

11 London office file

RAB-H0.2 News-ge

EXECUTIVE OFFICES

## THE McLENDON STATIONS - DALLAS

TO: Gordon McLendon  
cc-Don Keyes

DATE: July 14, 1960

SEPTEMBER 21, 1959

FROM: Joe Long

SUBJECT: Election Poll

There is no question that our methods in the May election poll were all wet.

It is impossible for me to come up with any figures other than the percentages used on the newscasts. There were just too many people involved.

I want, therefore, to make firm policy of the following:

1. All straw polls within our company are to be cleared through me before being conducted.
2. A complete record of all figures will be kept in a permanent file. These figures to include number of calls, respondents, non-respondents, daily percentages and running total.
3. There will be no fewer than 28-hundred calls per week. This means calls placed, not respondents.
4. In the case of KLIF, I will arrange for the hiring of those who will make the survey and they will report the results to me and to no one else. At other stations the News Director will have the same responsibility.
5. The city will be divided into six sections and an equal number of calls will be placed in each section.
6. The first tabulation will be phoned to the News Director at 11:30 a.m. and the second at 4:30 p.m. We will report only percentages with no breakdowns by section or actual figures.
7. In making the call the surveyor will clearly state that it is the KLIF Election Poll. We are not interested in the respondents name. It is an impartial poll and no recording is being made. Then, ask the question.
8. The final tabulation will be made the afternoon before the actual election day. No calls to be made on election day itself.

If you have any other suggestions I would appreciate hearing them. If the May situation caused you undue embarrassment with Jack Cox, my apology. I believe the above items will place us on firmer ground.

Joe Long

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MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: SEPTEMBER 21, 1959

One of our attorneys calls to our attention the fact that we should be maintaining a file of beeper telephone tapes. Should we ever have to refer to one in court, we will have them on hand. Please answer the following three questions and advise me as soon as you can.

1. Is your newsroom equipment so constructed that it's possible to air directly and tape record a telephone conversation without the use of the beeper tone?

If it is, you should take immediate steps to change this and arrange it so nothing can be broadcast or recorded by telephone which does not have the beeper tone.

2. Do you maintain a file of actual beeper tapes and is this file indexed and readily accessible?

3. Is your file of newscasts complete and, again, indexed and readily accessible for examination?

Remember that once your news has been broadcast it is considered the same as having been published in a newspaper and is accessible to anyone who would have reason to review it. The fact that beeper tapes are not written down does not exclude them from this category of published material.

As a result, newscasts should be completely written at least ten minutes before the hour with the exception of a possible last-minute story.

Don Keyes

DK/ys

cc: Gordon McLendon ✓

B. R. McLendon

*11 London office file*

*news*

TO: ALL NEWSMEN

FROM: DAVE MUHLSTEIN

SEPTEMBER 4, 1959

- 1 -- Let's not be morbid this holiday weekend in spite of the wire service heavy play on traffic death counts and so forth. Of course, we will use these items but our emphasis will be on holiday pleasure rather than tragedy.
- 2 -- Beginning Saturday, September 5, we no longer will use Fidler on the news.
- 3 -- New news intros are in effect Saturday morning at 6am. They are both fast paced and short.
- 4 -- We no longer will carry local stocks on the news. We will continue to carry complete Dow Jones averages.
- 5 -- For the next several days we will be plugging some station promotions by means of news stories as well as regular promos. Altho these stories will be written in advance you are expected to re-write them as you would any other story with extreme care not to miss the objectives in any of the stories.
- 6 -- In line with the fresh, new sound in our station programming, the news department is expected to carry through the same idea in news. Do not air any mobile report in which the quality, both sound and content, is questionable. Be prepared well before air time so that you don't drop the ball on the air in newscasts.  
  
We will be doing two-voice newscasts regularly, specifically on the 8 am and 5 pm news casts and generally during the day whenever two men are in the newsroom at once.  
  
As a result, newscasts should be completely written at least ten minutes before the hour with the exception of a possible last-minute story.
- 7 -- Be on the lookout constantly for sensational or sex stories. Scan the papers, especially the Fort Worth Press, for items that can be updated and that have not received any or much local play.

11 London office file

RFB

TO: ALL NEWSMEN

new

FROM: DAVE MUHLSTEIN

SEPTEMBER 5, 1959

Beginning immediately:

- 1 -- Drop missing persons reports as special feature. Use only when called and requested to do so by police.
- 2 -- Drop hot car reports.
- 3 -- When giving pollen count, dress it up slightly. "Attention hay fever sufferers"...or something to that effect. It's okay to give credit to the Dallas Health Museum, but let's cut it to just that, knocking out the "and Science" part of the title.

Also, in dressing up the pollen count report, let's tell people what the figure means as far as they are concerned. I.E., use the term "caution level." For example: "No sniffles yet. The latest pollen count reading in Dallas is seven. Still far short of 25....the caution level for ragweed sufferers."

- 4 -- Please note the new news format calls for ringing the ship's bell to intro the weather. No need to clear the channel, just a couple of quick rings.

11 London office file

STATION MEMORANDUM  
MEMORANDUM

415 MADISON AVE. - NEW YORK 17, N. Y.

*Johnbook  
new*

TO: STATIONS ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: AUGUST 14, 1959

Ken Strouse at WDC in Washington has asked me to call your attention Cecil Tuck, News Director of KTSA - San Antonio, has come up with a good idea that I wish you would all incorporate immediately. Cecil says now that they are no longer doing half-hour headlines, he occasionally uses a combination headline - type - teaser when several good dramatic stories are breaking. This can usually be done with few words and I think it is a very good combination. Here is an example of how this would work. Instead of just broadcasting a teaser ten minutes before news time, you would broadcast the following, for example:

"From the KTSA news center: San Antonio constable wins bloody battle... death toll mounts in dynamite disaster... Now they know what ails the queen... Details on the next edition of KTSA pacesetter news \_\_\_\_\_ minutes from now".

Don Keyes

DK/ys

cc: Gordon McLendon  
B. R. McLendon

For information contact Joseph K. Phillips, Deadline Washington, Inc., 1701 - 16th St., Washington, D.C.; telephone ALams 2-8152.

*M London office file*

STATION MEMORANDUM

*news*

JOHN BLAIR & COMPANY

415 MADISON AVE. • NEW YORK 17, N. Y.

*RPB*  
*Barnett*

TO ALL STATIONS

DATE July 10, 1959

FROM Wells H. Barnett

SUBJECT Deadline Washington, Inc.

Gentlemen:

Ben Strouse at WDC in Washington has asked me to call your attention to Deadline Washington, Inc.

This is a Washington news service available on an exclusive basis to one station in a city. It is headed by Joe Phipps, former News Director of WDC, and it is an outgrowth and improved version of the original Jock Lawrence News Service. Copies of the rate cards are attached.

There are two distinct services available from Deadline Washington. One is by daily beeper telephone. This is available on a basis of six calls per week, six stories per call, or two calls daily, 11 per week (no Saturday P.M.), minimum of four stories per call.

These stories are all first person actuality Washington reports and they are so arranged that they can be incorporated into special newscasts or they can be custom-built with opening and closing so that it appears to be the station's individual Washington bureau.

For those stations that don't want to pay the collect telephone charges, we also have a prepaid air mail special delivery service, with taped stories so set up that they can be used a day late without losing their news worthiness. This is available on a basis of six stories per day, Monday through Friday at \$25 per week, with Saturday added at \$30 per week, and with Sunday added at \$35 per week.

For further information, contact Joseph K. Phipps, Deadline Washington, Inc., 1701 - 16 Street, N.W., Washington, D.C.; telephone ADams 2-8152.

Best regards,

/ac  
att

*Wells*

11 London office file

RATE CARD #1

A. Beeper telephone transmissions:

One call daily, minimum of 6 stories per call  
6 calls per week

\$30.00 per week

Two calls daily, minimum of 4 stories per call  
11 calls per week (no Saturday PM)

\$35.00 per week

Prepaid air mail special delivery: (tape)

B. 30 stories per week (Monday through Friday)

\$25.00 per week

36 stories per week (Monday through Saturday)

\$30.00 per week

42 stories per week (Sunday through Saturday)

\$35.00 per week

All telephone calls are collect. Deadline Washington reserves the right to use regular mail instead of air mail if this results in most expeditious delivery to subscribers.

GROUP RATES FOR STATIONS WITH AT LEAST 51% COMMON OWNERSHIP

2 stations	2% discount
3 stations	3% discount
4 stations	4% discount
5 or more stations	5% discount

11 London office file

SARAH McCLENDON  
NEWS CORRESPONDENT  
NATIONAL PRESS BUILDING  
WASHINGTON, D. C.

March 20, 1959

Mr. Gordon McLendon  
The McLendon Corporation  
2104 Jackson Street

MEMORANDUM

KLIF--DALLAS

TO: Gordon McLendon

DATE: April 1, 1959

FROM: Don Keyes

SUBJECT:

This might be worth trying on a trial basis for a month, however, I wouldn't bother with Long Distance calls. I would have this lady record tapes and mail them. Unless, of course, something really hot broke.

Don Keyes

acquainted with you when you are in these parts.

Sincerely,

*Sarah McLendon*

Sarah McLendon

11 London office file

SARAH McCLENDON  
NEWS CORRESPONDENT  
NATIONAL PRESS BUILDING  
WASHINGTON, D. C.

March 20, 1959

Mr. Gordon McLendon  
The McLendon Corporation  
2104 Jackson Street  
Dallas, Texas

Dear Mr. McLendon:

Sir, isn't it about time you and I got together to produce a radio or television show for Texas?

How about it?

I'm a news correspondent up here beating my brains out and walking my legs off getting news for Texas. I do know what is going on. I get much news that would be suitable for a Texas news program over the air.

If you notice, in reading Texas newspapers, there is little of color and not enough news. There is plenty here. In fact, sometimes, you can get more news about Texans in Washington than you can at home.

A light, but factual, newsy program would give the Dallas News a run for cover.

I've had experience. I have a Texas voice. That's why some of these Yankee stations won't use me. I interviewed women for over a year for WBAP, Fort Worth, from Washington. I produced for about four years Texas Quality Network Forum from Washington but they never let me go on the air because I was a woman.

I cover all types of news. I've been a news reporter in Texas and Washington since 1931. I've been covering news here nearly 15 years. I cover the Congress, White House, Federal Communications, Lyndon Johnson, Sam Rayburn, and anything else you can name.

When I was down in San Antonio recently, I met your station representative. He's very alert. He told me I ought to write you a letter.

My people came from around Monroe and Houma in North Louisiana, but we spell our name with two C's.

I'm always being approached here by some one who wants to meet me because I'm kin to you, then I have to disappoint him by telling the truth.

I'd like to hear from you about this soon. And I'd like to get acquainted with you when you are in these parts.

Sincerely,

*Sarah McLendon*  
Sarah McLendon

11 London office file

PPB

TO: ALL STAFF AND TELEPHONE SURVEY PEOPLE

January 20, 1959

FROM: DAVE MUHLSTEIN

MARCH 25, 1959

SUBJECT: TAX SURVEY

KLIF News is conducting a poll on public reaction to some of the tax proposals offered the current Legislature. The poll will be reported on the 5 p.m. news for the first time, each day, with follow-up stories on remaining newscasts through midnight, then again at six a.m., seven a.m. and eight a.m., each morning.

Telephone survey people will complete 60 calls a day, half of these calls the night before, the remainder by 4 p.m., of the reporting day. Calls will be divided into the six sections of the city outlined in the pre-election survey.

In making the survey, the telephone people will point out:

"One of the hottest controversies in years is raging in our state capitol over the question of new taxes. Legislators are divided over the merits of several tax proposals. KLIF wants to know, as a public service, how the taxpayers feel about these proposals. We do not need names, since all we keep are percentages.

"Taking it for granted that ~~that~~ the state must increase revenue in some manner, which of the several tax proposals would you most favor? Which would you most oppose?

- 1 - A state income tax
- 2 - A general sales tax
- 3 - A tax on gross business sales (receipts)
- 4 - Additional franchise taxes and natural gas taxes
- 5 - Sales tax on special items

A SPECIAL NOTE TO TABULATORS: If the person declines to give any opinion, note if the reason is because the person feels unfamiliar with the tax proposals.

*M. London office file*

January 20, 1959

TO: All Managers and Program Directors  
FROM: Don Keyes  
SUBJ: News Teasers

I have noticed lately that a couple of our stations have grown extremely lax in the use of news teasers, even though they were indicated on the log. I would point out to the disk jockey that they are responsible for the log as presented and are not at liberty to make changes

*RBB*

**MEMORANDUM**

**KILT**

TO: Gordon McLendon  
Don Keyes  
cc: Joe Somerset  
FROM: Bill Weaver

DATE: February 10, 1959

SUBJECT: Program Ideas - *News-J'e*

Just as soon as it is possible to do, we have two ideas that we would like to experiment with and see if they will improve our programming and increase our ratings:

1. The Town Crier idea of having a Disc Jockey discuss various controversial angles over the air using the actual voices of our listeners. This would be broadcast in the afternoon period. We would probably experiment with Spivak at night, and if he can do the job, move him to a day time slot.
2. Have regularly scheduled Editorials daily. One in the AM, one around noon, and one in the PM. Each day we would have a different editorial subject, and run the program on a Fulton Lewis, Jr. type of broadcast. The Editorials would be short - about 2½ to 3 minutes each, but the main feature would be a different subject each day. This would require another full time editorial writer and broadcaster for the news department.

I will appreciate your comments.

11 London office file

TO: Newsroom and Jock

FROM: Dave Schistman

November 23, 1958

January 20, 1959

CONTROL ROOM SECOND PERIOD FOR HOLIDAY WEEKEND BROADCASTS

A 75 min record of Big Ben Chimes will be broadcast at 10:00 a.m. on Monday, Dec. 1. The scoreboards will show at 10:00 a.m. and 10:15 a.m. news, then picked up again at 10:30 a.m. and 10:45 a.m. news. Many times the Western Union ticker will shut down during the broadcast.

TO: All Managers and Program Directors

FROM: Don Keyes

SUBJ: News Teasers

Newsroom season starts on KLIF, Monday, Dec. 1. The scoreboards will show at 10:00 a.m. and 10:15 a.m. news, then picked up again at 10:30 a.m. and 10:45 a.m. news. Many times the Western Union ticker will shut down during the broadcast.

I have noticed lately that a couple of our stations have grown extremely lax in the use of news teasers, even though they were indicated on the log. I would point out to the disk jockey that they are responsible for adhering to the log as presented and are not at liberty to make changes with items such as news teasers. An occasional monitor of your station will serve to keep your people in line on this matter.

5-4-56, Baylor 32.

NEXT CAR REPORTS

Don Keyes

Start cc: B. R. McLendon 7 and 8 a.m. news and again on the 5 & 6 p.m. news, we'll ring bell for "Hot Car Report".

This is being set up with the auto theft bureau news. The morning newscast will have to check with auto theft in the a.m. and a new alert will have to be made by the newscast for the five and six p.m. news. Be brief. Use a maximum of one report per cast. Use this general form: "A 1958 Pontiac, color blue over white, stolen from in front of 3106 Jackson between ten p.m. and two this morning. License number MW 6919. Anyone knowing the whereabouts of this car notify Dallas Police immediately."

This item will be used just before the weather. Newsroom will intro by ringing bells and will close it with more bells.

A REMINDER...OR TWO

We need to get the call letters into the newscast more often. At least ten on each cast including the intro, close and weather. Any story that was reported from a mobile unit or reporter on the beat should include the information in the story. Don't fall into the habit of every story being lead with "KLIF Dateline...". It's okay for one or two each cast, but that should be the limit. Don't go so far afield the other way, either. That is, "like told KLIF reporters..." There are a number of ways to work the call letters in without hitting extremes. With the intro, close and weather counting, you only need a few to hit the minimum.

Also, on datelines overseas, let's use KLIF times or weather conditions.

Let's not forget teasers or top story of the hour.

Let's make it a point to come up with at least one new local story an hour.

As we work top local stories are included on the headlines. This includes leaving top local headlines for the jocks when a newscast leaves at night.

We have testing and visibility on seven and eight a.m. news ...and don't forget calls for it continue to follow newscasts as long as the information has some value.

TO: Newsmen and Jocks

FROM: Dave Muhlstein

McLendon office file

News

November 25 1958

CONTROL ROOM SOUND EFFECT FOR HOLIDAY WEEKEND NEWSCASTS-----

A 78 rpm record of Big Ben Chimes will be played at 45 rpm to intro holiday death toll stories on all newscasts during the holiday period. The weird sound will be cued to the end of the closing line of the news intro. The death toll story will be the lead story on the newscasts.

BASKETBALL SCORES-----

Basketball season starts on KLIF, Monday, Dec. 1. The scoreboard will start at 3:45 pm. Scores should be continued through the one a.m. news, then picked up again on the 6, 7 and 8 a.m. news. Many times the Western Union ticker will shut down before all the scores are in, especially from the West Coast. For this reason, the night man will have to check closely the AP wire for those scores still not complete when the ticker shuts down. Basketball scores will be given in the same manner as in football.

Be as brief as possible. Use no verbs....S-M-U 56, Baylor 52.

Winning team first.

Give the scores in groups: Final scores, then third period, second period, 1st.

If a game went into overtime, mention that: Final score in a double overtime, S-M-U 56, Baylor 52.

HOT CAR REPORTS-----

Starting immediately, on the 7 and 8 a.m. news and again on the 5 & 6 p.m. news, we'll ring bells and say "The KLIF Hot Car Report".

This is being set up with the auto theft bureau now. The morning newsman will have to check with auto theft in the a.m. and a new check will have to be made by the newsman for the five and six p.m. news. Be brief. Use a maximum of one report per cast. Use this general form: "A 1958 Pontiac, color blue over white, stolen from in front of 2104 Jackson between ten p.m. and two this morning. License number MN 6919. \*\*Anyone knowing the whereabouts of this car notify Dallas Police immediately."

beat  
mber

This item will be used just before the weather. Newsroom will intro by ringing bells and will close it with more bells.

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Be certain top local stories are included on the headlines. This includes leaving top local headlines for the jocks when a newsman leaves at night.

We want ceiling and visibility on seven and eight a.m., news ...and when weather calls for it, continue on following newscasts as long as the information has news value.

TO: Newsmen and Jocks

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November 25 1958

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news - g'l

TO: ALL BLAIR OFFICES

FROM: Gordon McLendon

DATE: April 15, 1958

As most of you know, KLIF last month received the National Headliners' Award for consistently outstanding radio journalism. We are naturally quite proud of this award. However, I am afraid it must take second place to KLIF's new honor:

The Annual Sigma Delta Chi Radio Reporting Award of 1958. This is the Cadillac of radio news awards. It should further refute anybody's idea that KLIF is primarily a teenage station.

KLIF's Managing Director, Dave Muhlstain, will be honored at the Plaza Hotel in New York on the evening of May 15.

I know that you all are as proud of these two signal tributes as KLIF is.

GBM:bp

cc: All McLendon Station Managers  
Marcus Cohn

TO: ALL BLAIR OFFICES

FROM: Gordon McLendon

DATE: April 15, 1958

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GBM:bp

cc: All McLendon Station Managers  
Marcus Cohn

TO: ALL MANAGERS & PDs

FROM: Gordon McLendon

DATE: January 16, 1958

Once again please refer to the memo on call letters. I notice a number of fellows referring to "we'll be back right after the news." Obviously, that is a mistake.

And another thing the jocks are not doing, by and large, is saying "This is the KLIF Ken Knox Show" or "This is the Ken Knox Show on KLIF." In other words, any time they refer to the show, they should also give the call letters.

GBM:bp

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FROM: Gordon McLendon

DATE: January 16, 1958

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GBM:bp

## V. TECHNIQUE ON REMOTE NEWS UNITS

There is no reason why radio cannot excel newspapers as a news-reporting medium. Radio is faster and has the emotional appeal of the human voice.

As a remote news reporter, one large part of your job is to see that no major story appears in a newspaper which your radio station has not previously broadcast. If this appears to be a large order in view of the larger staff of the newspaper, it is merely your job to overcome this manpower advantage. And you have many advantages with the speed of Electronic Communication which permit you to cover many more stories than the newspaper reporter. Thus, your function is, as one man, to do the job of twenty.

You must not miss important crimes, trials, council meetings, accidents, business developments, etc. You must have contacts to tip you on such imminent stories.

You should scan each newspaper to be sure you have missed no stories. If you have missed a story, begin work immediately to correct your contact or to establish one which will prevent such omissions in the future.

Another most important reason for reading the newspaper is to ascertain which story or stories is being most talked about by the people, and therefore which one or ones should be worked upon most heavily. Always hit hard and follow up relentlessly a story that seizes the public fancy. If the public is interested in a certain item, give them news of it. If the subject on everyone's lips in Dallas is the intense heat, keep abreast of

this; if your most discussed story is a murder, follow it up on every newscast; if a controversial city action is the talk of the town, hit hard on stories concerning this. In other words, sense what the people are talking about and are interested in, and give them what they want to hear.

Next, when you are reporting an event over the air, keep telling the public what you are reporting; when you are talking to someone, tell the listening audience to whom you're talking, and keep telling them. And when you are finished reporting, summarize, and then close by telling them what you've reported, whom you've just talked to, and from where.

If you're reporting an exclusive story, don't hesitate to emphasize it. And emphasize the speed of radio news. And tell them to keep tuned in for a possible follow-up report if you think there'll be one.

Do not editorialize on the air without executive permission.

When signing off your broadcast to return to the studio, always tell your listeners the name of the program you are returning to.

If you are sponsored, give your sponsor an occasional ad-lib credit, i. e., "And now, from here at the City Council, on this Joe Doakes Motor Company broadcast....", etc. Don't limit his mention to the commercial unless the nature of the story dictates same.

Call attention to the next regular newscast for complete details of the story you've reported.

When interviewing officers, give their names and give them clearly. If necessary, spell out the name of any person, officer or otherwise, whom you're interviewing.

When interviewing an arriving celebrity, say something. Don't just ask him some idiotic questions about when he arrived, how long he'll be here, if he likes Texas, etc. Don't be banal. Think in advance of what you're going to ask him. Ask him pointed, newsy questions--he'll appreciate it. Ask him about things you'd like to know--things that you'd like to hear from him in an intimate, two-man conversation. For heaven's sake, don't conduct the ordinary blab-blub interview so characteristic of radio interviews. Get something out of your interviewee, be he a general, a golfer, a movie star, a corporation president, or what-not.

Don't be awed by your interviewee's presence. Be respectful, but be a news reporter. Don't indulge in a flattering match. Have hard-hitting questions. If your interviewee is General Ridgway, don't act as a one-man Chamber of Commerce Welcoming Committee to Dallas. Your listening audience doesn't give a tinker's dam about your welcome or anything you say. They want to hear the General answer questions. Ask him if he thinks we're going to have another war, how many troops Chiang has on Formosa, if he plans to retire soon, if he's ever been shot and if so, how, if he believes the Russian Army is as good as it is cracked up to be, what he thinks should be done in the Far East, etc. These are examples of meaty questions.

Don't dwell on such things as how glad we are to have him, how long will he be here, where does he make his home, did he have a good flight, does he like Texas, has he ever been in Texas before, where will he go next, etc. You are not a representative of either the Royal Geographic Society or the Ladies Sewing and Pink-Tea Patter Party. Try the latter method of questioning, and we will send you to Pine Bluff for seasoning.

