

FOR THE CHICAGOLAND AREA, THE WEATHERMAN PREDICTS....(READ FIRST LINE OF WEATHER
FORECAST). WE'LL HAVE A COMPLETE WEATHER FORECAST AT THE COMPLETION OF THIS
NEWSCAST, WITH DETAILS OF THE HEADLINE STORIES ON THE NEXT FULL AND COMPLETE
W*NEWSCAST AT _____.

How NOT To Begin
a WNUS Cast

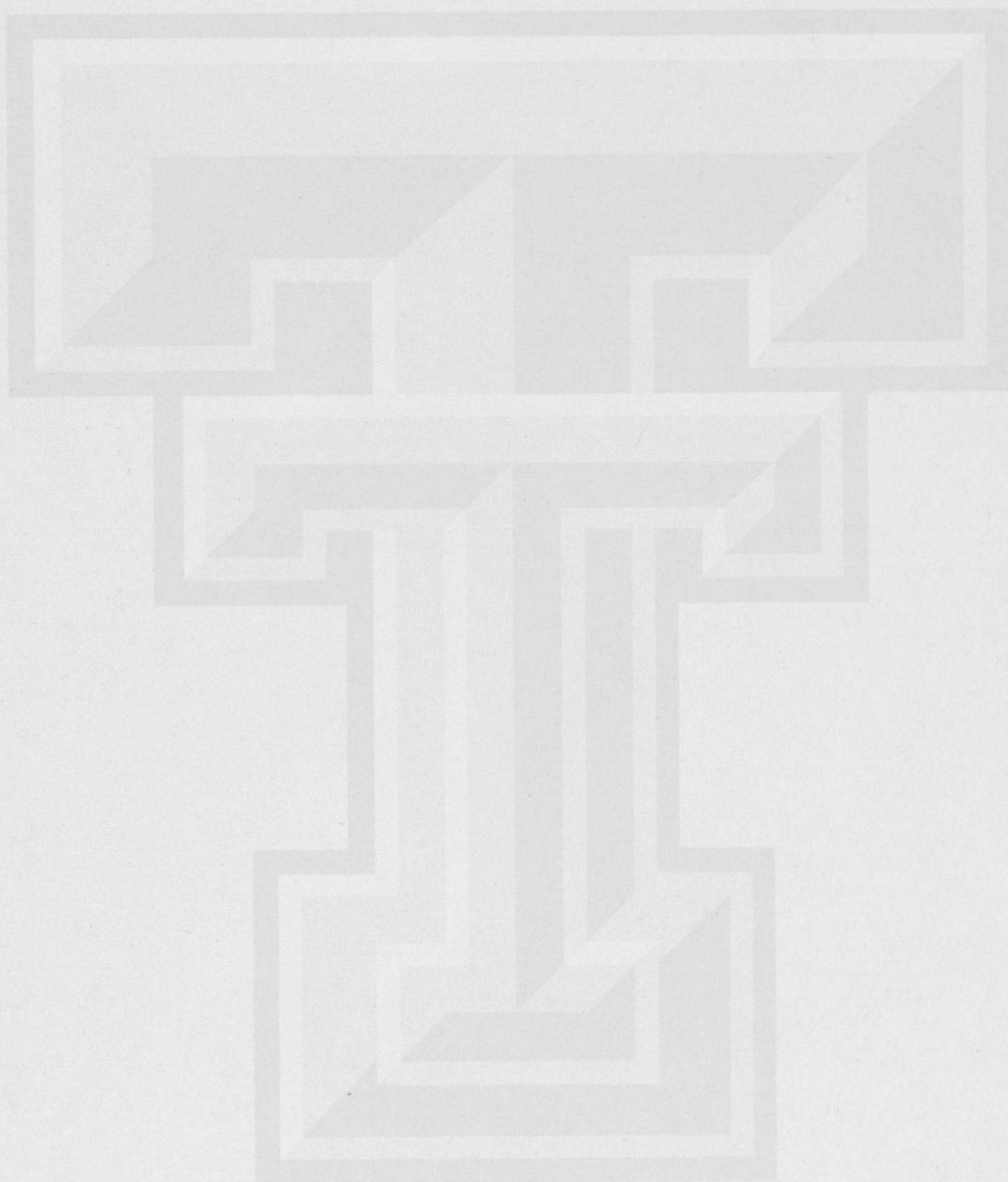
.....NOW...THE OFFICIAL FORECAST FOR CHICAGO & VICINITY.....

FOR MOTORISTS DRIVING WITHIN 150 MILES OF CHICAGO.....

(NEWS CLOSES)

- 1.....AND SO ENDS THIS W-NEWSCAST. ANOTHER FULL & COMPLETE 30-MINUTE REPORT FOLLOWS IN SECONDS.
- 2.....THIS CONCLUDES ANOTHER UP-TO-THESECOND NEWSCAST FROM W-NEWS. STANDBY FOR THE NEXT W-NEWSCAST...IN SECONDS.
- 3.....YOU'VE JUST HEARD ANOTHER FULL & COMPLETE 30-MINUTE REPORT FROM W-NEWS. THE NEXT UP-TO-THE MINUTE NEWSCAST...FOLLOWS IN SECONDS.
- 4.....THIS HAS BEEN ANOTHER FULL 30-MINUTE REPORT FROM W-NEWS. THE NEXT W-NEWSCAST FOLLOWS IN MOMENTS.

How NOT To Begin
a WNUS Cast



TO ALL NEWSMEN

How not--repeat NOT--to begin a news broadcast on WNUS:

Don't begin with a parenthesis.

Don't begin with a prepositional modifying clause.

Don't begin with "well" "now", "a cheery hello", or
some other trustworthy old verbal crutch.

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