By now you must have gathered that this radio station wants to do the news differently than other radio stations---and interviews, too.

Conduct your interviews as though you were a member of the "Meet the Press" panel. If you haven't the guts or the foresight to think out your questions in advance, we don't want you.

If you meet an entertainment personality, ask the same newsy questions. If it's Marilyn Monroe, ask her (within decency) what you'd like to know about her. For instance, ask her if she's happy with Mr. Miller, if she's having any more trouble with 20th, if she's ever regretted her calendar pose, if it's true about her sleeping attire, or lack of it; about her salary, if she likes the script of her next picture, what was her favorite scene, who is her favorite leading man, etc.

Think out your questions, and for the third time, ask your interviewee what you'd like to hear if you were at the other end of the radio.

Don't be awed. You have an opportunity to be as important in your field as your interviewee is in his; he or she puts on his or her pants one leg at a time. Get the news. You are doing a public service when you give your audience what it wants to hear.

Any, any interviewee---an arrival, a celebrity, a criminal, a public official, any of them--the same tactful but piercing questions. Get the news. Don't be timid.

While KLIF has defeated its rivals by mere opportunism in coverage of national and international news, it is in its coverage of local news that KLIF's real superiority lies. Local news, again, because of fixed program schedules of network stations is a type of news that has been neglected by

KLIF's network competitors; hence, local news becomes the most important subject of KLIF's news department, followed in order by state, national, and international news. Details of KLIF's unique coverage of local news will follow.

Another interesting use of the remote unit, particularly after 10 p.m. at night, is to call it on the air and have it come in with a routine cruising report, whether there is any big news or not. This breaks the monotony in lonely hours.

GORDON McLENDON

my file

TO: All KLIF Newsmen  
FROM: Gordon McLendon  
DATE: November 19, 1955

I have noticed several things lately that disturb me. For one thing, on many newscasts there are not enough items. On other newscasts, the sound on the news machine in the background is not audible. We are not plugging enough the fact that certain stories and mobile reports are "as reported exclusively from the scene on KLIF." We are not making ad \_\_\_\_\_ our news. The other morning

News

WTIX Capital desk  
State desk

- " on the burglary beat "
- " Touch quarter reporters "
- " reporters in touch with the Miami FBI "

W/Cox - Tel.  
Harking -



my file

TO: All KLIF Newsmen  
FROM: Gordon McLendon  
DATE: November 19, 1955

I have noticed several things lately that disturb me. For one thing, on many newscasts there are not enough items. On other newscasts, the sound on the news machine in the background is not audible. We are not plugging enough the fact that certain stories and mobile reports are "as reported exclusively from the scene on KLIF." We are not making adequate follow ups on our news. The other morning we had a bank robbery story and played it up pretty heavily in the middle of the day. There was no mention of it on late afternoon or evening newscasts. You have got to remember we have an entirely different audience and this item is at least worth a mention on later newscasts. When you come on duty, check your back file.

Thanks.

GBM:bp

~~SECRET~~

### NEWS POLICY AT KAKI

Despite the frequency of our headline coverage, there are still some news events which should be covered between records. We speak here of events of national importance, a tremendous local story, or a national or international human interest story which has caught the fancy of the nation--for instance, Kathy Fiscus' imprisonment in an abandoned well.

Only your common sense can guide you in picking items to use. Whole days will go by with nothing that demands such treatment--on another day, you may have two or three in one day; in the case of a Kathy Fiscus story, every hour treatment might be dictated. You are the judge. The ordinary story which you put on the headlines will only seldom be big enough to give such treatment--i.e., tanker sinkings, international armament pronouncements, President going on vacation, etc.--these are not big enough stories. Nor are small air crashes. If a Delta plane crashes with 85 aboard, this should be given the special treatment. We do not want to become a news excerpt station.

After you finish giving a news story between records (and you should use only that portion of the story--probably the first paragraph--which gives essential details) you should use this closing: "another KAKI news service--khaki gives you only the important news and gives it to you fast."

The above treatment of news is to be distinguished from bulletin usage. You have a special bulletin intro that is already recorded. You will use every bulletin that comes in, employing this intro. Repeat--the news stories discussed above are over and above and in addition to our use of bulletins.

In baseball scores, you should occasionally give between records a score involving competing teams in either league. Since there are no competing teams now in the American League, that restricts it to the National League--but use only games involving the competing teams.

By the way, you'll have opportunity occasionally to use sports stories on your headlines or on a between-records story in such cases as these: a no-hitter, four homeruns in a game, outcome of a World Series game, a new world's record mile, Davis Cup results, etc. In other words, a spectacular sports item merits such treatment.

Instructions on the use of football scores will be given later.

GBM:bp  
9/2/58

Date \_\_\_\_\_

The McLendon Investment Corporation (KLIF) agrees to employ

\_\_\_\_\_ as an \_\_\_\_\_ at a regular

hourly rate of \$ \_\_\_\_\_ per hour for the first 40 hours in any

work week, and at the rate of \$ \_\_\_\_\_ per hour for all hours

in excess of 40 hours in any work week, with a guarantee that

\_\_\_\_\_ will receive, in any week in which

\_\_\_\_\_ performs any work for \_\_\_\_\_

the sum of \$ \_\_\_\_\_ as total compensation, for all work per-

formed up to and including \_\_\_\_\_ hours in such work week.

Approved by:

Employee \_\_\_\_\_

Employer \_\_\_\_\_

From: Gordon McLendon  
To: All Stations

aug 4, 1955

GENERAL NEWS LETTER

Some few ideas: have 6000 plastic mobile units made up, give them away to the kids, then you can advertise that you have 6000 mobile units. Or how about a do-it-yourself mobile unit kit? Or maybe, when your WINDO contest begins to wear out, having everybody come in and get tattooed?

Incidentally, somewhere down the road, the plastic mobile unit thing actually would have merit. The kids would write in like crazy for them.

On the more serious side, WRIT served as the guinea pig for the "Mystery Telephone Number" contest outlined in a previous letter. To say the very least, the results were sensational. Weaver gave away two all expense paid vacations in Mineral Wells. He reports that everybody in Milwaukee was calling everybody else. Must have been, because the contest only lasted a little over three hours. The mystery telephone number belonged to a very obscure, little known lady so it is all the more unusual that she could have been called so quickly. The telephone company offered to sue us and probably would have if the contest hadn't ended so quickly. The denouement came when the winner's wife got so excited she promptly had a premature baby and now the mobile news unit is covering that event at the hospital, since the condition of the child is naturally precarious.

So, we have really got the listeners in Milwaukee. We have got them with the combination of excellent programing plus promotion. We've been into this before but I want to emphasize that you must keep about three things moving at once, particularly when you are on your way up. I learned that the hard way. Keep them talking.

Bill Stewart reports he's running an ad of an unclothed lady, profiled, in the New Orleans paper with the wording: "all she's got on is WNOE2. It is sort of the next thing to the "Naked Woman" ad we have considered but never found anybody who would run it. Bill suggests from the BMI newsletter another gimmick. A donkey being led down the street, wearing a sign which says "Everybody in town is listening to WNOE except me and you know what I am". On this line, let me point out that costumed people walking around is one of the cheapest forms of promotion: a beautiful babe, a clown, a gorilla, etc.

Do not believe that Weaver and Eddy have ever got a telephone salesperson. Hope that this can be accomplished soon. We realized \$4000 net from just this one source in July.

Bill Stewart, you were going to make the "You Never Hear This" spots for WRIT. They would like very much to have them just as quickly as possible.

We have put an absolute iron-clad prohibition off anyone saying "moving into the last half of the so-and-so show", or "that concludes the first fifty-five minutes of the Bull Durham show and there are now only two more days to go". This business of moving into, concluding, starting, or edging in sounds like just what it is: clock-watching, and a verbal crutch. It sounds terrible and we have it stopped here.

Bill Stewart at WNOE will need a top announcer. We will, too, when Don Keyes leaves here. We are making our routine weekly check at KGKO.

Bill Weaver, Mitch Lewis says you will really have to watch those bumper stickers. He has had considerable experience with them and says that unless you've got a top-flight outfit guaranteeing them, they'll come off in any type of weather. The Milwaukee weather being what it is, you've really got a problem there. He goes so far as to say that he thinks the Bumper idea will be a big fizzle, that they'll never stay no matter what company you use. Anyway, you better check that deal completely and get some sort of written assurance about stickability.

Another source for anyone wanting jumping beans: Antonio Cavazos, Box 1322, Laredo, Texas. Steve French, wish you would occasionally write me a short report and let me know how everything is moving along--just a brief newsletter whenever you find two spare minutes. Stewart, another simple promotion is the middle-name idea. Just start saying, "Who's Cecilia", or some other funny middle name, and that gets everybody talking. Here at KLIF we're making a deal with a local helicopter company to provide us with a helicopter and pilot who will broadcast from congested traffic points each afternoon--trade-out for mention of helicopter company. It's a wonderful promotional talking point. Could you work it with the Army in El Paso, Joe, as a public service?

Joe, am sending you promotional spots on your news and mobile unit. I should get them off today.

A good idea in this week's Broadcasting. Have a moment on your afternoon deejay show for "today's cool sound": water rushing over a waterfall, gurgling brooks, tinkling ice cubes, torrential downpours, waves washing up on a shore, crunch of shoes on snow, etc.

The Jimmy Fidler deal sounds better and better on our newscasts.

Memos to all of you forthcoming on football scoreboard programs. This is only six weeks away now.

WRIT has three different types of mobile news intros: siren for any event involving violence or emergency, another intro for celebrity interview, still a third for a lesser-known person.

Am outlining in the next three weeks the new series of forty jingles which Merriman will start cutting in December. Will appreciate ideas from all of you on the type of thing you want in this new series. As discussed in previous letters, you will get forty new ones a year from this service.

KILT Book

Even if you have already sent in a questionnaire, please fill out again, including your name and address, as we neglected to indicate that we also needed that information. Please check correct answers.

QUESTIONNAIRE

1. Is your mobile equipped vehicle or vehicles frequently on the freeways?

YES \_\_\_\_\_ NO \_\_\_\_\_ How many units do you operate? \_\_\_\_\_

2. Which freeway or freeways does your mobile unit use most frequently?

HARBOR \_\_\_\_\_ HOLLYWOOD \_\_\_\_\_ SAN BERNARDINO \_\_\_\_\_

PASADENA \_\_\_\_\_ SANTA ANA \_\_\_\_\_ GOLDEN GATE \_\_\_\_\_

3. What hours of the day or night do your mobile equipped vehicles use the freeways?

6 AM to 8 AM \_\_\_\_\_

12 Noon to 2 PM \_\_\_\_\_

8 AM to 10 AM \_\_\_\_\_

2 PM to 4 PM \_\_\_\_\_

10 AM to 12 Noon \_\_\_\_\_

4 PM to 6 PM \_\_\_\_\_

6 PM to 8 PM \_\_\_\_\_

12 Midnight to 2 AM \_\_\_\_\_

8 PM to 10 PM \_\_\_\_\_

2 AM to 4 AM \_\_\_\_\_

10 PM to 12 Midnight \_\_\_\_\_

4 AM to 6 AM \_\_\_\_\_

4. Do you have a radio in your mobile equipped vehicle that can receive KFWB ?

YES \_\_\_\_\_ NO \_\_\_\_\_

5. Would you serve as a KFWB mobile reporter as a public service to your community?

YES \_\_\_\_\_ NO \_\_\_\_\_

6. Will you be willing to report whenever possible -- freeway jams, serious accidents or any unusual happenings that would be of public interest?

YES \_\_\_\_\_ NO \_\_\_\_\_

7. Would you object to receiving publicity for yourself or your firm?

YES \_\_\_\_\_ NO \_\_\_\_\_

NAME \_\_\_\_\_ UNIT NO \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

PHONE \_\_\_\_\_

THIS QUESTIONNAIRE DOES NOT IN ANY WAY OBLIGATE YOU OR YOUR FIRM.

PLEASE...PLEASE RETURN THIS QUESTIONNAIRE PROMPTLY.

# *Les will play tape for you*

## The K L I F Newslog

These news introductions and the recommended changes in news delivery are designed to give our listeners a "rest" from some of the cliché's found in most all radio news delivery nowadays.

You will notice that recommendations include omitting (for a short while, anyway) use of such terms as: NEWSROOM, NEWS BUREAU, NEWSCAST, FRONT PAGE, EDITION, NEWSPAPER, ETC.

In the accompanying news copy you will see how I recommend we make strong use of the "headline" as the beginning of each story of each report. This headline is in the present tense and is ~~MINUTE~~ preceded by a TIME ENTRY. Even though the story may have been used all day, its time entry will be within the hour and because the "re-write" was within the hour. If the dateline is "overseas" the TIME ENTRY will be the TIME OF RE\*WRITE CORRECTED TO CORRESPONDING OVERSEAS TIME ZONE. Every story in a report, thus, will have been DATED within the last hour.

Lets cut down the length of political, diplomatic and other domestic news and include more "personal interest" stories. This does not necessarily mean Humorous stories----anything that happens to people in the same walks of life as our listeners is personal interest.

Since our dee jays constantly give the weather forecast and since our news reports are "happening at this moment" ... lets give only "current" weather on the news report, er uh NEWSLOG. i.e., "THE WEATHER IS PARTLY CLOUDY OVER KLIFLAND AND THE TEMPERATURE IS NOW 87 DEGREES. THE FORCAST FOLLOWS ON THE ART NELSON SHOW." (Remember that it is even on the log twice an hour besides the other times the dee jay gives the "forecast").

When a dee jay does not have a newsman on duty with him, he should get a FIVE MINUTE BRIEF and just pencil in a PRESENT TENSE HEADLINE and then proceed with a line or two of the story as written by UP or INS. His local stories done in the same manner.

*Note how newsmen "drops" voice at end of TIME ENTRY and at END OF HEADLINE.*

e. m. orowitz • public relations • 1401 n. fuller ave. • hollywood 46, calif.

*Policy book*

*Gordon  
Frederick*

May 24th 1958

Dear Sir:

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EMO-McL

P.S. --

P. PP S. -- Many years ago, we serviced KTSA with "Emo's Movie Broadcast."



I am So Smart I Make Myself Sick

*News  
General*

its personalities  
ly papers and movie  
ities to provide

hat purpose and  
ion based on its  
receive are typed  
; and answer them

*Gordon's*

I think we can save  
money by not using this. If  
we want a Hollywood feature  
in L'ville I think we should  
stick to Fidler. Who knows  
from Ollie Wood??

-----\$5.00  
-----\$6.00  
-----\$7.50  
-----\$10.00

sooner if the  
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will help you  
local sponsor  
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continuity,

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*Don*

e. m. orowitz • public relations • 1401 n. fuller ave. • hollywood 46, calif.

*Policy book*

*Gordon  
H. E. Orowitz*

May 24th 1958

Dear Sir:

Where can people send questions about the movies and its personalities and get answers based on fact or documentation? Daily papers and movie magazines carry Hollywood gossip but none have facilities to provide this much needed service.

The attached sample 15-minute continuity will serve that purpose and you will agree is written specifically for ear attention based on its sincerity and authenticity. All movie questions you receive are typed and mailed to us. We incorporate the most interesting and answer them in our weekly release continuity.

The weekly service charge, for a 15-minute continuity----

Population to 49,000-----	\$2.50	350,000 to 499,000-----	\$5.00
50,000 to 99,000-----	\$3.00	500,000 to 749,000-----	\$6.00
100,000 to 199,000-----	\$3.50	750,000 to 849,000-----	\$7.50
200,000 to 349,000-----	\$4.00	850,000 to 999,000-----	\$10.00
1,000,000 population or over-----		\$15.00	

This service will be inaugurated September 15, 1958 (or sooner if the majority of our clients prefer.) If you are not convinced as to its appeal-----test this sample material? Your listeners will help you decide and its result may expedite selling a potential local sponsor who is seeking something different and economical. Why not send in your 13-week order NOW?

We welcome suggestions. Do you need more than 15-minute continuity, weekly?

May we hear from you by return mail---acceptance, rejection or what have you? Thanks.

Yours truly,

*E. M. Orowitz*  
E. M. Orowitz

EMO-McD

P.S. -----The name OLLIE WOOD is registered.

P. PP S. -- Many years ago, we serviced KTSA with "Emo's Movie Broadcast."

*Emo*  
phone ho 9-5835

(Sample movie answer continuity. --E. M. Orowitz, 1401 N. Fuller Ave., Hollywood 46, Cal.)

Here are this week's answers to your movie questions, from Ollie (spelled O-l-l-i-e) Ollie Wood direct from Hollywood.....Earl Jones...Gary Cooper's face, after the removal of minor blemishes does not look like the photo printed in newspapers. It was a publicity man's idea of earning his 5% from Mr. Cooper and certainly got him plenty of valuable space to publicize his current picture "Ten North Frederick." Incidentally, he will return to the same doctor for another surgical job, called spectrum--which means removing a cartilage inside the nose, because it is a little crooked.....Mark Harris....Alice White did not retire. For the last six months she has been recovering from an accident which blinded her. She fell off a ladder while pruning a tree in her backyard....Mary Ellison.....Gail Russell who was enjoying a meteoric rise to stardom, when the John Waynes washed their dirty linen in a divorce action. Miss Russell was named as a correspondent because of a party that followed completion of a picture. Miss Russell's husband, Guy Madison, promptly divorced her and re-married. The actress wasn't prepared for the headlines that followed. She took to liquor to forget and was involved in an auto accident, while drunk and injured a man. But friends consoled her, supplied encouragement and helped her regain confidence. I am happy to state that she has been given the feminine lead in "No Place To Land.".....Norman Green.....Do not condemn anyone based on newspaper articles alone. It is not fair of a columnist to say that Anna Kashfi (who is Mrs. Marlon Brando) is paying the food bills for Rock Hudson's estranged wife. In the first place, Mrs. Phyllis Hudson had an \$18,000 balance in her bank account which she received from an accident lawsuit. She was secretary to Mr. Hudson's agent, Henry Wilson. Why did she tell a columnist she was broke and starving? I'll tell you why. Rock was in Italy working in "Farewell To Arms." Phyllis was hepatitis-stricken and cabled him to come home, which meant walking out of the picture and put thousands of people out of work. He refused. May I add that Rock Hudson is one of the finest and kindest gentlemen in the film colony.....Harriett Moore....The romantic stories involving Russ Tamblyn while at Fort Ord are just publicity plants by those trying to get free space for unknown young screen actresses. Although he is divorced from

2.

Venetia Stevenson, he writes her a letter, every week....

Milton Work.....There is no special formula for getting into the movies, unless of course, if a player has been on the stage or in TV and attracts attention of a producer or talent scout. So many youngsters, flattered by friends, come to Hollywood and end up either as waitresses or car lot attendants. And, yes, many beautiful girls unable to pay rent or eat---being jobless--resort to shameful degradation, too proud to go home--defeated. However, accidents do happen. For instance, about eight months ago a 20-year-old boy helper working for Bekin's Moving & Storage Company, on one of their trucks, made a delivery at Universal-International studios. As he jumped off the back of the truck, a producer passed by and took him to the casting office. What happened? He was signed to a contract but since Universal hasn't made a picture in months, the boy's contract was picked up by MGM. His name is Denny Miller.....His experience is one in ten thousand...  
Mrs. H. M. M......Barry Fitzgerald did not die. He suffered a heart attack two years ago and recuperated in Santa Barbara. Recently he returned to Ireland. I hope he comes back to Hollywood soon, because his screen performances brought so much enjoyment to millions..  
.....Merle Hoffman.....Tommy Sands isn't making that much money--yet. For his co-starring role in "Sing, Boy, Sing" he was paid \$10,000. The studio offered him an additional \$10,000 for a series of personal appearances with the picture. He turned it down and instead went to Lee Strasberg in New York to study acting. Tommy's mother literally hit the ceiling because her son made that decision and lost the 10 grand. But, Tommy is smart. He likes movie work and knows that singing only means limited film assignments... He is also in "Mardi Gras" with Pat Boone and Gary Crosby. Talking about Gary reminds me that Bing saw a preview of this one and remarked: "It took me five movies to hit. Gary will do it in one.".....end quote....Miriam Gold....Yvonne De Carlo has resumed work in pictures after giving birth to her second son, Michael, now six months old. She has the feminine lead opposite Victor Mature in "Timbuktu." If you will look close enough at this picture, you will see her husband, Robert Morgan in several parts---as a French general, an Arab and a Colonel.....Joseph Rath.....Although John Wayne has his own producing company called Batjac, he is under contract to make three pictures at 20th Century-

3.

Fox at \$666,000 per picture...Warners signed him for one picture "Rio Brava" and he collects \$750,000 for it.....Mrs. J. Hutchinson.....Eric Blore, the stage and screen comedian, mostly in butler roles, is not dead. Two years ago he suffered a stroke and is slowly recovering.....

Gordon McAllister.....Barbara Stanwyck has not retired. She works occasionally. Her next picture assignment is in "This Land Of Mine" in which she co-stars with Elizabeth Taylor and Rock Hudson. Miss Stanwyck's real name is Ruby Stevens and she was born in Brooklyn, fifty years ago. She came to Hollywood with her first husband, Frank Fay, a comedian who was signed to make a picture....That was in 1929....But, fate stepped in and Barbara made her screen debut in "Locked Door." Mr. Fay's picture was a flop and he made no more films. She divorced Mr. Fay and later married Robert Taylor from whom she is also divorced. Miss Stanwyck owns her own home and lives at 273 S. Beverly Glen, Hollywood, Cal....Martin Hess.....Who will replace Elvis Presley while he is in the service? That's a good question. Naturally every film studio has someone in mind but MGM is giving serious consideration to Jerry Lee Lewis who makes his screen debut in "High School Confidential" and also has a record hit called "Great Balls Of Fire." Jerry's next screen appearance maybe in "Snob Hill." That's not official at the moment.....Marilyn Murphy....Mitzi Gaynor's real name is Gerber. Her father, Henry Gerber, is a musical director and her mother is Pauline Fisher, the dancer. Mitzi is now in Europe and may star in a picture to be produced there. Her current release is "South Pacific".....But it can be shown only in limited theatres equipped with Todd-A until later when new prints will become available for regular theatres.....Harriett Ball.....Clint Walker did not make his screen debut in "Fort Dobbs." He was a bit player in "10 Commandments"--cast by his friend, Henry Wilcoxon, assistant to Cecil B. DeMille. Walker, as you know, walked out on his TV contract with Warners, after starring in "Cheyenne" for two seasons. Here are some things about Walker the public does not know. Clint worked as a night club bouncer in Long Beach, California. He chose that town because his wife had a sister living there and would have a temporary place for his family. Later he took them to Las Vegas where he got a job as a deputy sheriff because of his height---six feet, six inches tall.

4.

There he met movie people. One of them, Van Johnson introduced him to Henry Wilson, the agent. In July 1954 he moved to North Hollywood and visited Mr. Wilson. The latter told Walker he would need dramatic lessons. So, while his wife, the former Verna Lucille Garber, took a job as a waitress to help finance his dramatic lessons from Estelle Harmon, they lived in a little shack behind a house. His agent, Mr. Wilson, talked to Hal Wallis, the producer at Paramount and as a result Walker got a contract for \$100 a week. For one year, Clint collected a weekly salary but no work. Somehow, someone from Warners talked to Henry Wilson about a tall Western type for a new TV series, called "Cheyenne." He was signed for \$250 a week. The series was successful. Up until two weeks ago, he was receiving \$750 a week. When option time came up, Walker refused to renew because he was being typed and thought that the series was deteriorating, and that there was a sameness to the stories and also because he could not earn anything on the outside. By that he meant the case of Hugh O'Brian who is Wyatt Earp on TV. O'Brian not only gets more money for his TV work, but he is allowed to do a picture on the outside in between TV work. As a result, O'Brian gets \$100,000 from Fox studios on a four picture deal---that's \$100,000 for each film and also makes personal appearances at \$20,000 a week....No wonder Walker is sore. However, Clint saved up \$20,000 to tide him over until Warners gave in to his demands. Unfortunately, The Internal Revenue Department told Walker he owes an additional \$8000....So, maybe, he will make some kind of compromise and return to work. Warners will not supplant him with another actor but substitute a new series....He has a daughter, Valerie Jean, who is eight years old. His home is in North Hollywood--but not in the shack he originally occupied--but a \$50,000 home. His address is 7945 Belair, North Hollywood, California....

Nellie Swartz.....The Bing Crosby retirement story is just a lot of publicity.

He and Bob Hope and Bing's business brother, Larry, held a secret meeting and it was practically decided that Hope and Bing will co-star in "Visit To A Small Planet.".....

Mark Dill.....Joan Davis was recently discharged from the hospital because of a displaced vertebrae in her neck. She will have to wear a brace for a while. She lives at 10971 Bellagio, Bel Air, California.....George Harris.....The story you read about Jan Sterling

5.

appearing semi-nude for a so-called European version of "High School Confidential" is nothing but cheap publicity. Miss Sterling would never do a thing like that and her husband, Paul Douglas would kill her, if she did, Miss Sterling told friends.....

Shirley Moore.....Bette Davis' fall downstairs in her home forced her to reject many stage and screen offers. However, she is much better now and is in Europe. Before leaving, Perc Westmore, her makeup man gave her the closest haircut any woman ever got so that she could wear a wig in her role of Catherine The Great in the picture "John Paul Jones." For four days work in that film, produced in Spain, she collected \$50,000. Next is her co-starring with Alec Guinness in Daphne DuMaurier's novel, "The Scapegoat." Miss Davis is accompanied by her 11-year-old daughter....Bette is 50 years old and lives at 1757 Camino Palmero Drive, Hollywood, California.....Mrs. Geniveve Bard.....

It is very difficult to predict what will happen in marital affairs. My personal opinion is that Ernest Borgnine will reconcile with his wife Rhonda, if for no other reason than the happiness of six-year-old Nancy. But, if there is no reconciliation---remember it is only a guess.....Bert Howard.....Tyrone Power and his new bride can't occupy his home at 407 North Rockingham, Brentwood, because it was leased to Mr. and Mrs. Charles Vidor. Power's ex-wife, Linda Christian collects the rent. That was part of the divorce deal. So, Mr. Powers and Debbie are staying at the Bel Air Hotel until he gets delivery of a 42-foot yacht he ordered. They will live on it until he goes to Europe for his next picture "The Stalk" in Scandinavia and then in "Solomon and Sheba"..  
.....And now comes time for my sponsor's message and until next week.....Ollie Wood says take it easy and live longer....Send any questions about the movies or its personalities to Ollie spelled O-L-L-I-E Wood in care of this station and we'll try to take care of them.....

new-gel.

Edd Routt

April 17, 1956

Gordon McLendon

Rather than discuss this with you in person, I write it in order to (a) be sure I've got my thoughts expressed correctly and (b) in order that you may have time to consider it.

I do not think we are making proper use of our in-studio newsmen.

It has taken me a long time to figure out exactly what I think is lagging in our news program. It is the in-studio newsmen.

Did you read my piece in BROADCASTING-TELECASTING? And how about the speech itself, from which that article was taken?

If so, you will recall the reference to localizing national stories of interest. There is hardly an hour that such a story doesn't come off our wire. It is for this purpose that the article I wrote mentioned the list of 250 top leaders, female and male, subdivided into categories. With such a list, or 400 would be better in Dallas, any national story can easily be localized, with either a beeper telephone interview or story about the interview.

Have our in-studio newsmen localized the most important story of the moment, Eisenhower's action on the farm bill? Have we asked local personalities concerned with farm legislation--Colonel Owsley, the bankers, etc.,--their opinion about this?

I cannot emphasize to you how very important it is to get the names of local people on the air. It is important to cover this event, and that event, to be sure, but it is just as important to get those local names and voices on the air. By and large, this must fall the province of the in-studio newsmen. The guys out in the field wrestling for stories cannot do this as well, although even you fellows can make it a point to get as many local names on the air as possible.

Let's see what can be done about this. I am very serious about the list we have discussed, with some sort of system devised to add to it, and just as serious about using the list.

Second thing on the agenda is making greater use of our mobile news broadcasts. For instance: we'll do a mobile news broadcast, such as your story Monday night about the two men being "badly electrocuted," and then make no use of a recording of this story. To my mind, excerpts from said recording should

appear on the next newscast and possibly the ten o'clock newscast, anyway. Instead, we rarely make use of a mobile broadcast except at that moment when it is broadcast live, and then, like the wind, it is gone. Some definite system of making use of these broadcasts on succeeding newscasts should be evolved.

By the way, we completely missed not only stories about but even scores of the opening of the Texas League season here in Dallas Sunday afternoon until the game was over. Williamson apparently didn't even know how to read the ticker, explaining to me on the phone earlier that no scores had come through. At this time, the opening game was in the eighth inning.

As a last thing, let me say that our in-studio newsmen need to be especially sharp at night. We need to have news event piled on news event at night, and especially the sensational news, the Hollywood type of stuff that will have them talking the next day about "say, did you hear that story on Cliff last night about...?" You see, nighttime in radio these days sounds a little slower than daytime because there aren't as many commercials. To me, commercials add life to a radio station. When they aren't there, the sound is different, and slow. Until nighttime radio becomes again as commercial as daytime, we must lay additional responsibility on our newsmen to add "sparkle" to our sound in every station. In Milwaukee, for instance, Radio Station WOKY has its night newsmen to cut in a minimum of three times an hour to give the first paragraph of a story that has come in over the wire that hour. It is always a good story but rarely a bulletin. It adds both a change of voice and a feeling of life to the station in these largely non-commercial periods. This need not be necessary if the newsmen, both in and out of station, recognize the problem created for us at night by television: being to some extent non-commercial. They must themselves be cognizant of our need to "sparkle" more at night to make up for the fewer commercials. Not that I want to over-emphasize nighttime radio. I don't. But we are on the air at night and we should make it as good as possible.

I realize the fact that in-studio newsmen have telephone calls to take, stories to transcribe, duties to coordinate, etc., and even weathercasts. Still, I am confident that they can do more of the things outlined in this memorandum than they are presently doing.

When they have done it, we will force people to listen to the radio at night. We will make them want to listen. It can be done and it can be done in a period of a few months but it can only be done by GIVING THEM SOMETHING EVERY NIGHT THEY'LL TALK ABOUT THE NEXT DAY.

And the next morning, we should be pointing up our coverage of the previous evening: "Dallas--here's an excerpt from a mobile unit broadcast you could have heard at 9:05 last night on KLIF..."

TO: ALL STATION MANAGERS  
FROM DAVE MUELSTEIN  
FOR BILL MORGAN

OCTOBER 28, 1958

It's getting down to the wire, but here's a reminder on the possibility of a pre-election poll on a particular race or issue with hot local interest.

Here at KLIF, we are running a poll on the Alger-Sanders congressional race, of high interest not only locally but also nationally.

In order not to encumber the listeners with too many figures, we are making it as simple as possible. We tabulate only three figures: Alger...Sanders...Refuse to state.

You can argue it pro and con, but we throw out all calls which answer "I don't know."

Our survey people have a definite number of calls each day, all of which must fall into one of the three categories. That is, if we get an answer, "I don't know," we don't even count it as a call.

In our particular case, we make ten calls each day to each of the city's six districts for a total of sixty calls each day. If you want to complicate your poll, you can complicate it by weighting your results percentage-wise by the vote-record of each district. We are not doing this.

An important thing to note is that we make half our calls the evening before the report day, the other half on the day of the report. This is because you miss the workers if you do it all during the day.

Our tabulations are run each day on the five p.m. news, repeated the remainder of the evening and on the early morning newscasts.

We do not bother, after the first day, with giving the single day's totals, but give the cumulative totals only...AND THESE ARE GIVEN IN PERCENTAGES ONLY. WE NEVER TELL THE SIZE OF THE SAMPLE.

Our survey people have a definite number of calls each day, all of which must fall into one of the three categories. That is, if we get an answer, "I don't know," we don't even count it as a call.

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KILT Book

KFWB 980



the personality station

FIRST THE HEADLINES.....

4: PM - WASH., D.C.

CONGRESS MOVES TO HEAD OFF POSTAL SERVICE CUTS THREATENED FOR TOMORROW.

5: PM - WASH. D.C.

INTERIOR SECRETARY FRED SEATON UNDER REPORTED IN GOOD CONDITION

UNDER SURGERY FOR BACK AILMENT.....

5: P.M.

CLAKE WORTH,

WORTH'S NEW

DAR35A

APR 5 1957

(HEARING) *Missouri theft case on Texas coast*

5: P.M. GALVESTON, TEXAS

A ~~GALVESTON~~ MAN CHARGED WITH THEFT BY PRETEXT HAS ASKED THAT HIS CASE GO DIRECT TO A GRAND JURY. HE IS DRIVE-IN OWNER OLIVER VAN NORTWICK. THE CASE BROKE TWO DAYS AGO WHEN NORTWICK WAS ACCUSED OF TAKING 15-HUNDRED DOLLARS TO "FIX" A NARCOTIC CASE.

THE CHARGE AGAINST NORTWICK WAS BROUGHT BY TEXAS RANGER CAPTAIN JOHNNY KLEVENHAGEN. HE SAID VAN NORTWICK ACCEPTED THE MONEY FROM CARL GLAZE, ANOTHER DRIVE-IN OPERATOR. GLAZE HAS A NARCOTICS CHARGE AGAINST HIM.

W1240P4/5

DAR34A

MISSISSIPPI POULTRY:

KILT Book

**KFWB 980**



the personality station

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CONGRESS MOVES TO HEAD OFF POSTAL SERVICE CUTS THREATENED FOR TOMORROW.

5: PM - WASH. D.C.

INTERIOR SECRETARY FRED SEATON ~~UNDER~~ REPORTED IN GOOD CONDITION

~~UNDER~~ SURGERY FOR BACK AILMENT.....

5: P.M.

(LAKE WORTH,

WORTH'S NE

DAR33A

APR 5 1957

(CIGARET TAX)

House approves cigaret tax bill  
HAS GIVEN

5: P.M. AUSTIN, ~~TEXAS~~ — THE HOUSE ~~GAVE~~ FINAL APPROVAL ~~TODAY~~ TO A BILL  
CONTINUING ALLOCATION OF ONE CENT OF THE STATE'S CIGARET TAX  
FOR CONSTRUCTION OF STATE HOSPITALS.

REPRESENTATIVE MALCOLM MCGREGOR OF EL PASO SPONSORED THE BILL  
WHICH RECEIVED UNANIMOUS APPROVAL AND NOW GOES TO THE SENATE.

-0-

REVENUE FROM A ONE-CENT CIGARET TAX INCREASE ENACTED IN 1950  
WAS ALLOCATED TO THE STATE HOSPITAL SYSTEM FOR CONSTRUCTION OF  
BUILDINGS UNDER A SEVEN-YEAR, 35-MILLION DOLLAR PROGRAM.

W1235P4/5

DAR34A

MISSISSIPPI POULTRY:

KILT Book

KFWB 980



the personality station

APR 5 1961

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CONGRESS MOVES TO HEAD OFF POSTAL SERVICE CUTS THREATENED FOR TOMORROW.

5: PM - WASH. D.C.

INTERIOR SECRETARY FRED SEATON ~~UNDEER~~ REPORTED IN GOOD CONDITION

AFTER SURGERY FOR BACK ALLMENT.....

5: P.M.

LAKE WORTH, ~~TEXAS~~ ---SIX CITIZENS HAVE BEEN DEPUTIZED BY LAKE WORTH'S NEW MAYOR ~~JOHN~~ TO SERVE ON THE POLICE FORCE. THE TOWN'S PROFESSIONAL POLICE FORCE TOTALS FOUR. THE RESIGNED YESTERDAY WHEN

-0-

4:35 PM AUSTIN - I.C.T. Case Continues

(AUSTIN)--THE SENATE COMMITTEE INVESTIGATING THE COLLAPSE OF THE I-C-T INSURANCE COMPANY OF DALLAS ~~RESUMES~~ ITS INQUIRY THIS MORNING WITH JAMES C. CAGE AS FIRST WITNESS. HE IS A DISTANT COUSIN OF BENJACK CAGE WHO FORMERLY MANAGED THE DEFUNCT COMPANY.

5: P.M. -0- DALLAS. -CHARGES of Corruption in City Hall

(DALLAS)---TWO NEWLY-ELECTED MEMBERS OF THE CITY COUNCIL AND A CANDIDATE WHO WAS DEFEATED IN TUESDAY'S ELECTION WILL APPEAR BEFORE THE DALLAS COUNTY GRAND JURY NEXT WEEK IN AN INVESTIGATION OF CHARGES OF CORRUPTION IN THE DALLAS CITY HALL.

-0-

KILT Book  
**KFWB 980** 

the personality station

APR 5 1961

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CONGRESS MOVES TO HEAD OFF POSTAL SERVICE CUTS THREATENED FOR TOMORROW.

5: PM - WASH. D.C.

INTERIOR SECRETARY FRED SEATON ~~UNDER~~ REPORTED IN GOOD CONDITION  
AFTER SURGERY FOR BACK ALLMENT.....

5: P.M.

(LAKE WORTH, ~~TEXAS~~) ---SIX CITIZENS HAVE BEEN DEPUTIZED BY LAKE  
WORTH'S NEW MAYOR ~~J. J. Webb~~ TO SERVE ON THE POLICE FORCE. THE  
TOWN'S PROFESSIONAL POLICE FORCE TOTALS FOUR MEN OF WHOM THREE  
RESIGNED YESTERDAY WHEN MAYOR JOHN WEBB LEFT OFFICE. THE POLICE

5: PM Austin - Dies says say C at large post shud be abolished

(AUSTIN)--MEMBERS OF THE HOUSE ARE STUDYING A REQUEST FROM  
CONGRESSMAN-AT-LARGE MARTIN DIES THAT THE LEGISLATURE CREATE  
A 22ND CONGRESSIONAL DISTRICT AND ABOLISH THE POSITION HE NOW  
HOLDS. HOUSE DEBATE ON A BILL TO REMEDY THAT SITUATION HAS BEEN  
SCHEDULED FOR NEXT TUESDAY.

WIND WARNINGS ARE STILL

GARZA-LITTLE ELM, GRAPEVINE, LAVON AND

IN EFFECT UNTIL SUNSET TODAY. THE WIND IS CURRENTLY FROM THE  
AT 25-38 MPH. RELATIVE HUM 39% BAROMETER 30.08 F THE OFFICIAL LOVE  
FIELD TEMPERATURE. 590 T

KILT Book

KFWB 980



the personality station

FIRST THE HEADLINES.....

APR 5 1967

5: P.M. (LAKE WORTH, ~~UT~~ ---SIX CITIZENS HAVE BEEN DEPUTIZED BY LAKE WORTH'S NEW MAYOR ~~UT~~ TO SERVE ON THE POLICE FORCE. THE TOWN'S PROFESSIONAL POLICE FORCE TOTALS FOUR MEN OF WHOM THREE RESIGNED YESTERDAY WHEN MAYOR JOHN WEBB LEFT OFFICE. THE POLICEMEN WHO QUIT COOMPLAINED THAT THE NEW CITY OFFICIALS TRIED TO

*FIRE them when they were in office in previous years.*

THE WEATHER OUTLOOK IN THE DALLAS FT. WORTH AREA.....FAIR THRU TOMORROW. HIGH THIS AFTERNOON AROUND 60. LOW TONIGHT IN THE UPPER 30S. HIGH TOMORROW IN THE UPPER 60s. WESTERLY WINDS 15-25 MPH BECOMING LIGHT AND VARIABLE TONIGHT AND TOMORROW.  
/FOR WINDS IN EXCESS OF 25 MPH  
WIND WARNINGS ARE STILL IN EFFECT FOR THE LAKES AT BELTON, BENBROOK, GARZA-LITTLE ELM, GRAPEVINE, LAVON AND WHITNEY...THE WARNING IS IN EFFECT UNTIL SUNSET TODAY. THE WIND IS CURRENTLY FROM THE WNW AT 25-38 MPH. RELATIVE HUM 39% BAROMETER 30.08 F THE OFFICIAL LOVE FIELD TEMPERATURE. 590 T

KILT Book

KFWB 980

the personality station

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5 PM - WASH. D.C.

INTERIOR SECRETARY FRED SEATON ~~UNDER~~ REPORTED IN GOOD CONDITION  
AFTER SURGERY FOR BACK ALLMENT.....

5 PM WASH. D.C.

SENATOR RUSSELL OF GEORGIA...SAYS 15 HUNDRED MILE BALLISTIC MISSILE  
WILL BE READY FOR USE IN MATTER OF MONTHS.....

~~\*\*\*COMPLETE LOCK AT THE WEATHER\*\*\*~~

THE WEATHER OUTLOOK IN THE DALLAS FT. WORTH AREA.....FAIR THRU  
TOMORROW. HIGH THIS AFTERNOON AROUND 60. LOW TONIGHT IN THE UPPER  
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FIELD TEMPERATURE. 590 T

KILT Book



the personality station

6419 HOLLYWOOD BLVD / HOLLYWOOD 28, CALIFORNIA / HOLLYWOOD 3-5151

September 6, 1957

WELCOME TO THE KFWB MOBILE REPORTER UNIT!

Thank you for volunteering to become an auxiliary arm of the KFWB News Staff and thereby helping us extend our service to the public. Your contribution of "on the spot" emergency news reports is one of which you can justly be proud. Freeway and traffic reports -- disaster reports -- anything that is of general public concern is of importance to your fellow citizens.

DAR14A

SECOND TEXAS NEWS IN BRIEF

-0-

4:30 P.M. AUSTIN

(AUSTIN)---THE HOUSE IS HOLDING A FRIDAY SESSION--NORMALLY IT MEETS BUT FOUR DAYS A WEEK--TO CLEAN UP A BACKLOG OF BILLS. IT ALSO MET LAST NIGHT AND AMONG BILLS IT TOOK TENTATIVE ACTION ON WAS ONE RELATING TO RACIAL INTEGRATION. THE BILL WOULD REQUIRE AN ELECTION IN A SCHOOL DISTRICT BEFORE RACIAL INTEGRATION COULD GO INTO EFFECT.

your report when broadcasting by stating your name. We also request that you tune in 980, KFWB, on your AM car radio so that you may answer direct questions from our staff here. If you have no car radio, the Exchange operator will stand by to relay questions to you from our KFWB staff. Please remember, when you make a report to KFWB, you are actually broadcasting on your car radio and hearing our questions on your car radio. To avoid feedback or howl (a static-like distortion) it is most important for you to keep the volume on your car radio low. Attached is a card outlining these important points. Please place it on your dashboard as a guide until you are thoroughly familiar with the procedure for making your reports.

We are in the process of finalizing future plans for our KFWB Mobile Reporter Unit...among which are -- an official KFWB Mobile Reporter card

KILT Book



*the personality station*

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We are proud to be associated with you in this worthy public service endeavor for the people of Los Angeles County....and we're proud of you....the people who are making this venture possible.

For the first few weeks of our project, so that our KFWB listeners can familiarize themselves with you as KFWB Mobile Reporters, and with the type of reports that we are jointly going to present to them, please try to call in at least once during the early morning hours from 6:30 AM to 9:30 AM when the Larry Finley "Radio Tempo" show is being aired. **REMEMBER, THERE ARE NO UNIT CHARGES FOR CALLS CONCERNED WITH A REPORT TO KFWB.** Since you will undoubtedly be tuned to 980, KFWB, if you notice that there has not been a call from a KFWB Mobile Reporter, call in even to report clear freeway conditions. This will enable our listeners to become accustomed to receiving our KFWB Mobile Reporter calls.

When you call the Business & Professional Telephone Exchanges, the operator will ask you certain questions regarding your report and she will then connect you by direct wire to radio station KFWB, requesting that you open your report when broadcasting by stating your name and location. She will also request that you tune in 980, KFWB, on your AM car radio so that you may answer direct questions from our staff here. If you have no car radio, the Exchange operator will stand by to relay questions to you from our KFWB staff. Please remember, when you make a report to KFWB, you are actually broadcasting on your car radio and hearing our questions on your car radio. To avoid feedback or howl (a static-like distortion) it is most important for you to keep the volume on your car radio low. Attached is a card outlining these important points. Please place it on your dashboard as a guide until you are thoroughly familiar with the procedure for making your reports.

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identifying you -- a get-acquainted gathering for the KFWB Mobile Reporters and the staff of KFWB -- and prizes for the best news reports received. As these plans materialize you will be notified and all pertinent material will be forwarded to you.

Since we are all working together in this project to be of public and civic service to our community, please feel free to call on us with any question that might arise. We want all of you to feel very much a part of the KFWB operation, and pride in our cooperative association of making this vital information available to your fellow Southern Californians. If you are in the vicinity of the station, please stop in and say hello. We'll be happy to show you around your station.

Sincerely,

Robert M. Purcell  
President and General Manager

RMP:bb

TO: ALL STATIONS  
From: Gordon McLendon  
DATE: January 17, 1956

All stations, excepting of course, KNOE and WNOE, lax in failing to billboard Tuesday night's hot Louisiana election. Better make it a point to get an accurate list of primary and runoff dates. See policy book on out-of-state elections. Write letters to all local political figures, and party bosses, informing them of this service you are rendering exclusively.

NOTE: I'm having a private line installed in my office. Billie will advise you the number. From now on, call me station-to-station on this line. If it is answered, I'm available; if not, I'm out. We can save a lot of money on station-to-station calls. Bill will issue a strict memorandum that nobody is to answer that phone unless I'm available on the premises.

Billie, please show Bubbles previous Fidler open and close lines, have her write new ones for KLIF, KELP, WRIT and WNOE with instructions to Jimmie to send them to the individual stations.

KLIF's new news intros, built around INS and UP correspondents' names and voices, sound good. When any of you get ready to change, please advise me and we will send you formats. You now have voices from 6 stations available which gives you great variation.

C. A. P. going to furnish KLIF (and should furnish the rest of you) with regular daily traffic-period reports from airplanes--especially large number on weekends.

Suggest each station start assembling library of deejay intros from other cities. Sample:

"This is Jim Ameche of Radio Station KLAC in Hollywood. Happy to know that you are listening to the top-rated Gene Edwards show on WRIT in Milwaukee. My show is top-rated here in Hollywood, too, so when you're on the coast, be sure and tune in the Jim Ameche show on KLAC."

Each one of these intros should be different.

A source of advertising revenue: notice your Saturday and Sunday papers and the host of ads they carry advertising Sunday services. Why should these ads be restricted to newspapers. Our Dallas papers carry pages of these ads each week. It's something that, if your regular salesmen can't handle, your telephone salesmen certainly ought to be able to manage. Would appreciate your thoughts on this.

Hula Bowl and Pro Bowl (neither of them either broadcast or telecast) gave us big shot in the arm both audience-promotion and revenue-wise on our weakest day, Sunday.

GBM:bp

*Policy book*

DALLAS SATURDAY NIGHT INSTRUCTIONS

From: Cecil

To: Jack, Bruce, Les, Dick, Jim, Herb, Bill, and everyone else connected with Mohr Chevrolet and "Dallas Saturday Night."

Mohr Chevrolet is to be given credit on every remote broadcast done on "Dallas Saturday Night", but the one minute commercial used on regular remote broadcasts WILL NOT BE USED. There will be a special close (very short) which will give Mohr Chevrolet proper credit, yet should not be so irritating and obnoxious to our listeners. IN THE CASE OF an emergency or violence broadcast, the REGULAR Mohr Mobile Unit format will be used, EVEN on Saturday night.

Jack, Les, and Dick--- When you finish with your end of the deal, turn it back to the station as quickly as possible. Eliminate any and all commercials you may have been giving for Mohr. Do you object? If so, let's talk it over.

If there are any questions as to how the commercial end of "Dallas Saturday Night" is to handled, let's get together and work this damn thing out prior to Saturday Night. If there are no questions, I'll have to assume that you know what to do, and you must be willing to accept the responsibility if something goes wrong.

October 27, 1955

*policy*

To: Bruce-Announcers-Newsmen  
From: Cecil  
Re: Interviews in Studio and by mobile units

Effective this date, all interviews in the studio must be okayed by either Gordon or me. No doubt, some interviews will be approved, but even so, those that are, will be restricted to one minute (60-second) interviews. If at any time we can be shown that our ratings are suffering, or that we are losing money because interviews are restricted, you can be assured of a change of policy on this subject.

I am also requesting that the announcers refrain from plugging the label on every record played. To plug a label on every record played is uncalled for and unnecessary. Primarily our listeners are interested in hearing the music and maybe an occasional short bit about the record, but I don't believe they give a damn about the label.

Interviews with entertainment personalities from the Mobile units are not to exceed one minute in length, only in rare occasions. Also, such interviews should be taped when at all possible.

Dallas Saturday Night is not to be run past 12:00 Midnite.

TO: All KLIF Employees

FROM: Cecil Hobbs

DATE: November 9, 1955

What, in your opinion, are the kinds of news stories that the majority of our listeners are interested in? As all of you know, we are most anxious to improve our news department. In an effort to do this, we would like for each of you to cut out at least five stories from the Times Herald and Dallas News for the next three days in which you think the majority of our listeners would be interested. I know that each of us will have personal opinions but forget about the personal aspect and bring in copies of stories that you think appeal mostly to the majority of our audience.

Thanks.

CH:bp

*Bill Morgan*  
*Boon*  
TO: ALL STATION MANAGERS

FROM: DAVE MURKSTEIN  
FOR BILL MORGAN

~~Bill Morgan~~  
OCTOBER 28, 1958

It's getting down to the wire, but here's a reminder on the possibility of a pre-election poll on a particular race or issue with hot local interest.

Here at KLIF, we are running a poll on the Algers-Sanders congressional race, of high interest not only locally but also nationally.

In order not to encumber the listeners with too many figures, we are making it as simple as possible. We tabulate only three figures: Alger...Sanders...Refuse to state.

You can argue it pro and con, but we throw out all calls which answer "I don't know."

Our survey people have a definite number of calls each day, all of which must fall into one of the three categories. That is, if we get an answer, "I don't know," we don't even count it as a call.

In our particular case, we make ten calls each day to each of the city's six districts for a total of sixty calls each day. If you want to complicate your poll, you can complicate it by weighting your results percentage-wise by the vote-record of each district. We are not doing this.

An important thing to note is that we make half our calls the evening before the report day, the other half on the day of the report. This is because you miss the workers if you do it all during the day.

Our tabulations are run each day on the five p.m. news, repeated the remainder of the evening and on the early morning newscasts.

We do not bother, after the first day, with giving the single day's totals, but give the cumulative totals only...AND THESE ARE GIVEN IN PERCENTAGES ONLY. WE NEVER TELL THE SIZE OF THE SAMPLE.

Our survey people have a definite number of calls each day. The entire poll is bilboarded once an hour...pointing to results on the five p.m. news.

In our particular case, we make ten calls each day to each of the city's six districts for a total of sixty calls each day. If you want to complicate your poll, you can complicate it by weighting your results percentage-wise by the vote-record of each district. We are not doing this.

✓

AT

ON MENTIONING SMALL SURROUNDING TOWNS

KLIF has been using a small gimmick which can't help but be well received with a portion of your listening audience.

It all arose when we discovered that the Dallas Hooper includes Grand Prairie because Grand Prairie uses the Dallas exchange. Hooper confirmed that Grand Prairie calls are made in getting the Dallas sample.

We reasoned that we could do much to ingratiate ourselves with listeners in the perimeter cities by simply mentioning their names occasionally. As, on the weathercasts, every once in a while now we will say, "and now, mother nature for Dallas, Fort Worth and Arlington...", etc. I think you get the idea. And on station i.d.'s, we'll frequently say, "this is color Radio Dallas, KLIF, serving Dallas and Pleasant Mound." People who live in small towns get a special kick out of hearing the name of their city on the air.

It is a little thing but the little things have a way of snowballing.

R.B.B.

TO: All Managers, all Program Directors

DATE: July 14, 1958

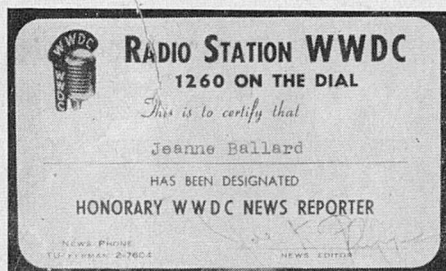
FROM: Don Keyes

Subject: News File

It has been called to my attention that some of our stations are not maintaining a thirty-day file of their news casts. I am assuming that KLIJ and KILT are certainly not guilty on that count. But I caution KEEL, KTSA, and WAKY to put such a practice into effect immediately.

Don Keyes

DK:af



AT 9:35 a.m. last Jan. 30 Joe Phipps, news director of WWDC Washington, answered the phone. A volunteer reporter, one of several thousand who have phoned news tips to the station, said excitedly, "A man with a sawed-off shotgun just robbed the Home Building Assn. on Pennsylvania Ave."

A phone check with Washington police verified the tip. At 9:39, eight minutes after the robbery had occurred, WWDC was on the air with a bulletin, explaining that \$7,000 had been taken and giving what sketchy details the police could provide.

At 9:47 the station gave a more detailed account and at 10:05 offered a first-hand story from one of the bank's employees.

This fast reporting is typical of a volunteer news service started by WWDC just one year ago, adopting a formula long used by newspapers and broadcasters. Paying \$1 to \$5 for each usable news tip phoned in by the audience, WWDC is operating a service whose potential news sources reach into a substantial segment of the two million persons living in the Washington metropolitan area. The cost—only \$35 to \$40 a week.

Ben Strouse, WWDC president-general manager, summed it up this way: "No station can afford to hire as many reporters as the average city desk of a metropolitan newspaper. On the other hand, no station can honestly promote itself as a news station and be satisfied to ride along with the wire services and rewrite the local papers. WWDC, on the basis of a year's experience, believes it has licked the economic problem and at the same time has done an honest news job on a day-to-day basis. When WWDC claims to be 'First With the News' it's not kidding the public or newscast sponsors. Prompt payment for news tips is an important public relations technique. The word has spread and our volunteer staff becomes larger and more efficient every day."

#### Criss-Cross Directory Helps

Since most of WWDC's tipsters are not trained news people, a fast checking system is used when a tip is received. The criss-cross telephone directory is especially helpful. Last Jan. 22, for instance, a tip came in that an auto had crashed into a bus on E. Franklin St. in Silver Spring during a heavy fog. A check with the fire board yielded only the information that rescue squad ambulances had picked up three persons.

Turning to the criss-cross, the occupant of 216 E. Franklin Ave., was phoned. When Mr. Phipps said, "This is the WWDC newsroom," he was told, "I was just picking up the phone to call you. Does this mean I don't get my dollar?"

After being promised his dollar, he supplied complete details. He not only had

heard the crash but also had helped the teenage victims out of the car. At the request of the driver he had informed the parents and then was preparing to call WWDC.

Besides the criss-cross and the usual public agencies, WWDC has a 2,000-name index of persons who are logical contacts for quick reference on any conceivable subject that might be cause for a news tip. If checks with public agencies or residents near the scene of the incident aren't adequate, this name index is utilized.

Frequently, according to Mr. Phipps, the police radios report that "WWDC says such-and-such. Will you check." This can be embarrassing sometimes. A few weeks ago when the station got a tip that a 15-year-old Silver Spring youth had confessed to the murder of a girl classmate, a police check supported the tip. WWDC aired the development, with the boy's father getting his first information from the broadcast, heard by a neighbor.

This problem of airing a name before next of kin gets the word bothered the station until an arrangement was made whereby WWDC withholds the name if the police request. In turn the police agree to call WWDC as soon as they have notified next-of-kin. The day after the tip system was started last year, WWDC was on the air with reports of a serious B&O train wreck between Washington and Baltimore. WWDC had first detailed information and the list of casualties long before other news outlets, even beating the wire services, according to Mr. Phipps. This was tip No. One.

WWDC is seldom bothered by cranks though it naturally gets useless tips, such as the phone call from a lady who supplied the information that Grace Kelly was the mother of a baby prince. Duplicate tips are frequent and the station pays off in some cases, especially when important details are supplied.

A cab driver who phoned that a man had just jumped off the Calvert St. bridge, was asked when it happened. "He's just about landing now," the tipster grimly replied.

About a dozen times a day, in news and personality programs, WWDC will announce that it pays \$1 to \$5 for any usable news tip broadcast on the air, concluding, "If you see news in the making, call Tuckerman 2-7604." Station personnel, incidentally, are efficient tipsters. Signs are posted on bulletin boards in Peoples Drug Stores, sponsoring 12 daily newscasts.

"Honorary news reporter" cards are given those who send in news.

Over a 12-month period the volume of news tips has steadily grown. "We're worried if we don't get at least one tip an hour," said Mr. Phipps. "On weekends we often get five or six tips within an hour. The average

runs 10 to 15 calls a day, with three to 10 used on the air. Frequently we can build an entire newscast around news obtained from tips and we break into personality programs regularly with bulletins. At the same time, we try not to let local news get out of proportion with national and international events."

A spot check of WWDC's records showed these eight typical tips: Ceiling collapsed in Arlington, Va., bank, injuring three; serious multiple car crash on Baltimore-Washington Parkway; man shot in stomach in Jimmy's Grill; fire near Marlboro, Md., three children burned; Suburban Trust Co. official kidnaped in \$60,000 bank robbery; Easter egg-hunt riot; robbery of Silver Spring Quick Car Wash and fatal shooting.

#### Goes After Some Interviews

While the station uses beep interviews only when they add materially to the story, it goes after interviews when the news is important. Last October, the station contacted the Richard Gordon family when the parents and twin daughters (aged 2) were rescued from a Pan American plane that was ditched between Honolulu and San Francisco, claiming a world-wide scoop for its long-distance interview. The Gordons were from Silver Spring.

During the December fires around Malibu, Calif., an Alexandria, Va., woman phoned the station that her sister, formerly of Washington, lived in the area. The sister supplied an eyewitness account of the fire and the destruction of her own house, one of the first lost in the spreading blaze.

The WWDC news staff comprises, besides Mr. Phipps, Tom Slinkard, news editor;



WWDC newscaster Bob Will (l) and News Director Joe Phipps check the location of a news tip.



BEFORE (Jan. 22) and after (Feb. 4) collapse of the new tower being erected in West Nashville, Tenn., for WSM-TV. Cause was still unknown last week.

Maxwell, 33, Jacksonville, Fla.; Robert Lee Kirshner, 30, California, Mo., and George Pressler, 33, Union City, Tenn.

Collapse of the tower started, it was stated, while riggers about half-way up adjusting tension of guy wires. Two workers fell on the transmitter house and the others were thrown away from direction of fall. A fifth, on the ground, was treated for shock.

An AP story quoted G. A. Wallenstrom, GE engineer, who was present at the time, as saying, "I've never seen anything like it and I've been in the business for 34 years." AP said that viewers of the WSM-TV *Modern Romances* were cut in on the phone call from the transmitter house, hearing these words from the disaster scene, "Oh, my God. Send help. The tower has just fallen down. Help, quick."

The 1,250-foot tower of WMT-TV Cedar Rapids, Ia., was blown over Dec. 10 in a high wind shortly before completion of erection. A 650-foot tower of KGEO-TV Enid, Okla., collapsed in October while the antenna was being lifted out for transfer to a new tower.

#### COACHED VIA TV

TELEVISION was credited with an important assist in the basketball victory scored by St. Francis Catholic High School, Parkersburg, W. Va., over Spencer High, Spencer, W. Va.

The game was the first remote carried over ch. 15 WTAP-TV Parkersburg.

The Catholic high school coach was in the hospital suffering from ulcers, but a portable tv set was placed aside his bed and he coached his team by telephone as he watched the play over the set.

The score: St. Francis, 85; Spencer 56.

#### McClatchy Promotes Collins; Other Shifts Announced

KEITH B. COLLINS, formerly station manager of KFBK Sacramento, Calif., has been appointed sales director of the McClatchy Broadcasting Co.

Frank Devaney, has been named to replace Collins. Ramsey G. Elliott, program director of KMJ Fresno has been named station manager of that outlet. Jeff Nagle, of the announcing staff, will be program director.

The McClatchy stations are: KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE-AM-FM Modesto, all Calif.; KOH Reno, Nev.

#### WBZ-TV Gets Red Sox Tv Slate

WBZ-TV Boston, a Westinghouse Broadcasting station, has signed to telecast the entire 51-game Red Sox baseball tv schedule for the 1957 season, according to Franklin A. Tooke, general manager of the Boston station.

The schedule includes 33 home games and 17 away games, with seven night games to be played at Boston's Fenway Park.

Sponsors of the ball games include Liggett & Myers (Chesterfield and L&M filter cigarettes) through McCann-Erickson; Narragansett Brewing Co. through Cunningham & Walsh, and the Atlantic Refining Co. through N. W. Ayer.

#### WPAT-AM-FM Plan New Building

A NEW building that would house all facilities of WPAT-AM-FM Paterson, N. J., is on the drawing board, according to Dickens J. Wright, president and general manager. Current plans are to erect a building, in contemporary design of glass and masonry, at Broad St. and Hepburn Rd., Clifton, N. J., site of the present transmitter. In addition to studio facilities, the new structure would contain business offices and a restaurant for personnel.

# WVET

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# WVET

ROCHESTER, N. Y.

Represented Nationally by  
**THE BOLLING COMPANY**

George Darlington, Maryland U. journalism major, on weekends, Ken Evans and Bob Will, newscasters-announcers—plus, of course, the growing staff of volunteers.

Sponsors like the news formula, according to Mr. Strouse. Clayton R. Sanders, advertising director of Peoples Drug Stores, said he has watched the idea "with interest" and added, "It certainly seems to be paying off in good shape."

In its early weeks the plan brought only occasional results though some of the tips were hot ones. A rate of around 40 usable tips per week was reached by summer, about two-thirds of them usable. Cost for the first year—about \$1,300.

WVDC's bookkeeping department, however, takes a dim view of the project, Mr. Strouse said. "Quite a few of our reporters don't cash their checks and our auditing department is going around in circles. Over 200 checks are outstanding, perhaps adorning den walls."

### Seminars on Traffic Problems Scheduled for Petry Stations

A SPECIAL seminar gets under way Friday for traffic managers and personnel of radio and tv stations represented by Edward Petry & Co. and will continue through May at Petry's New York offices.

Emphasis will be on discussion of traffic problems between station and representative, touching on such matters as the submission of availability data as well as the clearance and confirmation of time and contract execution. The Petry firm, reports Lee Redfield, manager of Petry's special services department, intends to be host for two days to two or three traffic department heads and their assistants weekly over the four-month period. At the same time, the guests will have the chance to make calls on agencies. Findings will be made available after the seminar ends.

Stations to take part in the sessions the first month: WBAL-TV Baltimore; WTAR-AM-TV Norfolk; WICU (TV) Erie; KPRC-TV Houston; WTVD (TV) Durham; WTVH (TV) Peoria; WRNL Richmond; WSM-TV Nashville; WJHP-TV Jacksonville; WESH-TV Daytona, and WNEM-TV Flint-Saginaw-Bay City, Mich.

### Five Promoted by KNXT (TV)

FRANCIS HAUGHN, sales traffic manager of KNXT (TV) Los Angeles and CBS Television Pacific Network, has been appointed to the newly-created position of sales service supervisor of the station and regional network. Rudy Wissler, who has been Miss Haughn's assistant, succeeds her as sales traffic manager.

Robert Cole has been promoted from TV city guest relations to be Miss Haughn's assistant, with the title of sales service manager. Van Rubenstein has moved from sales service to the post of national sales representative for KNXT and CTPN. Fred Sherrill transfers from tv city mail department to KNXT and CTPN as assistant sales traffic manager.

### TV ACCENTS PRINT AD

IT's no longer startling when a "hinterland" station buys time on a New York radio or tv station to present its "message" directly to agency timebuyers in the New York area. But WBNS-TV Columbus, Ohio, has come up with a new wrinkle: paid announcements on WCBS-TV calling the attention of timebuyers to a double-spread, black-and-white advertisement in the current (Feb. 9) issue of *New Yorker* magazine.

The station placed two 10-second announcements on the station at the first station break after the start of *The Late Show* (feature films)—about 11:30 p.m. EST—on WCBS-TV last Friday and today (Monday). The announcement was a telop of the WBNS-TV two-page ad—picture of a little girl wide-eyed before the tv screen—with copy urging the timebuyer to read about WBSN-TV as the great station for holding the attention of children. Agency handling the buy was Maurice Mullay Inc., Columbus.

### KWK Inc. Opens N. Y. Office

KWK Inc. (KWK-AM-TV St. Louis and WGTO Haines City, Fla.) has opened an Eastern sales office at 53 E. 51st St., New York, N. Y., with Jerry Danford as manager. Telephone is Plaza 8-0640.

### Arnold Stations Now Operating WTAM With Full New Staff

ARNOLD Stations have assumed control from Republic Broadcasting System of WTAM Decatur-Atlanta and filled all staff positions.

Dick Harvey has been named station manager; Howard Morris sales manager; Ric Marcellan and Harvey Morris have been added to talent; Stanley Brown, chief engineer, and Muriel Chamberlin is traffic director.

WTAM will be located in the Atlanta Biltmore Hotel. (The station broadcasts with 1 kw and holds a cp for 5 kw.)

Other Arnold Stations are WINN Louisville; WALT Tampa; WMFJ Daytona Beach.

### KUMV-TV Begins Operation

KUMV-TV Williston, N. D., was scheduled to begin operating Saturday, using film until its radio relay connection with parent station KFYZ-TV Bismarck, N. D., is completed. Both stations are owned by Meyer Broadcasting Co. The ch. 8 Williston outlet, which will be fed by NBC-affiliated ch. 5 KFYZ-TV, was built through the efforts of almost 7,000 Williston area residents who raised about \$450,000 and asked Meyer Broadcasting to build and operate the station. The local group also promised \$20,000 a year for five years to help operate the Williston station. KUMV-TV received its permit July 1956.



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## STATIONS



**JOSEPH A. DONOGHUE**, secretary of the Philadelphia Eagles football club, signs the paper that launches exclusive broadcasts on WCAU Philadelphia for the seventh season. Joseph T. Connolly, radio vice president for WCAU, awaits his turn to sign the new three-year contract. The station is setting up an eastern regional network for the 1957 card of six pre-season and 12 regular games—the entire schedule.

### KGfJ, Rev. Dawkins Dispute To Be Revived in L. A. Courts

ALTHOUGH they were refused an injunction against an alleged "ban" imposed by KGfJ Los Angeles on a broadcast by the Rev. Maurice A. Dawkins, the Southern California branches of the American Civil Liberties Union and the National Assn. for the Advancement of Colored People plan to fight the decision in the courts, it was revealed in New York by ACLU.

The Rev. Dawkins, pastor of the People's Independent Church of Christ, is chairman of the executive board of the Los Angeles NAACP chapter. ACLU claimed that the station advised the minister he could not deliver such a controversial broadcast as his planned sermon last April on the Negro struggle for equal rights. ACLU said it contained "a call for passive resistance against segregation." It also was charged that although the minister had regularly broadcast weekly sermons for more than a year, after May 27 his sponsors had been required to renew their contract from week to week.

Attorneys said they would challenge the alleged ban under both the First and 14th Amendments, charging "arbitrary censorship, infringement of freedom of speech and a breach of contract between the sponsor and the radio station."

KGfJ Manager Thelma Kirchner told BeT she was surprised at the attempt to dig up the controversy again at such a late date, explaining that a Los Angeles superior court judge denied the request for an injunction last May and the case was dismissed in June. She said Conner & Johnson Co., a Los Angeles mortuary, signed to sponsor the program as a religious show with music and a short sermon, but that Rev. Dawkins deviated from this format.

Miss Kirchner explained the mortuary simply let the series expire last July after

the minister resubmitted a controversial tape refused earlier by the station. She added that the minister also used the program to successfully promote his candidacy for the presidency of the local NAACP chapter.

### \$150,000 Renovation Started On WHBF-AM-TV Establishment

A \$150,000 renovation project is under way in the Telco Bldg. housing WHBF-AM-TV Rock Island, Ill., as part of the expansion program planned by Rock Island Broadcasting Co., station officials reported last week.

Plans were announced Tuesday by Ben H. Potter, president, and Leslie C. Johnson, vice president and general manager, of the *Rock Island Argus* properties.

Involved in the remodeling are a new exterior, installation of an elevator for three floors, location of executive and sales offices on the ground level, and enlarged office and client space on the second floor. The building will be air-conditioned and will include exterior floodlights, with provision for five new display windows.

Eventually, WHBF-AM-TV plans a building of five stories for office purposes, to be erected under the WHBF-TV tower adjoining the Telco Bldg.

In announcing plans, Messrs. Potter and Johnson said additional space has been needed for some time to accommodate new facilities and personnel.

### Co-owner of WBNS-TV Dies

EDGAR T. WOLFE SR., 63, co-owner of the Dispatch Printing Co., which operates WBNS-AM-TV Columbus, Ohio, and two Columbus newspapers—the *Columbus Dispatch* and the *Ohio State Journal*—died of cancer Feb. 2. He had been in failing health for several weeks.

Mr. Wolfe also was chairman of the board of Baneohio Corp. and headed the board of the Wolfe Wear-U-Well Corp., a shoe concern affiliated with some 1,500 shoe stores.

### REPRESENTATIVE APPOINTMENTS

**WMMN Fairmont, W. Va.**, appoints George P. Hollingbery Co.

**WBCO Bessemer, Ala.**, appoints Interstate United Newspapers, N. Y.

### STATION SHORTS

**Triangle Publications Inc.** (WFIL-AM-FM-TV Philadelphia, WNBF-AM-FM-TV Binghamton, N. Y., WFBG-AM-TV Altoona, Pa., and WNHC-AM-FM-TV New Haven), radio-tv division, N. Y. office, moves to 485 Lexington Ave. Telephone: Oxford 7-9736.

**WFIL-FM Philadelphia** begins weekend programming. Station previously operated on Monday through Friday schedule.

**WFEA Manchester, N. H.**, has announced plans to swing into a fully independent operation in the near future.

**WEW St. Louis** moves offices and studios from Hotel DeSoto to Rialto Bldg., 220 N. Fourth St., that city. Telephone remains: Chestnut 1-1921.

: Gordon McLendon  
To: All stations

At KLIF, we have added news headlines on the half-hour according to the attached format. Even though we are again heavily commercial, we felt that we could not avoid adding this small bit of extra talk to serve the new demand for news. This is a point where the music and news formula has to be flexible to serve an unusual situation.

I've also cut some spots for each of you in my voice promoting your coverage of the near eastern situation.

We are today cutting new news intros for each station.

Saturday, Oregon State and Stanford play for the Rose Bowl. We paid \$100 for the rights, plus what we have to pay to Western Union, and we'll sell it for one hell of a lot of money. Added to which, it gives us a complete sports exclusive.

Remember that coming up in December America plays in Australia to attempt to regain the Davis Cup.

Be sure and find out when your station's birthday is. We have found that we can squeeze a thousand dollars or so out of our suppliers for a special day on the occasion of our birthday. Incidentally, it is Friday, November 9th, and we are nine years old. KLIF is having the biggest nine days in its history. We are up almost a thousand dollars a day so far over last month, and last month was the second biggest month in our history.

Again, I think there is too little interconnection between our stations as regards information. While I realize that all of us have precious little time for letter-writing, it seems to me that we should have better exchanges of station breaks, gimmick commercial ideas, special event selling ideas, etc.

Morgan has one hell of a fine promotion regarding real estate that we think will hypo our January and February billing about twenty-five to thirty thousand dollars. You might write him if you are interested.

Recently, we sent all stations a list of the station breaks KLIF is presently using. These are really a choice of the best fifty breaks from the last couple of years. I'm sure you got your copy.

Here's a station break suggestion for the next couple of weeks: "This is KLIF, and KLIF news is only seconds away from Budapest". Naturally, you'd have about a hundred different ones, using a different place or city name on each one, i.e., "This is KLIF in Dallas, where Egypt is only seconds away from KLIF news".

By now, all of you know that KLIF will be represented by the John Blair Company effective January 2nd while KFLP will be represented by Adam Young effective same day (likewise KILT). Let me also commend the guys at WRIT, which continues to do an outstanding job in billing.

Let's all keep up the good work. And send us copies of any new ideas--program or sales. Anything good up there in Milwaukee, Gene?

Gordon McLendon

TO: ALL STATIONS

April 20, 1955

FROM: Gordon McLendon

TO ALL MANAGERS:

DATE: April 4, 1957

SAMPLE HOLLYWOOD NEWS COMMERCIALS

TELEGRAPH SOUNDER KEY AS STANDARD OPENING

ANNOUNCER (in Walter Winchell-like style):

Another Rayco Hollywood column. Cleo Moore, beautiful blonde starlet, is apparently serious about running for Governor of Louisiana. She says that if Marilyn Monroe can play "The Brothers Karamazov" she, Cleo, can be Governor of Louisiana.....more Hollywood news in a minute.....stop by your favorite Rayco store today, see the new Seran-plastic seat covers ....for beauty, style and durability, you can't beat Rayco....for Rayco seat covers are the world's finest .....(sunder key again) another Rayco Hollywood exclusive....Star Ruth Roman announced today she and husband Mortimer Hall are separating....It's the third separation and this may be the finish....keep tuned to KLIF \_\_\_\_\_ times every day as Rayco Seat Covers bring you Rayco Hollywood columns....Rayco the finest seat covers money can buy!

NOTE: This is but an example of the format for this sort of commercial. After two days, instead of just sleeping through the commercial, people will perk up their ears when that telegraph sounder opening comes on. And they'll have to listen to the commercial to get the Hollywood item following it. The commercials could all be written long in advance, likewise the opening and close. But the client would have to supply, or pay you well to supply, the short opening and closing Hollywood items. If I were a sponsor, this is the sort of identification commercial I'd like.

Gordon McLendon

GMEL:fr

KLIF book

TO: ALL STATIONS  
FROM: Gordon McLendon  
DATE: April 1, 1957


Tomorrow is election day here in Texas. While statewide interest will be focused on the senatorial results, there are also important local elections involving mayoralty and City Council campaigns. It was brought to my attention today that, while we at KLIF have been billboarding like hell on upcoming coverage of the Dallas race, we have failed utterly to take into consideration an extremely hot race in which local lawsuits have been filed in Grand Prairie. There is also, I understand, an Irving and Garland race. All of this might seem to you to be unimportant but it is highly important. I point out to you that all of these three towns and perhaps others that I don't know about, which are conducting races-- are all in the Dallas telephone exchange. This means that these cities get as much credit for a Hooper call as Dallas itself. We should have been pointing out to those people that we will devote attention to their local races, thus identifying ourselves as the station to whom their loyalty should be affixed. We should identify ourselves in such a way as to be their hometown station.

I am sending this memo to Bill Weaver and others because San Antonio, Houston, New Orleans and other such cities all have towns surrounding them into which Hooper places phone calls and in which there are frequent elections of great interest. Election should not only be covered, it should be billboarded thoroughly in advance. In almost all cases, these small towns will have weekly newspapers who will be absolutely delighted to cooperate in coverage for just a plug or two in return.

GBM:bp

JUNE 3, 1956

The

Journal  American

# AMERICAN WEEKLY

Anglers! Here's a chart that tells you...



By HAROLD K. BANKS

Are you one of those fishermen who feel that, whenever you dunk a hunk of tempting bait, if there are fish down there you're going to get a bite? If you are, better discard your brash optimism and hearken to Frank A. Andersen of Brookline, Massachusetts, a piscatorial soothsayer who claims he can tell you exactly when a fish will take your hook and when it'll thumb its fins at it.

He derives this information from his *Mass Psychology Time Tables*, hour-by-hour charts showing "up-trends" and "down-trends" based on more than 2,000,000 correlations of moon time, earth time and stock-market price changes over a period of 17 years.

Last December The American Weekly recounted some of Andersen's successful prophecies — the 1952 Presidential election, Russia's entry into World War II, Japan's capitulation and the 1948 decline of commodity prices.

Now the former stock broker is laying his reputation for prophecy right on the line by presenting to readers of The American Weekly his "When-to-Go-Fishing Time Table" for the eight days from June 3rd — today — through June 10th, next Sunday.

Andersen's fishermen clients say that he's right 89 per cent of the time.

A hunch prompted Andersen to try his time tables—originally designed as stock market guides—on fish. In late August of 1947, at Sebago Lake in Maine, he noticed that the time table for the next day showed an "uptrend" starting at 7 a. m. He urged a friend, a fishing enthusiast, to try his luck then.

"It's too late in the season," the friend said. But he was on the lake an hour

and a half ahead of time. At 7:15 a. m., the friend later wrote Andersen, the small-mouth black bass "started to strike and within 50 minutes I had a catch of four pretty good ones."

He gave former heavyweight champ Jack Sharkey an hour-by-hour guide and Sharkey reported delightedly: "It worked!"

A florist friend, Joel Quint, tried the chart reluctantly. "Wow!" was his reaction. "At first I thought it was a joke. Now I wouldn't wet a line without consulting him."

A large seafood firm tested Andersen's tables with its fishing trawlers for 11 weeks and found them 93 per cent correct. Mississippi catfishermen, working on Andersen's time tables, reported they "astounded the old river men with 'our' knowledge about when to drop a line." A Wisconsin fisherman caught 21 fish on one of his "uptrend" predictions while his disbelieving companions beat the bullrushes without any luck on one of his "down-trends." From Iowa, Oregon, Virginia, California, Louisiana — even from the Philippines — come glowing reports of full creels on "Andersen time."

If in the next eight days you feel the urge to match wits with any type of fish whatever,

this Andersen time table is devised especially for your benefit. The American Weekly cannot guarantee that the fish will cooperate but Andersen feels sure you won't be disappointed. Maybe you'd like to let us know how you and the fish made out. If so...

## WHEN-TO-GO-FISHING TIME TABLE

From June 3 through June 10, 1956

NOTE: This table is based on Eastern Standard Time. For Central Time, deduct one hour. For Mountain Time, deduct two hours. For Pacific Time, deduct three hours. If you are on Daylight Saving Time first figure out your local time, then add one hour.

SUN. 6/3	12:01 AM—3 PM = P 3 PM—MID. = FF
MON. 6/4	12:01 AM—7 AM = P 7 AM—5 PM = G 5 PM—MID. = FF
TUE. 6/5	12:01 AM—8 AM = FG 8 AM—2 PM = P 2 PM—MID. = FG
WED. 6/6	12:01 AM—7 AM = P 7 AM—9 PM = FF 9 PM—MID. = F
THU. 6/7	12:01 AM—2 PM = P 2 PM—MID. = F
FRI. 6/8	12:01 AM—MID. = P
SAT. 6/9	12:01 AM—9 AM = FG 9 AM—3 PM = P 3 PM—MID. = F
SUN. 6/10	12:01 AM—3 AM = F 3 AM—MID. = FF

E—Excellent FF—Fair to poor  
G—Good F—Poor  
FG—Fair to good VF—Very poor  
F—Fair FF—Poor to fair

Calculated by  
Andersen Laboratories, Inc., Brookline, Mass.

The Sports Editor, American Weekly,

63 Vesey Street, New York 7, N. Y., is waiting to hear.

**KLIF**  
**MEMORANDUM**

TO: Gordon McLendon

DATE: June 3, 1957

FROM: Dave Muhlstein

SUBJECT: non-commercial newscasts

Edd Routt has come up with a gimmick he heard on a Lubbock station during the weekend.

I think we have had public service sponsorship of weather and newscasts by community chest, red cross and etc. ~~There~~

Instead of these agencies, why not give sponsorship to various departments of local government: police, fire, water, health, sanitation, sheriff's office, etc., allowing these agencies to use safety copy, collection information, health advice, etc.?

TO: KLIF DISC J'S  
FROM: DAVE MUHLSTEIN

10-GBM  
MAY 16, 1957

SAVING LOCAL NEWS STORIES.....AND ETC.

FOR SOME REASON OR ANOTHER, LOCAL NEWS STORIES USED BY THE NIGHT STAFF ARE NOT ALWAYS BEING SAVED FOR THE MORNING MAN. SOMEWHERE THEY ARE LOST IN THE SHUFFLE. IT HAPPENS OFTEN ENOUGH TO BE EMBARRASING. THIS INCLUDES NOT ONLY STORIES THAT THE NIGHT DJ WRITES (AND HE SHOULD TAKE NOTES, LEGIBLE NOTES, THAT IS, FOR THE MORNING MAN TO WORK FROM) BUT ALSO INCLUDES STORIES THAT THE NEWSMAN LEAVES FOR THE NIGHT DJ.

ALSO, IT IS IMPORTANT THAT THE NIGHT DJ DO ANOTHER THING THAT HAS BEEN IGNORED. THAT IS, DATE ALL LOCAL AND STATE COPY THAT IS READ. THIS INCLUDES THE BALL SCORES.

A REMINDER TO WHOEVER READS THE SIX A.M. NEWS: NIGHT BALL SCORES, AMERICAN, NATIONAL AND TEXAS LEAGUE, ARE TO BE READ ON THE SIX A.M. NEWS. PLEASE READ MEMO ON HOW TO READ THE SCORES.

ALSO, REMEMBER TO USE DATELINES; CITIES, NOT STATES.

[COMES NOW A BRIEF NOTE FOR THE SUNDAY MORNING MAN. PLEASE DO NOT READ ALL THE STORIES ON THE STATE SPLIT JUST BECAUSE THEY ARE LOCAL. BY EIGHT OR NINE O'CLOCK THESE STORIES, FOR THE MOST PART ARE NOTHING MORE THAN RE-WRITE OF THE MORNING PAPER.... AND THE RE-WRITE ON THE SUNDAY A.M. SHIFT IS ~~WEEK~~ WEAK ENOUGH TO SOUND JUST LIKE YOU ARE READING IT OUT OF THE PAPER YOURSELF. THIS IS A CRITICISM THAT HAS COME FROM MANY SOURCES WHO ACTUALLY ARE UNDER THE IMPRESSION YOU ARE COPYING STORIES FROM THE PAPERS. IN MOST INSTANCES, THESE ARE "LAST NIGHT STORIES," ANYWAY. YOU MIGHT TOUCH LIGHTLY THE MOST IMPORTANT, BUT UNLESS YOU HAVE NEW ANGLE, BE LEARY OF MOST OF THEM.

Kilt Book

TO: ALL MANAGERS  
PROGRAM DIRECTORS  
MANAGING EDITORS

FROM: Gordon McLendon

DATE: August 23, 1957

Henceforth we wish to institute on every newscast, with the exception of the 5:00 and 6:00 PM newscasts, a feature at the very end of the newscast, just before the weather.

At this point, we will say "and now another look at the top story of the hour." Herein give a brief repeat of what you consider the number one news story on that newscast. It will probably have been your lead story.

A second innovation on our newscasts will be on the 5:00 and 6:00 PM editions. As Dave Muhlstein has pointed out, on our 5:00 and 6:00 PM newscasts, we not only try to have the latest top news but we also try to include top news stories of the day that may have occurred during the morning and afternoon but have been dropped on subsequent newscasts because of lack of new details. These stories have been bled white but we want to get them on the air again during the driving period. They are no longer news to sustained audience but certainly are to those who have been at work all day. Therefore, henceforth on our 5 and 6 PM newscasts, we will close these newscasts with the following line: "and now a review of earlier news stories on KLIF today." This will be followed with a 30-second report of stories dropped from the 5 and 6 PM newscasts because of timeliness or lack of it but heard earlier in the day.

All stations please comply.

GBM:bp

TO: ALL DJ'S

FROM: DAVE MUHLSTEIN

RE: MOBILE AND TELEPHONE NEWS REPORTS

When more than one mobile or telephone report is broadcast in a single hour, it is NOT necessary to repeat the commercial. However, be sure to use the appropriate open and close.

When the dj on duty covers a story by phone and gets an on-the-air interview pertaining to a news event, give telephone open and close and commercial. If it's a newsworthy interview, let's draw attention to it and get credit for it.

Be sure and include information on next newscast, and leave note for newsman so that he can include info that "Joe Blob told KLIF listeners...."

-0-0-0-0-0-0-0-0-0-0-0-0-0-

TO: MILKMAN DJ

FROM: DAVE MUHLSTEIN AND LARRY MONROE

RE: HOURLY BEAT CHECK

The night dj is responsible for hourly checks with the police and sheriff's dispatchers. These calls must be made without fail, every hour. There is no reason for KLIF to miss a fatal accident or fire in which lives or lost, or any other major news story just because it happens after midnight when there is no newsman on duty. Since it is not practical to rely on sources to call without fail during these hours, it falls on the night dj to protect us. It goes without saying that the jock's show will be that much more interesting with the added coverage of what's going on.

The two numbers to call are:

Police: RI-2-2431

Sheriff: RI- 7-8641 (ask for dispatch)

If it looks too big to handle by phone, and you need help, call a newsman. Your attention is called to the memo posted in the newsroom listing home phone numbers of the mobile newsmen, and also, a quick check phone list for covering a major news item, or any news item involving disaster.

Above all, when in doubt, don't let a story die. If you need help, call a newsman.

USE OF INTERNATIONAL NEWS SERVICE

Following is a list of the good features available on INS. Others have some good material but you can really use the following:

Hollywood, by Louella Parsons. This moves seven days a week--one day in advance. Usually moves in the AM early and if you use good bits of it, with proper credit, you can effectively kill the afternoon newspaper's use.

Baering Down on the News, by Bugs Baer. Moves seven days a week, two days in advance. Good quip material.

Hollywood, by Louella Parsons. This is a Sunday only feature and is mailed to INS subscribers at least a week in advance.

Broadway Boxscore, by INS staffers. Moves Friday night.

Weekly Business Review by Theodore Koslow. Moves Friday night for weekend use.

Radio and TV, by Jack O'Brian. Moves Thursday night.

**McLENDON INVESTMENT CORPORATION**

FROM DAVE MUHLSTEIN

DATE July 9, 1957

TO DALE DRAKE, BILL MORGAN, GORDON MCLENDON

SUBJECT LABOR DAY TRAFFIC REMINDERS.

FOLLOWING THE LEAD OF KTSB'S FOURTH OF JULY TRAFFIC WARNINGS, I HAVE CONTACTED BOTH CITY POLICE AND SHERIFF BILL DECKER AND THEY ARE GATHERING DATA FROM THEIR FILES OVER THE PAST EIGHT TO TEN YEARS ON MAJOR ACCIDENTS INVOLVING BOTH SERIOUS INJURIES AND FATALITIES DURING LABOR DAY WEEKENDS IN DALLAS COUNTY AND CITY.

WE SHOULD HAVE THIS MATERIAL WELL IN ADVANCE OF THE HOLIDAY FOR BROADCAST AT THAT TIME.

## USE OF INTERNATIONAL NEWS SERVICE

Following is a list of the good features available on INS. Others have some good material but you can really use the following:

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INS world news roundups move between 5-6 AM, 10-11 AM, 5-5:30 PM, 9-9:30 PM--four of them per day. After each news roundup, they clear a news in brief which is a headline summary. Times given above are EDT.

Gordon:

I realize the attached memo to the newsmen is too long and in parts too wordy for everyday consumption...but these memos, lumped with others, serve as supplemental policy books for newcomers to the newsroom. So we put a lot of explanation into them.

At any rate, I wanted you to know I was, or am, well aware we need some shaping. Perhaps I am too close to it at times, but again, I haven't been away from it, usually seven days a week, since August of 1955. And having observed your schedule I know you know what I mean.

Back to the issue: We will improve.

Dave

TO: ALL NEWSMEN  
FROM: DAVE MUHLSTEIN

NOVEMBER 28, 1957

It is time we had a critique, with an honest evaluation of our news operation. Generally speaking, we are doing a good job, but we are a long way from doing an "excellent" job. To be brutally frank, there never has been an excellent job done in our news department: when we pick up the pace in one facet, we slack in another. And this is not just because of a lack of personnel.

No one can criticize us for lack of hard work....but they can criticize us for lack of perspective and planning. It is not the duty of the News Director to guide the staff through each motion. What we need to do is think with a common goal. Most of the time our teamwork is excellent, but there are times when it lacks a lot of thought.

Part of our difficulty has been in our zealotness not to miss the routine....and as we all are aware...with a staff our size...the routine ~~can~~ gobble precious time like a sponge soaks water. However, here again we have a habit of spinning our wheels and losing perspective. Let's break it down and look at some of the angles.

THE LOCAL ANGLE---First of all, let's look at it in relation to national stories. A prime example would be the Eisenhower illness. What did the KLIF newsroom do to localize this story...(or even to make it more interesting)? As far as I'm concerned we could have done just as well by letting the dj's staff our newsroom. And, I'm certain our listeners were better entertained if they tuned elsewhere. Or, at least they didn't miss anything if they tuned elsewhere. The other stations were reading the wire also. Our listeners deserve better treatment. The reason they listen to KLIF news is because they expect more than they'll get on any other station.

If we did nothing else, we should have called one of the officers on the local stock exchange...or one of the leading brokers. These contacts are not strangers to us. We have called them many times in the past. What makes it particularly sad on this occasion is that it was such an obvious move on our part...but we didn't. It is old hat now that the stock market reacts to any bad news about the health of the president. How much reaction in comparison to his 1955 heart attack, his June 1956 upset stomach or his stubborn cough of February of this year is a question every listener will want to know about. Even those who don't play the stock market...and the number that do is amazing.

What about the medical angle? Here again we could have gotten a local angle. The classified section of the telephone book is loaded with the names of doctors listed ~~extensively~~ by categories according to their specialties. Enough information was available on the wire for a local doctor to comment at least on whether or not Ike's condition could be serious, if the affliction is common to person's his age, and so on.

(MORE)

FIRST ADD---NOVEMBER 28, 1957

I am dead set against "man on the street" interviews in a case like this (for radio) unless we can qualify the person being interviewed as either an expert (such as a stock broker or doctor) or someone directly affected by the news (and this definite tie-in relationship must be shown in the interview as the reason for the interview).

Another person who should have been contacted immediately for comment is the local Republican congressman. It would have been highly interesting to hear his answer to the question; "Do you think the President should step down because of his health continually throwing the country into a dither?" And, what about the Demo's?

What about a national interview? We'll spend time and money chasing down an 80-dollar robbery north of Garland...which is good from the local point of view and makes us sound smack on the ball...and we'll go so far as to call Alamagordo to contact a man who saw a flying saucer...which still puts us on the ball...but we won't even attempt to call the president's physician. And, believe it or not he is available for comment.

All this leads us to one major excuse: the man in the newsroom doesn't have enough time to do all this, especially when local news is breaking all over the terrain! This is where oneness of purpose comes in. In the first place, we usually have a man at or around city hall. In the afternoon two shifts overlap in the newsroom for a period of two hours. Suppose during the day shift you get a story that demands a lot of attention, why can't you call the man at city hall and ask him to make your checks for you, or ask him to chase down the accident story, or so on. In other words, let's seize the initiative. The editor on duty is the editor on duty. It is up to him to decide the news fare that gets aired. If time lets him work on only one story at the moment, decide which can best be handled from the newsroom (taking into consideration that you will want to record details or interviews from one of the stories and that in the interest of time or expediency the newsroom might be best to handle it by phone for taping. The man in the field can handle the story that needs no taping...unless of course it is a story where he needs go to the scene).

This seizing of the initiative by the editor on duty is no small task and is not to be overlooked. Let's take another example. In this story we came out all right, but we nearly didn't...and for no apparant reason.

The story was the announcement that the Dallas Eagles were being put up for sale. The story came into the newsroom from the Eagles' pr man just before the noon cast. This is a helluva story!!! Attendance notwithstanding, minor league baseball is dear to the hearts of a lot of people who wouldn't go across the street to see a game because they can hear or see one via tv or radio...or for numerous other reasons that every sports fan will debate.

(MORE)

SECOND ADD---NOVEMBER 28, 1957

When the story came into the newsroom, the first thing the editor on duty should have done was ask the pr man if any of the club officials were available for comment. As it turned out, the pr man didn't even volunteer the information a press conference was scheduled at 2pm. The editor did not ask for any information in addition to the handout....which again puts us in the realm of every other station in town.

The editor then attempted to call team officials but could not find the listing in the telephone book. So, he called the league headquarters. It was there that he found out a press conference had been scheduled at Burnett Field. He still did not come up with the number of Burnett Field...to at least try to beat the pack, press conference or no. Let the man on the other end tell you he would rather wait until the press conference.

The editor on duty found out about the press conference sometime prior to his one o'clock news. We are certain about the time because while he was on the news he received a call notifying him officially that there was to be a press conference.

At one-25, the man at the courthouse called in to check on another story and was told about the press conference. No attempt had been made to notify either of the two beat men prior to this, although the editor knew the exact whereabouts at that time of the beat man at city hall.

At two o'clock, the courthouse man was scheduled to cover a hearing involving a prominent insurance executive (former) and an attempt to throw a bit of malicious scandal at a member of the da's office. The city hall man had scheduled an appointment with a city official for a feature story involving the year's entire operation. Here was where perspective comes into play. It was not the editor on duty who made the decision as to which story he wanted covered and which scrapped for the moment. It had to come from the courthouse man...who in turn had to go into an explanation to the city man that this was more important than the year-end interview at the moment.

We finally got our interviews...and they were good ones. But why such a hectic, time-consuming approach?

I've gone over details of this step-by-step, not to be picayunish, but for purposes of analysis. Certainly we don't go about every story in this manner, but we do enough of them often enough to miss the boat on occasion...and on others to irritate our ulcers.

Another story that deserves brief analysis is the Garland Council move requiring registration of all groups in the city when requested to do so by officials. <sup>Even</sup> While Sputnik travels overhead perhaps one of the biggest stories among earthlings is integration. In addition, <sup>any</sup> move to unionize labor in the Dallas area is of huge consequence. Sure, we got the Garland story on the air...but in attempting to get interviews, or follow through we fell flat on our faces.

(MORE)

THIRD ADD---NOVEMBER 28, 1957

IT IS ABSOLUTELY IMPERATIVE THAT EACH NEWSMAN HAS READ THE PAPER BEFORE HE COMES ON DUTY. You must know what is going on, not only in Dallas, but all over the globe. At least one member of our staff is well-informed about national military developments, but is extremely vague about what's happening in city politics. In his lack of information, he not alone, I'm afraid.

We read the newspaper not only to find out what we missed, but to figure out a new angle...AND FOR BACKGROUND TO STORIES THAT MAY HAVE A LOCAL ANGLE THAT HAS NOT BEEN MENTIONED IN THE PAPER. We do not depend on the paper for our source, but it is common sense to check the competition and also in this way to check what the other wire service has that ours have missed.

In this matter of newspapers, it also is important to clip futures.... and...even more important to note stories that are obviously pr handouts...but about which we have not been tipped. There are many groups that go to the newspapers without thinking of radio and we want to bug them as they come along.

It also is important to keep up the futures book (my desk calendar), and to check it before each shift to see what the scheduled fare is.

ONCE AGAIN, BRIEFLY, ANOTHER COMMENT ON THE LOCAL ANGLE---Today is Thanksgiving Day. The state legislature has been in special session. Yet, not one newsman has even thought to call Joe Pool, whose bill on registration of the NAACP membership lists is big news at the moment. This goes back to being well-informed.

Back to the matter of newspapers, the morning editor should have the morning paper clipped and filed before his final newscast. The day man should have read the paper before he came to work and should see that he gets the afternoon paper the minute its delivered to the front desk. It should be scanned immediately. If we have missed a story, there is no reason that by the time the Herald gets its copies to its readers we cannot have developed angles way ahead of the original story...making theirs seem like old hat by the time its read.

The men on the beat usually can get hold of a paper earlier...and also should scan rapidly, not only to check what they may have missed, and angles that they may be able to develop on the beat...but also to notify the newsroom of anything that looks good and to check to see if we have it. This is good business...and speed is essence. Let's see no more of the paper sitting untouched for four, five or more hours.

IN THE MATTER OF FOLLOW-UP---Always look to the latest angle or possible development. Never approach a new story the same way it's already been reported. If the President dies...no matter how touching is the concise wire story that will run several times with the lead... "The President is dead!!" Let's jump ahead of them: "The full shock of President Eisenhower's death is just beginning to be felt"...etc. You get the idea, I'm certain...of what to do on updating stories.

(MORE)

FOURTH ADD---NOVEMBER 28, 1957

This system of follow-up also shows itself in interviews...with the type of questions you ask. Do not ask the man to repeat what already is old hat...or what you already have. Ask him something new. The exception, of course, is when you want to dress up a newscast, the subject has absolutely nothing more to say...and you think it would enhance the cast to have the man's own voice give the punch line.

Here again, keep it extremely brief. You can do this by briefly telling most of it in your own story...then ~~xx~~ introducing your insert by saying ...."as to monkeys having anything to do with the Republicans...the Senator tossed this barb during his interview by KLIF"... (tape insert)

Always be sure to tag it then with an identity: "And that's how Senator Smith, in an interview with KLIF earlier today, summed up the United States' lag in the missiles race."

WHAT'S WRONG WITH OUR NEWSCASTS: I have been informed they seem to lack sparkle. This caught me flat at first, since we have gone over this thing a million times...and it would seem we couldn't miss if we followed the rules. I have been listening with a more critical ear as of late and take the blame for letting certain things slip by.

For instance, Fidler may be news, but he certainly isn't startling news...and he's with us all the time. So, let's not hear Fidler as the third or fourth item on the news as I've heard quite a bit lately. If the cast is sponsored, put Fidler after the commercial. ~~xx~~ This holds true commercial or not: Fidler comes near the tail of the cast.

Stock quotations, unless that's a lead item, also come at the tail, just before the weather. And, while we're at it, let's not ignore local business items. But let's not go overboard as I heard the other night and give the most minute details of a stock dividend story. It's enough to say only that Temco aircraft has declared another quarterly dividend...their 16th consecutive since organization. And, unless it's a fabulous story...it does not go as the third story on a newscast. As far as that goes...the Republic National Bank story was a much better story...but we didn't even bother with it until the actual vote on enlargement of assets was taken...and then I had to insist on it.

Let's remember to make up the newscast as though it were the front page of a highly interesting tabloid...with each story screaming for attention. We don't want newscasts made up on a geographical basis.... but on a basis of importance of each individual story. And tie stories together...even though YOU MAKE THEM SEPARATE STORIES. You can most effectively do this with a lead-line before the dateline...punching the dateline with pauses for effect. I.E., Dallas---(And here you give brief but purple details of a local rape). Then...after slight pause... "Dallas is not alone in its story of a lurid sex crime tonight (pause).. New York..(pause)"

So, let's work on it. Not so many draggy details...and better stories. At least make the ones you use sound interesting...not as though you have the time to fill and you'll do it as painlessly as possible!! AND LET'S MAKE SOME STORIES SHORTER.

(MORE)

FIFTH ADD---NOVEMBER 28, 1957

BILLBOARDS---If you do not know what billboards are at this late date, please refer to the policy book, encased in a black cover and filed in the metal cabinet near my desk. Billboards are a valuable promotion and every newsman should be on the alert to use them.

A good for instance is when you get an advance on a story, such as the UP All-American pigskin lineup. The story will move anywhere from six hours to one day ahead of time. So, you start talking about it by means of billboarding. If you have the story, you scan it for selling points. The very fact that it is an all-american list will be only part of your selling point. You can't tell your listeners that A and M's Crow made first team. That is, you can't tell them ahead of the release time. But you can tell them that the mid-west dominates the selection...that only one southwest conference player made the first squad....that only one school in the southwest conference was honored in the first team...that the team contains a sophomore (which will make them wonder if by miracle SMU placed a man).

In other words, you write two or three short billboards...pointing to the fact that KLIF will have the story on the six o'clock news...or whatever it is...the next day...or that afternoon. Make sure the billboard is used continually all that time. It's even good sometimes to read the billboard from the news center.

If you are hazy on billboards...PLEASE READ THE POLICY BOOK IMMEDIATELY.

You also can use billboards to point up a hot interview that you know you are protected on...at least until you get your story on the air... or ~~xxx~~ on any major interest announcement.

You can also use a billboard to make KLIF sound like the authority on what otherwise is a routine ~~xxx~~ story. Such as when they were announcing ahead of time what time the next medical bulletin on Ike would be forthcoming. We could have said...~~xxxxxxx~~ "Unless the situation has gravely changed, KLIF will bring you the next medical bulletin on the condition of President Eisenhower at six p.m."

People would automatically listen to KLIF, even if they could get the same information from every other station in town...BECAUSE THEY WERE CERTAIN WE WOULD HAVE IT. WE HAD TOLD THEM SO.

You even mention this type billboard on your news. Remember, like the headline writer and the makeup man in the newspaper, we are selling our news.

FINALLY---Let's take our assignments with regard to filing and building up a source file to heart. We now have between 400 and 500 names on file, but we are far from complete, and each of you knows the valuable time that can be saved when the cards are ~~xxxxxx~~ already there. Never make a contact that you don't immediately afterward check to see if a card is on file...and if not...that you don't immediately file one.

Enuf for now. If you've waded through this, you know what we want.

RADIO STATION KLIF  
2104 Jackson Street  
Dallas, Texas  
Riverside 2-7121

FOR IMMEDIATE RELEASE:

news **4** today

KXLY KXLY-TV  
radio CBS

**4**  
Noon News-O-Gram



NEWS - A - RAMA

THE GREATEST SHOWS ON EARTH ON THAT GOOD LOOKING KXLY-TV

**4** CBS

RADIO STATION KLIF  
2104 Jackson Street  
Dallas, Texas  
Riverside 2-7121

FOR IMMEDIATE RELEASE:-----

DALLAS--- Dallas was struck by a tornado 4:40 PM Tuesday, April 2nd. KLIF Mobile News Units reported direct from the fringe area of the tornado, describing the tornado as it roared along. KLIF was called by numerous radio station from all over the United States for reports of the tornado, knowing that our on-the-spot coverage would be the best information available.

KLIF gave special reports to the following stations:

WWDC	Washington, D. C.	KNOE	Monroe, La.
KXYZ	Houston, Texas	KING	Seattle, Washington
KISA	San Antonio, Texas	KTBB	Tyler, Texas
KILN	Denver, Colorado	WDXB	Chattanooga, Tenn.
KELP	El Paso, Texas	WACO	Waco, Texas
KHB	Wichita, Kansas	WNOE	New Orleans, La.
WFBR	Baltimore, Md.	KQME	Albuquerque, N. Mexico
Texas State Network		WCUE	Akron, Ohio
KMPC	Hollywood	KAMQ	Amarillo, Texas
		KFJZ	Fort Worth, Texas

KLIF was praised by the Christian Science Monitor for the outstanding public service job of all Dallas radio and television stations during the tornado for its on-the-scene warnings of the tornado's progress, enabling the listeners to get out of the path. It said that casualty lists were undoubtedly kept at a minimum because of the broadcast warnings by KLIF.

From: Gordon McLendon  
To: All Station Managers, Sales Managers

While I'm thinking about it, want to call your attention again to a way of satisfying the demand of national advertisers for merchandising. More and More, requests for merchandising are being made a part of requests from national agencies.

In addition to the regular jumbo card mailings that most of you offer, guarantee them that they will be featured on certain weeks on our "news answering service". Obviously, we are just that--receiving hundreds of calls each week for sports score news, news of crashes, news of all sorts, as well as record requests. It is valuable to any national client for this answering service to feature an answer such as "This is KLIF News--Try Turtle Wax", or "This is KLIF News--have you read this week's LIFE?"

It might be good if all of you would notify your H-R offices of the availability of this type of merchandising to all worthwhile clients. Fall sales pitches are now underway and some of the H-R people may want to incorporate this into their pitches.

GBM

KILT L

#### WEATHER

Cloudy - Windy  
Cool  
High Today - 39  
Low Tonight - 28

## Fritzels

LAST MINUTE HEADLINES  
DIRECT FROM

### RADIO STATION WJJD

The  
STAN DALE SHOW  
Monday - Friday  
6:00 to 9:00PM

NOON NEWS - MONDAY - APRIL 8, 1957

- CHICAGO..... Roger Touhy who has spent almost half his life in prison makes a dramatic bid for freedom. His family will present his petition for release at a parole board hearing. It will be the first time the family have revealed themselves to the public.
- JET OPE, KANSAS. Gusts up to 50mph were whipping the snow into huge drifts at the towns of Liberal and Jetmore, and now has moved into Texas & Oklahoma Panhandles.
- NATIONS CAPITOL Former Assistant Defense Secretary Robert Ross and his wife will appear before a house group for questioning on 20 million dollars in government contracts received by Ross' family.
- CAIRO..... Egypt has placed its armed forces on a full-scale alert, apparently because Israel said it would send a ship thru the Suez Canal.
- JERUSALEM..... Israel feels such action is unwarranted by Egypt. They say they have no intention of shooting their way thru the canal.
- NICE, FRANCE.... Prince Aly Kahn has been called to the bedside of his father - The Aga Kahn. The 80 year old Moslem Leader is seriously ill.

NEWS ON THE AIR EVERY HALF HOUR TO KEEP YOU AHEAD OF THE HEADLINES

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GBM

HEAR THE HIT TUNES AND THE BEST IN MUSIC AT  
1160 ON YOUR RADIO

**WJJD**

CHICAGO'S MOST POPULAR STATION FOR NEWS & MUSIC

CY NELSON	6:00 A.M.
CARL WARNER	9:00 A.M.
SID ROBERTS	11:00 A.M.
CARL WARNER	12:00 NOON
TOP FORTY WITH DEL CLARK	2:00 P.M.

SATURDAY SERENADE	6:30 A.M.
SUNDAY SERENADE	12:00 NOON

plus

NEWS EVERY HALF HOUR TO KEEP YOU AHEAD OF THE  
HEADLINES

**WJJD--WHERE YOU ARE NEVER MORE THAN FIVE MINUTES AWAY FROM MUSIC! MUSIC! MUSIC!**

From: Gordon McLendon  
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It might be good if all of you would notify your H-R offices of the availability of this type of merchandising to all worthwhile clients. Fall sales pitches are now underway and some of the H-R people may want to incorporate this into their pitches.

GBM

This thing sounds big to a national timebuyer, so don't overlook it because, being on the spot, you think it is small. I personally think it is a valuable service.

August 6, 1955

MEMORANDUM

Gallery Book - No. 2  
news

TO: [REDACTED] ALL McLENDON STATION MANAGERS  
cc: News Directors, Program Directors

FROM: GORDON McLENDON

DATE: JUNE 13, 1960

The last few weeks have gone by with occasion after occasion where news stories were aired on KLIF without a beeper telephone report. Almost 100% of these stories could have had beeper telephone reports. I defy you to find any national news story which I can't localize and without too much exercise of imagination. This goes for international news stories also. Yet we were not getting any beeper reports on such stories. Nor were we getting any to speak of on local stories for that matter.

Accordingly, a few days ago I instituted a new policy at KLIF in which we require at least one new beeper telephone report per hour. That is, one beeper telephone report on each newscast. The news department can always do as many as it wishes and then continue to use them as long as good news practice dictates but the fact is that there was a definite requirement for one new and previously unheard beeper telephone report with each newscast where a newsman was on duty. Since that time, at least the hours I have listened, this policy has been followed by our news department. It has certainly made our news sound 1000% better. However, an interesting question arises: Why wasn't it being done before? I am afraid that my answer to you must be that it was not done through lethargy. Getting beeper news reports is a habit, but a habit the development of which requires the exercise of some energy and ingenuity each hour. Once you fall into the habit and it becomes a regular part of the pattern of making up the news, I don't think it is so bad. Henceforth, upon receipt of this memorandum, such an order will prevail in all of our news departments where a newsman is on duty at the studio. This manifestly does not include KABL and WYSL. It does not include KEEL at times when Bob Dale is not on duty.

It will expedite the performance of this duty if each news department will have a list of the top 300 citizens or more on hand at all times, categorized by type of business, etc. You should keep in mind that even if you are able to reach someone to localize any particular news story during one hour it may very well be possible to reach somebody the following hour and localize that same news story. In other words, because you fail upon a particular news story in one hour you may be able to accomplish your purpose the second or third hour and revitalize the whole story.

With respect to mobile news units, we have been extremely lax in the format we use to report stories. The mobile news unit man should sign on with something to this effect: "This is Bill Jones at the corner of Fourth and Market in KLIF's mobile news unit # 3 where a major accident has taken place." You should sign off by saying: "A report of a major accident at Fourth and Market. This is Bill Jones in KLIF mobile news unit # 3 reporting from the scene. Now, back to the KLIF studios."

In all situations where possible, someone at the scene should be interviewed if only for a couple of lines. It lends credence and authority to the fact that they are actually at the scene. A mobile report made without any second party on the broadcast sounds merely like another beeper, so get that second person interviewed. Somebody at the scene must be able to say something about what has just happened. It is a vital part of the mobile news report. Also when you are coming on the

Page Two

air or going off, don't just say "Mobile Unit # 3 -- use the call letters in connection with the news unit.

On regular newscasts remember that it is our policy to pause slightly between the dateline and the item. It is also our policy to work in our call letters two or three times during the process of the newscast. The news department has been lax in doing this also. The scores of last night's baseball games should be included on the 7 and 8 a. m. newscasts. Efforts should be made to give water temperature at this season of the year.

Jack Lee in Louisville has been talking about his difficulty with prestige accounts. If you will compile a list of top citizens and merchants similar to that I have suggested in this memorandum, it will go a long way in securing these prestige accounts for you. Since you will be in constant contact with the leading merchants, citizens and advertisers, this very constant reminder of your opportunism will ultimately plant a distinct image and a prestige one in their minds.

Now that we will be requiring one new beeper telephone report an hour, I think it is important that we specify clearly to you that this does not mean a beeper telephone report from one of our newsmen or from anybody connected with the station. It is a beeper telephone report chosen from some local authority or citizen not connected with the station in any way. It does us no good to interview ourselves all the time. You may wish to put your staff newsmen on from police headquarters but this does not mean that this takes the place of the beeper telephone report for that hour which should feature an outside man.

On KLIF beepers, we have a habit of putting the beeper on the air and then at the end going straight into another news story. This is no good. In any beeper report, because many of them are hard to understand, we need to explain in one sentence after the beeper report, who is talking and in the fewest possible words, the absolute gist of what the man said. Failure to do this is as slipshod a practice as a mobile reporter failing to tell where he is, what he is, what he is reporting, and introducing a second party from the scene.

Gordon McLendon

RPB news  
TO: ALL NEWSMEN

FROM: DAVE MUHLSTEIN

AUGUST 26, 1959

Beginning immediately:

1 -- We want more mobile reports...especially on accidents that sound spectacular or in which critical injuries may have been suffered. Let's have less delay in notifying news units that such a story is developing. And, unless the reason is absolutely valid, let's make these reports from the units and not by phone.

2 -- Whenever a major accident is working and an ambulance continues "code three" the news editor immediately will put the information on the air. Use telegraph key sound effect, not bulletin disc. It is not necessary to use the word bulletin unless you know someone has been reported killed. Merely follow this idea: (key effect)... "KLIF newsmen report a major accident at \_\_\_\_\_. Two ambulances have been dispatched to the scene. KLIF newsmen will report further details."

It is not necessary to break into a record for this...but it should be used even if it is just two or three minutes from news time.

Even if you have no further details at air time, be certain to report the story on the news, giving it a different approach: "As reported on KLIF just minutes ago, ambulances are speeding to the scene of a major accident at \_\_\_\_\_. KLIF newsmen also are enroute to the scene and will report details as soon as they are available."

3 -- Whenever an accident of this type is working or whenever traffic is tied up for any reason, immediately give the information to the jock. This is in addition to the break-in from the newsroom. It allows the jock to billboard as well as warn motorists of traffic bottlenecks.

4 -- We have not been taking advantage of billboard possibilities on upcoming sure-shot stories: "More fireworks are expected in Dallas County's Commissioners' Court this morning as the battle continues over the firing of three employees. KLIF News will be on the scene to report full details.".....or.."KLIF News advises you to stay tuned for full details from KLIF newsmen who'll be on the scene."

5 -- We need more liberal use of bulletins from our wire. Unless it is an absolutely ridiculous bit of news, put it on the air.

6 -- For some reason baseball billboards are not being carried except on early show. These should not only point to a particular game or two but should point to the closeness of the league races. They should be typed with room enough at the top for "billboard" and instructions on how often it's to be read.

7 -- We want more use of sensational stories on the air. If you have to dig to the fifth paragraph of a wire story for the angle, do so. Lots of Hollywood items, too. Let's have juicy newscasts w/drama.

TO: ALL NEWSMEN

FROM: DAVE MUHLSTEIN

AUGUST 26, 1959

8 -- Unless a national story is able to generate tremendous impact, always start a newscast with a local story. And make certain the local story is not read word for word as it was the previous hour. Rocket launchings and etc, of course are important, but at this stage in the game, unless there's a man inside, or unless it kills about ten people on the launching pad, or unless it's circling and threatening a major city, you'd better make a one-liner out of it and use it far down in the cast.

9 -- We want more sharp, terse drama in our news writing. Taking one of the examples from above, a huge rocket circling a city out of control, start your with a word picture, either of what officials are doing about it, how the citizens are taking it or, a clever summary of the situation at this moment: i.e, death continues to circle in the sky.....etc.

10 -- It is perfectly okay to continue using a story of a traffic death for many, many hours, but your writing should clearly reflect after several hours either latest developments or that this is only a brief summary of a story reported earlier and first on KLIF. It is better to have a one or two-liner after several hours than to drop it altogether. At any rate, do not allow an old story that we have hit hard already appear to be an old story merely because of lazy or careless writing.

11 -- We want more inserts on newscasts. Lately there has been a tendency to hold some special reports for newscasts, then let them drop. Let's get the reports to the newsroom early enough for specials, then the newsroom can either ask for an insert or take part of the special for an insert. At any rate, a clear, exciting insert adds to a newscast...and they should be repeated.

News editors also should work to get more phone interviews, not only for specials but also for inserts. Inserts should be short and to the point. Intros to inserts should sparkle with brevity and with punch. Your intro is the key to a successful insert regardless of lack of personality of the person being interviewed. Your intros should bring out why your insert is important to the story. After the insert, a single sentence, such as: "And that's how Joe Dokes sums up his feeling about the action by the court."

5 - An extra wire basket has been placed next to the news desk for the night man to leave stories to be brought to the attention of the morning man. In addition, if a story is to be continued on the morning news at certain times, note that information. If a story is to be dropped, note that information.

6 - When giving the weather: After the forecast, say, "Now let's take a reading." Then give readings.

7 - Try to use at least one bulletin during each hour. That is: USE MORE BULLETINS!! We now have a recorded opening for bulletins. It's short, one word echo.

RPB  
TO: ALL NEWSMEN  
FROM: DAVE MUHLSTEIN

*Gordon*  
*you file*  
*Dur*  
APRIL 1, 1959

Read this memo carefully, then adhere closely. Once again, the news sounds sloppy. It needs general tightening. Above all, know what you are going to say when the mike comes on.

1 - Use the telegraph bug in short, rapid bursts at the following times:

On newscasts, to intro: A repeat of the "top story of the hour."

The story you've teased.

A heavy impact story.

A bulletin in the news.

The baseball scoreboard in the news.

Stock report in the news.

Hot car report.

Special features, such as "tax survey."

Weather on newscast.

"Top stories heard earlier"...and to separate each of these.

The telegraph bug also is used to intro: Bulletins (in addition to recorded opening).

News teasers.

Missing persons reports.

The weather portion of the half-hour report.

2 - Unless it is a story of unusual impact, limit all tape inserts to an absolute maximum of 20 seconds each. Tight intros to these will add to the effect. I.E., "Dallas--- For the latest on the story of Big D's downtown fire bug, we switch to police headquarters and KLIF's Stan White."

3 - Note. In referring to our newsmen we use the possessive: KLIF's Stan White.

4 - Please make certain that instructions for those taking over after you go off duty are clear and understood as regards special handling of any story or stories. Do not leave anything to chance. Ask yourself if you would understand what was to be done with a story if you were to see it cold the next day. Sounds simple and logical, but this results in more headaches than anything else.

5 - An extra wire basket has been placed next to the news desk for the night man to leave stories to be brought to the attention of the morning man. In addition, if a story is to be continued on the morning news at certain times, note that information. If a story is to be dropped, note that information.

6 - When giving the weather: After the forecast, say, "Now let's take a reading." Then give readings.

7 - Try to use at least one bulletin during each hour. That is: USE MORE BULLETINS!!  
We now have a recorded opening for Bulletins. It's short, one word echo.

RFB  
TO: All Newsmen

FROM: Dave Muhlstein

March 9, 1959

FRQ

This is a continuation of a previous memo on general news policy points that need continued re-emphasis. Please read carefully and refer to these memos often.

- 13 -- Use KLIF call letters a minimum of ten times in each newscast. This includes the call letters in the intro, weather intro and close. Do not reach into left field with such phrases as "Khrushchev tells KLIF newsmen." Instead, use imagination to develop plausible phrases, such as...."KLIF looks at a tense international situation. The latest word comes from Khrushchev, who says...."

Other samples, these requiring little imagination: "From the KLIF foreign desk.... sports desk...political desk...etc. The KLIF financial page....The KLIF 'tough story of the day.'.....Here's good news from KLIF....A KLIF story for the man who wonders where his money goes."

- 14 -- Unless absolutely necessary, never refer to "AP correspondent" in a story. Say..."a KLIF source learns"....or drop the personal reference altogether.

- 15 -- Accuracy again. In this case, a conflict of facts between a wire story and our own. If there is a conflict, double-check back with the reporter who handled our story. Or, go to the source itself. In any event, be certain you know how we reported the story. If you are going off duty, be sure you point out the conflict to the reporter or dj who will be handling the news next. Never leave it hanging.

At the same time, if you are the reporter on the original story, be certain you point out to the editor or your relief possible weaknesses in available information at the time.

- 16 -- Whenever the weather situation calls for it, check for ceiling and visibility each hour, then check airlines to see if flights are being delayed or cancelled. At present, Love Field Control Tower (FL-7-4551) asks that we alternate these calls with the Communications Station (FL-7-4346).

- 17 -- Arrange stories on a newscast as though it were the front page of a tabloid. Every story is to be hard-hitting, if possible. Since you keep or lose an audience with the first few stories, the most exciting or those with the most listener interest come first. Also, it takes a helluva big national story to steal the lead from a good local story. Do not, however, go through your complete file of local stories before getting to national or international, unless these local stories are all more exciting or interesting than any others. Common sense and experience will dictate the arrangement with clever spotting of lurid and sensational stories throughout to keep up the pace.

- 18 -- Jimmy Fidler is always placed near the end of the newscast. Not necessarily at the very end, but never in the first half of the cast.

- 19 -- A top story of the hour is to be repeated on every newscast except the Monday through Friday five and six p.m. casts. The top story repeat is introduced with sound effect and comes just before the weather. Do not repeat the entire story. Brief it down to one or two short sentences....only slightly longer than headline form.

12

- 20 -- Top stories of the day, reported earlier but since dropped from newscasts, are to be reported in terse, single sentence form on the five and six p.m. newscasts, Monday through Friday. These include stories from everywhere. Space each one with a sound effect. Coming at the tail end of the newscast, "top stories of the day" will be introduced ...."KLIF newsmen also reported these top stories, earlier today...."

TO: All Newsmen

FROM: Dave Muhlstein

February 8, 1959

These are general notes on policy, covering points that need constant review for one reason or another. The list is by no means complete. Additions will be made to this memo from time to time.

- 1 -- All news stories are to be written present tense. Be prepared to defend any exception. This means all copy must be up-dated for each newscast.
- 2 -- All stories are to be written in a simple, hard-hitting style. Don't confuse your listeners by being too clever. Avoid alliteration and other tongue-twisting, jargon-jumbling sounds.
- 3 -- Use lead lines on all stories. Again, don't confuse the listener by being too clever. A lead line is not a teaser. A lead line should prepare the listener for the rest of the story, should adjust the listener...not start him guessing. In short, a lead line should accurately tell the listener what it's all about.
- 4 -- Lead lines always should be "active"---never "passive." That is, the subject of the sentence should be doing the action...not receiving it.
- 5 -- City datelines are required on every story.
- 6 -- Overseas times are required on all foreign stories outside this hemisphere.
- 7 -- On rare occasion, it is permissible to use a sharp transition line preceding the dateline. These will be stories of similar nature, but separated geographically or otherwise. Don't ever try to get by with that simple bromide..."meanwhile"...and remember, the transition line is a rarity in our newscasts.
- 8 -- Be accurate. Take nothing for granted. If a newsman on the beat gives you a story, or makes a beeper or mobile report, check with him at that moment to make certain you have the facts correctly. If you are taking a story from a news source, always double-check your spelling and pertinent facts.
- 9 -- Any remote report, telephone or beeper, should have high priority rating for the number one spot on the newscast immediately following. That is, whether or not you use an insert, that story should come first. If you use an insert, make certain it is short and full of meat. Don't re-run the entire report. If necessary, edit the tape into a short take. Better yet, if it is a report from one of our own men, ask for two reports, one for the special report...then a short version for the news.
- 10 -- Check every story that comes over the wire for the possibility of a phone beeper. Then get one. If we find ourselves beat on a local story, the chances are we can re-coup the loss by getting a clever interview.
- 11 -- On the subject of inserts. Use them whenever possible, repeating on several newscasts. Another reason why they should be short.
- 12 -- Always think ahead on billboard possibilities. When an important story moves on the wire with a release time some hours ahead, you can turn the advance to our advantage by billboarding the fact KLIF will bring a major development in such and such a story at such and such a time. The same thing can be done with advances on sports polls, hinting at certain changes in the ratings, or all-america selections, hinting at possible membership.

TO: KLIF NEWS STAFF

FROM: DAVE MUHLSTEIN

MAY 27, 1957

"ON BEING SCOOPED"

Comes now a brief dissertation on the pitfalls of thinking you are "covered" on a major running story. Add to this the pitfalls of failing to make routine checks of routine news sources throughout the day.

At the present time, there are four or five major interest stories of a running nature. Off hand, these would include the Oak Cliff beer situation, the hike in Dallas Transit Company rates, the insurance probes, fluoridation, and the recent rape of a telephone operator and strangulation murder of a secretary.

Except for fits and starts, the coverage of most of these stories has been exceptionally weak.

It is true we have been plagued with the weather at a time when we are under-staffed. And let me say at this time that it is impossible to express the amount of my appreciation for all the extra hours that have been given on a strictly voluntary basis during the past two months.

But, it is basic that we cannot neglect our standard news coverage completely, regardless of any pressures we might feel as per major storm coverage. I feel that better organization of our individual duties would eliminate some wheel-spinning.

We are completely aware of the fact that the hectic situation of the weather, changes in staff and duty hours has resulted in many gaps in training in our particular setup, but we hope to correct this as rapidly as possible. Overall, I think we are doing a fine job...but again, we could do a much, much better one with very little additional effort.

First of all, the editor on duty must seize the initiative. He must be aware of what is going on, what major stories are "running". Then, when we have extra help coming in, the editor on duty will be able to advise just what help he needs...where the help can do the most good. Neither the News Director nor anyone else can judge for you what you need. They might be able to offer an opinion, but you are the one who is organizing your news reports...and it is up to you to see you get the information you need.

To aid the editor in keeping tab on major stories, we are setting up a book, to be kept on the news desk for this purpose. In this book are to be kept clippings and typed notes or mobile reports from our staff about particular local stories of interest. Each time something new is added, it should be clipped to other information of the same story. It would be best to glue clips to a sheet of notebook paper...leaving room for notes in folio. THIS BOOK IS TO BE STRICTLY FOR FOLO. NOT DEAD STORIES.

(MORE)

TO: KLIF NEWS STAFF  
FROM: DAVE MUHLSTEIN

MAY 27, 1957

"ON BEING SCOOPED"----- (CONTINUED... FIRST ADD)

The news editor also has a beat to cover by telephone. This telephone beat takes less than five minutes to cover, will result in absolutely no news 90 per cent of the time, but when there is news, we will get it because we are seeking it.

The morning man, without fail, must make routine checks of the following: (BEFORE SEVEN A.M. NEWSCAST)

Dallas Police-----RI-2-2431  
Dallas Fire-----RI-1-9711 Station 660  
Sheriff-----RI-7-8641 Station 5  
Texas Highway Patrol radio---AN-2-4590  
Parkland Hospital-----LA-6-7611 (ask for emergency information)  
Methodist Hospital-----WH-6-8181  
Baylor Hospital-----TA-4-5411  
Highland Park Police-----LA-1-3181  
University Park Police-----LA-1-4131  
Grand Prairie-----AN-2-1593  
Irving Police-----RI-8-4140  
Cockrell Hill Police-----FE-9-9955  
Garland Police-----DA-7-9201  
Richardson Police-----AD-5-7157 (nite and Sun. RI-7-8641)  
Mesquite-----AT-5-5448 (nite and Sun. RI-7-9641)

In addition, if the weather situation fits, call Love Field tower for visibility and ceiling and ask if they have that info for Amon Carter. The numbers:

Love Field Tower----FL-2-1674  
Amon Carter-----AT-4-2523

A follow-up to a report of low ceiling and visibility is a few quick calls to the airlines to check on flight delays, both incoming and outgoing.

American Airlines reservations----AN-2-3292  
Braniff reservations-----FL-2-7511 or, operations---FL-2-1721  
Delta Airlines reservations-----RI-1-9401

It will be noted in the list of telephone numbers to check that the single call to the sheriff's office before seven a.m. will also cover Mesquite and Richardson.

As an added protection, it now becomes S. O. P. for the news editor to make once-an-hour checks with the following:

Dallas police dispatch  
Sheriff's dispatch  
Parkland Hospital

Between 11 am and 12-noon, the entire list is to be called, without fail.

(MORE)

TO: KLIF NEWS STAFF  
FROM: DAVE MUHLSTEIN

MAY 27, 1957

"ON BEING SCOOPED"-----(CONTINUED----SECOND ADD)

THE ENTIRE LIST AGAIN IS TO BE CALLED between 4 pm and 5 pm, then again between 7 pm and 8 pm. ... and when a night man is on duty, between 10 pm and 11 pm.

This is set down in this manner so that it will become established routine. It has been neglected for no apparant reason. You easily can see that by making ourselves familiar with these people throughout the day, and day after day, we will establish voluntary news sources from some... as well as friendly cooperation from most.

The driver of Mobile News Unit number four is responsible for a morning check of beefsheets at CID, a quick run through City Hall, and a check of the Federal Run. Much of this can be checked by telephone.

Some telephone numbers to save time:

U. S. Commissioner, William Madden Hill---RI-7-2571  
Federal Marshall-----RI-7-0966  
Federal Court Clerk-----RI-2-4705  
U. S. District Attorney-----RI-1-9858  
Judge Davidson-----RI-2-7968

IN ADDITION, the mobile man is responsible for checking twice each day, once before noon, again late in the afternoon, with the JP courts on complaints filed:

Precinct 1, place 1, Glenn W. Byrd, Courthouse-----RI-7-4817  
Precinct 1, place 2, Pierce McBride, Courthouse-----RI-1-1675  
Precinct 4, F. T. Fox, 115 W. Main-----AT-5-5761  
Precinct 7, place 1, W. E. Richburg, 410 So. Beckley----WH-6-9522  
WH-8-3588  
Precinct 7, place 2, S. T. Chandler, Sr., 410 S. Beckley---WH-6-2153

As our staff expands, we will develop more beats. For the present, though, these are basic. The important thing to remember is "KNOW WHAT'S GOING ON" and "DO NOT LET A STORY RIDE BECAUSE YOU DON'T HAVE TIME TO COVER IT YOURSELF." That is why we have more than one newsman.

If you have something that needs follow-up by a mobile unit, pass that information along. If in doubt, ask the News Director.

In addition to background information in the FOLO BOOK, the editors will be responsible for keeping a list of running stories posted in the front of the FOLO BOOK. Keep it up to date, tossing out the old. If it looks as though some of the information might be valuable in the far distant future... slip the background in an envelope and file it in the desk in appropriate listing.

A final note, when new names for source reference pop up, immediately take note by typing out cards for our file: One card by person's name, the second by subjectmatter involved. And, let's use this file for reference to obtain local comment on national stories.

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EDITORIALS

100 PLS Fax  
+ return

## SUMMARY NEWS POLICY FOR FREQUENT REFERENCE

(Please ask for explanations where desired)

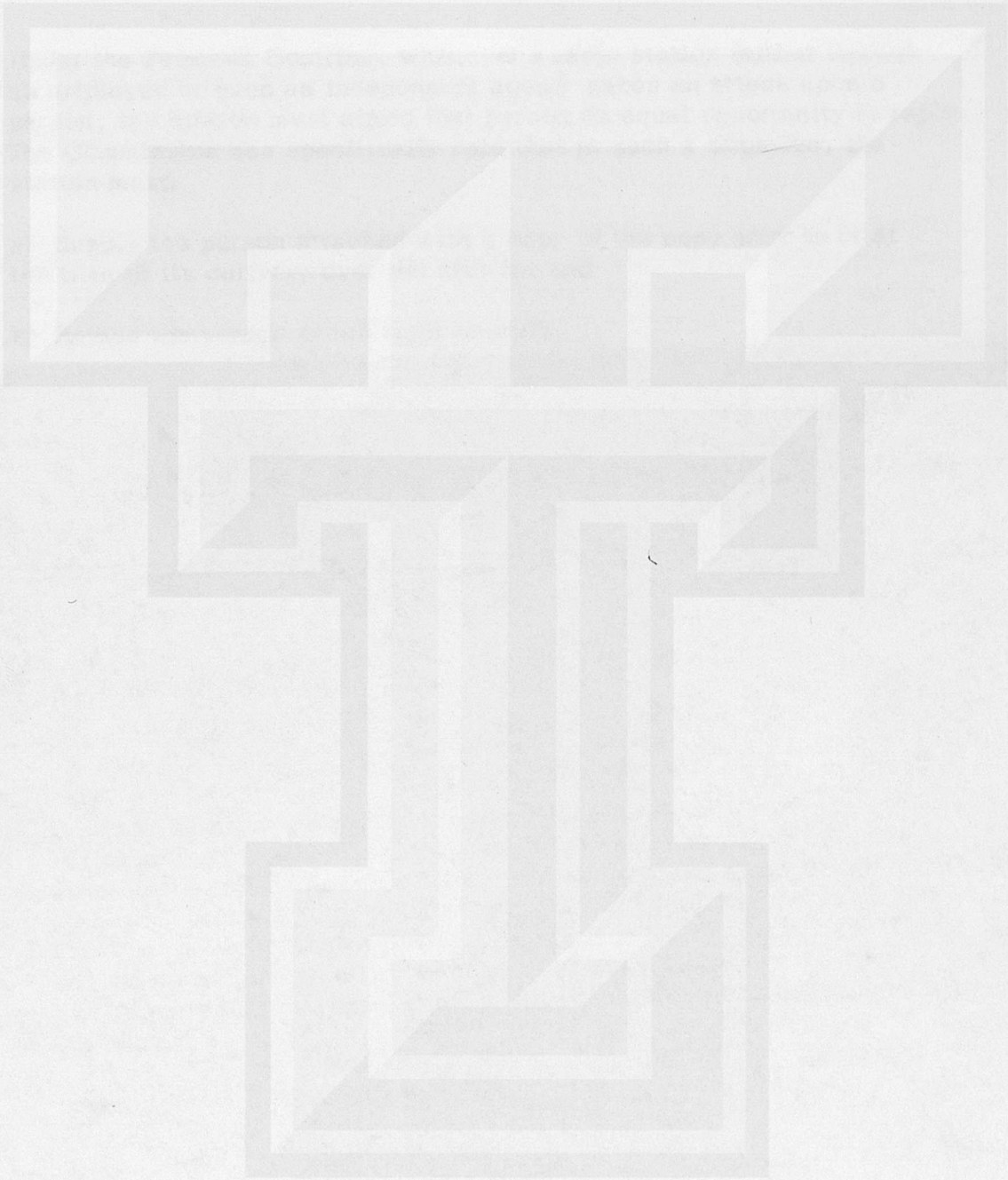
1. 12 items per newscast.
2. Sharp, Winchell-like style.
3. Choose tabloid-type news interesting to you.
4. All items short except emergency news.
5. Use headlines.
6. Attempt to find local angle for headlines.
7. Be informational in any interview--no welcoming addresses.
8. Use bulletins immediately.
9. Use news teaser once an hour.
10. Don't overlook wire service features as source of news.
11. Use outside newspapers and magazines.
12. Use "Looking Back in History" items.
13. Play up all Hollywood items.
14. Use long-distance when story rates special coverage.
15. Baseball scores (see special section policy book).
16. Football scores (see special section policy book).
17. Basketball scores (see special section policy book).
18. Minor sports (see special section policy book).
19. Top sports results stories should be included in regular newscasts.
20. Monitor all receivable stations' play-by-play sportscasts for scores.
21. See sports news schedule in policy book.
22. Continue to change opening and closing of news format.
23. Use market summaries as tags to strategic newscasts.
24. Standings of both baseball leagues this day last year.
25. Record news promos of prominent citizens and advertisers.
26. Some stations offer \$10 for "news tip of the week."
27. Minimum of five mobile unit broadcasts each day.
28. Get on movie studios' mailing list for Hollywood news.
29. Include item about morning star, evening star, etc.--almanac.
30. Local headlines this day last year.
31. Use something current each thirty minutes.
32. You can't overdo weather, time, and temperature.
33. Use foreign weather.
34. Use newscasts for station news developments.
35. Election coverage---see policy book.
36. Any mobile report should be first lead next newscast.
37. Install weather gauges, etc., in control room.
38. Use baseball, football promotional billboard announcements---important.
39. Billboard important non-sports stories coming up.
40. Mobile reports occasionally report on air on way to event.
41. Occasionally, mobile reporters check in with general report of what is going on during cruising.
42. Get exclusive stories from VIP's by writing letters.

Summary News Policy Book for Frequent Reference (continued)

43. Use city datelines--not state datelines. Hit dateline hard and then pause a fraction of a second before first word of story.
44. Use as many voices as possible on newscasts.
45. Open mobile reports by identifying sponsor thusly: "This is John Jones in the KLIF Mohr Chevrolet mobile news unit number three...."
46. You can't get too many beeper telephone reports on newscasts.
47. For crucial sports events, set up correspondents at locale for several telephone reports during event (see policy book)
48. Funnel kickers to deejay for his use occasionally.
49. Do temperature thusly: "forty-two degrees---four two degrees"
50. Don't use important story at ten in morning and then abandon it before important late-afternoon newscasts: you have changing audiences.
51. Four, five, six PM newscasts are "blue streak editions," 11 PM news is "eleventh-hour edition," 2 AM is "late, late edition" and three AM "late, late, late edition." Red Streak Edition, Brunch Edition.
52. One-minute editorials.
53. Keep news machine strongly in background.
54. Remember that function of mobile news units is not ambulance-chasing; we also want civic, political, social news, etc.
55. Check society pages for mobile news possibilities--society pages are a gold mine of names which are locally interesting.
56. You can't get too many local names on your station.
57. Don't say "correct time," say "correct KLIF time."
58. Must check every issue of newspapers to see what you've missed and what you've got and what contacts you should build.
59. Don't cruise aimlessly in the mobile unit.
60. Nobody except newsman and interviewee allowed in mobile news unit without permission from Station Manager.
61. Newsman should be used, if available, on weather cut-ins, bulletins, teasers, etc.
62. Use newslines gigging newspapers.
63. Out-of-state election coverage and promotional billboard announcements on same, are important feature of our news programming.
64. Direct reports from Fire Department, Police Department, Weather Bureau, other vantage points, using members these departments on mike.
65. Give prices of local stocks and securities of interest in your particular city.
66. Have certain set interviews each week, such as football coach on Monday mornings following games.
67. UP's "Sizing Up Sports" has excellent flashback section.
68. Excellent baseball, football, basketball schedules available Western Union, also "Sports Illustrated."
69. Get out-of-state election calendars your news services.
70. Use Time news style.
71. Letters to the Editor--15 secs.
72. Berlin----10:45 a.m.
73. Two voices on newscasts.

Summary News Policy Book for Frequent Reference (continued)

74. Kill both morning and evening newspapers with bulldog editions-- check and copy headlines.
75. Drew Pearson inserts in newscasts.
76. Oil news.
77. Sunrise and sunset certain time.
78. Dave, or another radio man on "Meet the Press."
79. Beeper as news intro--KLAC tape; observatory; like preceding atom bomb; 5-sec. pause.
80. World's largest circulation. "Confidential" - do regular news stories this and other such mags.
81. Deal with "Confidential" to get copies first.
82. Mentioning on news and weather and station i. d.'s, small cities surrounding Dallas.
83. If you have good mobile story, do it again.
84. News department sends out blue paper with headlines of stories heard on KELP yesterday that you had to wait until this morning to get.
85. KLIF poll of legislators -- can get copyrighted stories anytime stories concern government or famous people, etc.
86. Ideal news staff: (all on BELO plan) 4 inside newsmen, crime and violence editor, business and political editor, society editor, sports editor, editorial writer, entertainment editor, local and civic events editor (11).
87. Temperature at Amon Carter as well as Love Field.
88. List local and area stocks.
89. WHB - accent on wind velocity, present weather first in newscast, forecast later.
90. Editorials also important on complimentary subjects--good work by Chamber of Commerce, etc. They build friends and good will.
91. Record good mobile news stories and beeper interviews for replay.
92. Famous headlines in past as news intros.
93. WRIT News Traffic and Road Report--on good days 4 or 5 times; on bad days, as much as twice an hour. Recorded intro featuring weather noises and traffic sounds.
94. Consistent cutting in on WOKY: "Jock Lawrence, Nightbeat News Editor".
95. Cards to news sources whose stories in paper.
96. Develop system of playing back mobile unit 'casts.
97. Interesting facts about weather, tornados, etc., in weathercasts.
98. Walter Winchell and columns for sensational leads.
99. Lowell Thomas's "History As You Heard It."



ROUGH DRAFT

Under the Fairness Doctrine, whenever a radio station (either through an employee or even an independent agent) makes an attack upon a person, the station must afford that person an equal opportunity to reply. The Commission has specifically held that in such a situation, the station must:

- a) Supply the person attacked with a copy of the copy prior to or at the time of its delivery over the station; and
- b) Advise the person of his right to reply.

*File: Edit Policy*

THE *McLendon* STATIONS MEMORANDUM

To Ursula Schweitzer - Home Office Date

December 6, 1965

*Gordon*  
From Billie Odom - KABL

Subject

Ursula, the attached was dictated by Marcus Cohn in the car on the way to Oakland for the hearing. It must have been one of my off-days (as if they all aren't) and I do not recall if it was being dictated for distribution to all Managers or what. For that reason, I am sending you the rough and you can check it out with Gordon before sending it out. I'm sorry I can't remember or I would be glad to ditto it and send it out. Hope you will overlook my inefficiency this one time and I won't do anything bad again until after Christmas.

Looking forward to seeing you soon. L&K.

Encl.

ROUGH DRAFT

Under the Fairness Doctrine, whenever a radio station (either through an employee or even an independent agent) makes an attack upon a person, the station must afford that person an equal opportunity to reply. The Commission has specifically held that in such a situation, the station must:

- a) Supply the person attacked with a copy of the copy prior to or at the time of its delivery over the station; and
- b) Advise the person of his right to reply.

If one leaves the specific area where a specific person is attacked upon a specific ~~ox~~ issue, we get into an area that is not as distinctly marked. There are basically two of these kinds of areas.

The first is an attack upon an organization, as such, because of its activities. In this situation, no individual himself is attacked but rather the organization. It would appear to be clear that in such a situation, a responsible official of the organization should be notified and advised of the organization's right to reply.

The other general situation which arises in this gray area is not a specific attack upon a specific person for a specific reason, but rather general derogatory remarks about a person. Here, also, I think that the Commission will ultimately hold that under the Fairness Doctrine that even though there is not a specific focal point for the attack, the person so attacked should be advised that the attack is coming or has just been made and notified of his right to reply.

Dictated by Marcus Cohn.

MEMORANDUM

1963  
npl  
Editorials

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

cc: All Managing Editors

FROM: DON KEYES

DATE: JUNE 7, 1963

Bill Stewart submits an excellent idea for editorial presentation which I think should be run once or twice an hour on the day preceding the day you plan to present an editorial. I am sure you will be able to paraphrase it in several different ways. The idea is essentially this:

"Tomorrow, KLIF will comment  
editorially on \_\_\_\_\_."

Seems to me you will be able to get even more mileage out of your editorials by utilizing this idea.

Don Keyes

ys

MEMORANDUM

Editorial

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

cc: All Managing Editors

FROM: DON KEYES

DATE: JUNE 7, 1963

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Don Keyes

ys

M E M O R A N D U M

TO: ALL McLENDON STATION MANAGERS  
FROM: GORDON McLENDON  
DATE: AUGUST 30, 1963

Apparently, some of you are somewhat confused about our policy on editorials--that is, when they will be run--and this memorandum is intended to clarify that issue.

We agreed at the last Managers Meeting that editorials, unless time forbade or unless they would be dated and must run immediately, would be run on Sunday, Monday, and Tuesday--if you had editorials to offer on those days. If you have other editorials you are perfectly free to run them on any other days of the week that you wish. It is simply that we want the first three editorials that you run, if you run any, done on Sunday, Monday, and Tuesday, if one of those editorials is not going to be dated by waiting for one of these three days.

If any of you have any further questions, don't hesitate to let me know.

Gordon McLendon

ys

P.S. I should add that if you have local editorials that you feel are more important, delay the use of my editorials. Say for instance, that you had 2 local editorials and 2 of mine, you could delay mine until later Sunday, Monday, or Tuesday--delay, that is, the least timely one.

News-RPB

MEMORANDUM

July 1st, 1963

TO: ALL MANAGERS  
ALL PROGRAM DIRECTORS

cc: B.R. McLendon  
Don Keyes  
Bill Stewart  
Mitch Lewis  
Joe Long

FROM: Gordon McLendon

KLIF has recently begun the distribution of Noon-News Bulletins to leading Clubs and Restaurants in Dallas. You will shortly be receiving from Mitch Lewis a copy of the forms which KLIF is using.

Initial indications are that the response from this is going to be top flight. We are in the better Clubs and Restaurants in Dallas, and every day at lunch the call letters of our station are thrust forcefully in front of the business leaders. These Noon-News Bulletins also contain mention of the matter on which KLIF is editorializing that day. This not only promotes listenership to the editorials among people but, more important, calls their attention to the fact that we are editorializing.

Make it a point to see that your call letters are included in the body of at least a couple of stories with something to the effect of "...KLIF News reports that..." or "...KLIF sources indicate that..." etc.

Even after you begin the distribution of these Noon-News Bulletins, you will have to police the Clubs and Restaurants once every two weeks or so, to be sure that they are being properly disseminated. A dollar handed here or there to the proper waiter, or an occasional bottle of whiskey, will do wonders in this regard.

I would like reports from all of you as to what progress you are making in getting these Noon-News Bulletins into the proper places.

Bill Morgan can give you details on the distribution costs and methods which, thus far, we have found to be cheapest and most efficient.

If you have any further questions on this matter, get in touch with me.

Gordon McLendon

GBM:us

PROMOTION (Johnny Borders, Program Director, KTSA)  
**MEMORANDUM**

Johnny Borders

July 1st, 1963

TO: ALL MANAGERS  
ALL PROGRAM DIRECTORS

cc: B.R. McLendon  
Don Keyes  
Bill Stewart  
Mitch Lewis  
Joe Long

FROM: Gordon McLendon

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Make it a point to see that your call letters are included in the body of at least a couple of stories with something to the effect of "...KLIF News reports that..." or "...KLIF sources indicate that..." etc.

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Bill Morgan can give you details on the distribution costs and methods which, thus far, we have found to be cheapest and most efficient.

If you have any further questions on this matter, get in touch with me.

Gordon McLendon

GBM:us

PROMOTION ( Johnny Borders, Program Director, KTSA )

Johnny Borders of KTSA comes up with two ideas. First he proposes a "Love" contest, in which the word love is taken from various pop songs, spliced together, with listeners asked to name the KTSA "Lovers", which is to say, the artists who made the record or, in lieu of that, the name of the record. Kept simple, with clever production, Johnny thinks this could be a very cute contest.

Borders also suggests a "Speaker Service" in which Deeja's or competent station personnel are available to speak on the broadcasting industry free of charge. They could promote this on the air or with letters to civic groups.

# # #

EDITORIAL FIRST ( Gordon McLendon )

At KLIF in Dallas we will unveil an innovation in that station's programming. For the first time one staff member is going to answer another staff member editorially. While I was away in Buffalo, Joe Long wrote an editorial in which he expressed satisfaction over the settlement of the Chamizal Affair. Quite unbeknownst to him, I had written an editorial for airing in Buffalo which scored the Buffalo Courier for a similar stand. Therefore, I am now going to answer Joe Long of KLIF, taking an opposite view from the one he expressed earlier. This brings to mind a thought I had expressed to Art Holt much earlier; which is, any time your station wishes to answer any one of my editorials or one of the

members of your staff has cogent views which can be well expressed and are backed by logic but are different than my own, they should be given the chance to rebut.

# # #

TV TAKE-OFF PROMOS ( Stan Richards, Program Director, KLIF )

KLIF reports good response to its "Nauseous TV Take-Off" promotional announcements. Four examples are attached to this report.

# # #

COMMERCIAL REJECTION ( Al Lurie, Sales Manager, KLIF )

Al Lurie reports that KLIF " rejected tag on a novelty record which had a double entendre." This sort of information does us no good without knowing the name of the novelty record.

# # #

NEWS SCOOP ( Larry Webb, News Director, KTSA )

KTSA's Larry Webb came up with a particularly good scoop last week when the station got inside dope on San Antonio's attempt to lure Braniff away from Dallas and Fort Worth.

Larry points out "newsmen received detailed critiques on re-writes of story content, taken from newspapers." I should point out to everyone that a landmark court decision on this matter occurred last week which specifically prevented radio stations, or other newspapers, from lifting facts from a local newspaper. I have not seen the text of the official decision yet.

MEMORANDUM

April 2, 1963

TO: Mitch Lewis

cc: All Managers  
All News Directors  
Don Keyes  
Bill Stewart

FROM: Gordon McLendon

Regarding your Editorial (draft) on the FAA Budget --

I thought the attack on the person of Najeeb Halaby with his name mentioned derogatorily twice was unnecessary. I like to avoid personal attacks.

THE *McLendon* STATIONS MEMORANDUM

*Rep*  
"News"  
station break

To Bill Morgan  
cc: Don Keyes

Date April 2, 1963

From Gordon McLendon

Subject

A good station break which Bill Stewart gave me, and which we might use in and around our news... "KLIF, keeping you informed fully, frequently and fast..."

GBM

GBM:us

MEMORANDUM

April 2, 1963

TO: Mitch Lewis

cc: All Managers  
All News Directors  
Don Keyes  
Bill Stewart

FROM: Gordon McLendon

Regarding your Editorial (draft) on the FAA Budget --

I thought the attack on the person of Najeeb Halaby with his name mentioned derogatorily twice was unnecessary. I like to avoid personal attacks, except where important to the subject matter of the editorial--and it was not here--for many reasons. Among those reasons are:

- 1.) The complications of seeking an answer and actually getting one--there are different rules to this than when you attack merely agencies.
- 2.) The everpresent possibility of legal action, no matter how unjustified.

In other words, where an attack upon names of people is important to the making or structure or acceptance of an editorial, the names must be used. At that point all hands are cautioned that a new type of endeavour to seek response is triggered. If it is merely an organization, group or body which is attacked, while response must be offered, the procedures are simpler, and I trust you are all familiar with these procedures.

Gordon McLendon

GBM:us

2ph

PROMOTION ( Al Hart, Program Director, KABL )

While none of our other stations can do this, I mention it because it points out how you should be alert to local happenings and be ready to exploit them promotionally. KABL is going to have a promotion on the air which says in effect, 'Swim from San Francisco to Alcatraz and win a wonderful week for two on 'The Rock', subject to approval of the Federal Service Administration."

# # #

LOCAL EDITORIAL ( Bill Stewart )

I am attaching copies of an excellent editorial aired at WYNR and written by Bill Stewart. The writing is excellent--dramatic, short and punchy. The subject matter is sensational and the stand taken by the station is, of course, commendable.

It has to do with an obviously demented youth who has a way with firearms.

# # #

COMPETITOR'S PROMOTION ( Jay Schatz, Manager, WYNR )

Jack reports that WIND in Chicago is having special guests as summer replacements on their deejay shows. On June 23rd, for example, Eddie Arnold will be on from 1:00 to 4:00 PM; on June 30th Sebastian Cabot; and for a few days, the 4:00 to 8:00 PM slot will be handled by Mort Sahl, Phyllis Diller, Charles Farrel, Jackie Leonard, Jim Bachus, etc.

In my estimation, the sound of the station is going to suffer greatly, but the word-of-mouth comment value of this idea should be fantastic.

# # #

Radio Pol Bk  
Page 2  
Dave Muhlstein

February 2, 1959

Gordon McLendon

Please pass this note on to Mr. Bailey. Please also supply him with copies of my two speeches, "Revolution in Radio", and "The Coming Battle of Giants--Newspaper versus Radio".

Mr. Bailey's editorial style is of the highest order. It is, however, more particularly a newspaper style than a radio style. Not that these editorials would not also be good for radio--even in their present state; the point that I seek to make here is that they could be even better for radio if two or three basic radio tenets are kept in mind.

First of all, let's remember that the average newspaper editorial reader descends on the editorial page, presumably, because he specifically desires to read that page. Not so in radio, at least not the way we handle editorials. Sandwiching them in between records ten or twelve times each day, our audience is not restricted to the editorial addict. On the contrary, we will catch an audience ninety-five percent of which just never reads an editorial in the newspapers. This is great strength for us, it seems to me, and it is a point which should be borne in mind when one writes editorials for radio. Although Joe Doakes may never read or be interested in the newspaper's editorial page, he is caught right in the middle of the firing line with radio editorials done in this unique spot-announcement style which we originated. As I've often averred, soon he becomes interested in the issue and then a real public service has been done.

Remembering the different character of radio's editorial "readers" leads me to this opening thought:

(1) The lead paragraph--or at least the lead sentence--should be a "hook", much as is the case with our movie commercials. Like the old story about the mule, the first thing we have to do is get their attention. Recall that our listener isn't interested in what you've got to say; he didn't tune in to hear an editorial. You've got to grab him with a hook--a kickoff that's humorous, or dramatic, or folksy, or topical--or in some other way attention-arresting. Newspapers don't have this same problem since their editorial readers, by and large, already are interested when they begin reading. A study of some of our movie commercials will more readily illustrate the type of "hook" we use to grab initial attention for our editorials. We cannot employ the same exact situations for editorials, of course, but the basic "hook", in infinite variations, is a sound point at which to begin a radio editorial.

(2) Repetition -- enamored as I am of radio, I have always nurtured the belief that the majority of the people are eye-minded rather than ear-minded. Even if this were untrue, I cannot but feel that people absorb more quickly from print than from aural communication. In the case of newspapers you can always go back and review the editorials if you missed anything on first reading. Contrarily, a radio editorial is gone with the wind once it has been aired. This brings up a necessity for repetition. If you will provide Mr. Bailey with a copy of some of my editorials, Dave, I think he will readily notice a redundancy almost to the point of annoyance. This I do only on major points, and I do it in order to drive home my point and be sure that it has not slipped by them in first voicing. Again one must recall the point I made earlier in this memo: the listener isn't really tuned in to hear the editorial, and most of the listeners are essentially disinterested. We not only have to force their attention but tell them, tell them again, and then tell them we have told them.

(3) I like the simplicity of wordage in Mr. Bailey's editorials. Verbosity on the radio is dangerous and useless. For example, in radio one would never use the figure \$7,146,312 on the air. It would be simply "over seven million dollars".

(4) I think the dramatic hook with which an editorial begins is no more important than any dramatic and/or humorous ending for the average editorial. There are, of course, a few exceptional cases where this rule cannot be applied.

(5) The specific editorials written by Mr. Bailey are notably sound. I definitely approve his view that a general sales tax is not equitable. I particularly agree with him that Price Daniel's stand in proposing an increased tax on natural gas is both courageous and justified. His third editorial on the Faubus proposals is equally excellent. The main rule I have for editorials is that they be right and fair. We must never editorialize on any issue in which there is any motive of self gain, other than our normal self gain as part of the community, and I do not think that we can or should be either conservative or liberal in approach. Each editorial must stand on its own merit, upon the facts of the case, and without regard for where the chips may fall. There is only one issue upon which I have a particular personal prejudice: I am unalterably opposed to continued United States intervention in the affairs of other nations, and I am similarly sickened by our foreign giveaways.

Dave, I will be delighted to sit down and talk with Mr. Bailey as long as he desires about the editorial policy since I am desirous of beginning with him at once.

###

MEMORANDUM

R. P. B. - Editorials

TO: All Station Managers  
All Program Directors

June 6, 1961

FROM: Gordon McLendon

-----

EARS, INC., will supply your station exclusively in your market 30 editorials per week from top publications around the world. These editorials are all one-minute or less in length. In addition, you will receive at least one editorial each week which you can adapt to a local community problem.

All editorials are marked with a Title, Reading Tune, Number, Date and its Source. They are further identified as Feature, Humor, Local, State, National or World editorials.

We pay \$40.00 per week total for this service, cancellable at any time. Arbitrarily, we divide the cost as follows: KLIF \$7, KILT \$7, KABL \$7, X-TRA NEWS (which has also asked to be included) \$7, KTSA \$4, WAKY \$3, KEEL \$3, WYSL \$2. You should receive your first 30 editorials on June 22 by air, and weekly thereafter on Wednesdays. You will receive full details on a national editorial writing contest which can and should be extended to your local high schools. You should have the full cooperation of every school, teacher and civic leader.

You must quote the source of an editorial. You should give its title. You might want to attempt a sale of this feature to a bank, savings and loan, or other sponsor concerned with prestige.

My thought is that you might want to have your newsmen cut in once a show (or fewer times if you strike certain of the editorials) with a different editorial. The format might go thusly:

S. E.: Sound of Newsroom

ANN.: KLIF brings you another exclusive Cliff feature - the guest editorial page. In its editorial entitled "Now It's Canned Rifles", the Milwaukee Journal says ....

EDITORIAL

ANN.: So says the Milwaukee Journal editorially. Keep tuned to KLIF for guest editorials throughout the day.

You may, on the other hand, care to use them once in a while in your newscasts. No time for response need be offered since we are merely quoting.

Please let me hear from you if you have any questions.

MEMORANDUM

TO: ALL STATION MANAGERS

June 2, 1961

FROM: Gordon McLendon

-----

We have subscribed to a new radio service, called EARS, INC.

We will prorate the cost among all stations but it will amount to a pittance each week. The organization furnishes 30 editorials a week culled from many, many newspapers throughout the world. I would suggest that it would make an excellent morning feature, and perhaps you could use these editorials at other times during the day.

I will, in short order, give you a complete plan under which I think the maximum use may be made out of this service. In the meantime, I am asking Ears, Inc., to send you a brochure and would urge that you give it a most careful reading. As you know, I don't subscribe to things easily and would not have done so in this case if I hadn't felt that it would be of tremendous benefit to all our radio stations.

Gordon McLendon

GBM:us

# Radio Policy Book

Editorials

New broadcasts

## EDITORIAL -mDIRTY NEWSPAPERS

Let's face it. Newspapers today are dirtier than ever. Plain and simply dirty.

In this instance, this is not a criticism of editorial content or interpretation. It is, instead, directed towards a production ill that has too long plagued the public.

Why is it, even today, one cannot thumb carefully through a paper without winding up with ~~the~~ hands which would embarrass a coal miner? Even though newspapers roll off the presses four, six, even eight hours before consumption, readers <sup>oddly</sup> pay for the privilege of serving as human blotters for the black, sticky, stubborn ink,

It seems to us that the prime objective of newspapers should be to rub off on the public mind - not the public person. Surely, in this age of astounding scientific conquests, newspapers should somehow seek a solution to this trying daily vexation.

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: JULY 26, 1961

Recently, I sent you a schedule of specified times to broad-

EXECUTIVE OFFICES

**THE McLENDON STATIONS - DALLAS**

*File #  
DPB*

To ALL STATION MANAGERS Date November 28, 1961  
cc: Don Keyes  
B.R. McLendon  
Marcus Cohn  
From Gordon McLendon Subject

Henceforth, no editorial will be broadcast on a national or international issue unless it is (a) in my voice <sup>or</sup> (b) has my prior approval. I remind you all again of your continuing obligation to seek rebuttal.

Gordon McLendon

GBM:us

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JULY 26, 1961

Recently, I sent you a schedule of specified times to broadcast editorials.

Please add to this list, 2:20 PM.

KABL and WYSL may make their appropriate changes.

Don Keyes

ys

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS, ALL  
MANAGING EDITORS

FROM: GORDON McLENDON

DATE: NOVEMBER 26, 1962

Henceforth, all editorials will be placed within newscasts. Any newscast containing an editorial will run 5:45 instead of 4:30, or, if your newscasts are normally shorter than 4:30, they will be allowed to be 1:15 longer when they contain an editorial.

This rule applies only to KLIF, KILT, KTSA and WYNR.

We believe that we will be hitting an audience listening to, and thus presumably concerned with, news. We believe the editorials will spice our newscasts. Further, it should overcome the frequently heard objections from teenagers that we editorialize too much, interrupting the music. This group in the main mentally tunes off during newscasts so we haven't lost a thing. Furthermore, this new move will give our newscasts a greater sense of "depth", if in length alone.

Editorials should be placed about 2 1/2 minutes deep into newscasts and followed with other news stories.

The intro:

More news following this one-minute ( call letters )  
editorial by \_\_\_\_\_, ( title )

Instead of a close, you will go directly to the dateline of the next story.

Gordon McLendon

ys

R.P.B.

M E M O R A N D U M

-----

April 2, 1963

TO: Mitch Lewis

cc: All Managers  
All News Directors  
Don Keyes  
Bill Stewart

FROM: Gordon McLendon

-----

Regarding your Editorial (draft) on the FAA Budget --

I thought the attack on the person of Najeeb Halaby with his name mentioned derogatorily twice was unnecessary. I like to avoid personal attacks, except where important to the subject matter of the editorial--and it was not here--for many reasons. Among those reasons are:

- 1.) The complications of seeking an answer and actually getting one--there are different rules to this than when you attack merely agencies.
- 2.) The everpresent possibility of legal action, no matter how unjustified.

In other words, where an attack upon names of people is important to the making or structure or acceptance of an editorial, the names must be used. At that point all hands are cautioned that a new type of endeavour to seek response is triggered. If it is merely an organization, group or body which is attacked, while response must be offered, the procedures are simpler, and I trust you are all familiar with these procedures.

Gordon McLendon

GBM:us

EXECUTIVE OFFICES

# THE McLENDON STATIONS - DALLAS

Jack Schatz

Date May 11, 1962

TO: ALL McLENDON STATION MANAGERS

FROM: Don Keyes

GORDON McLENDON

Subject Editorial Policy

DATE: AUGUST 30, 1963

- 1.) First and foremost, we abide by the regulations set forth by the FCC as regards the seeking out of opponents and the offering of equal time. when they will be run--and this memorandum is intended to clarify that issue.

The following are general and are flexible:

- 2.) Subjects - We prefer those of strong local interest. The fluoridation of the city water supply, the widening of Turtle Creek Boulevard... a beauty spot. City regulation of our local ambulance service. on any other days of the week that you wish. It is simply that we want the first three editorials that you run, 1/3 of those three days. Subjects of national or international interest. New federal tax proposals, bills coming up in Congress. These are not as effective as local issues but we feel that they lend a degree of credence, stature and prestige to the station's image.

If any of you have any further questions, don't hesitate to let me know.

Writing - This is the secret to an effective editorial. First we state the facts of the matter and then proceed to lash the facts with our opinions, usually in no uncertain terms. A few copies are enclosed for your edification.

Gordon McLendon

Scheduling - Once an hour in traffic periods and every other hour in other periods.

P.S. Production - Whenever possible, voiced by the President of KLIF, Gordon McLendon. Recorded on acetate disc for retention in files. We try to keep them under 60 seconds in length. delay mine until: later Sunday, Monday, or Tuesday--delay, that is, the least timely one.

DK

DK:us  
encs.

Sent original  
& fax to Don  
4/17/63  
Leigh

M E M O R A N D U M

TO: ALL McLENDON STATION MANAGERS  
FROM: GORDON McLENDON  
DATE: AUGUST 30, 1963

Apparently, some of you are somewhat confused about our policy on editorials--that is, when they will be run--and this memorandum is intended to clarify that issue.

We agreed at the last Managers Meeting that editorials, unless time forbade or unless they would be dated and must run immediately, would be run on Sunday, Monday, and Tuesday--if you had editorials to offer on those days. If you have other editorials you are perfectly free to run them on any other days of the week that you wish. It is simply that we want the first three editorials that you run, if you run any, done on Sunday, Monday, and Tuesday, if one of those editorials is not going to be dated by waiting for one of these three days.

If any of you have any further questions, don't hesitate to let me know.

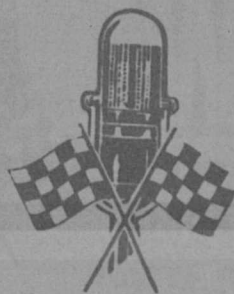
Gordon McLendon

ys

P.S. I should add that if you have local editorials that you feel are more important, delay the use of my editorials. Say for instance, that you had 2 local editorials and 2 of mine, you could delay mine until later Sunday, Monday, or Tuesday--delay, that is, the least timely one.

# BROADCAST EDITORIAL

Broadcast: June 13, 1963



# WYN-R

230 N. MICHIGAN BLVD.  
CHICAGO 1, 726-1566

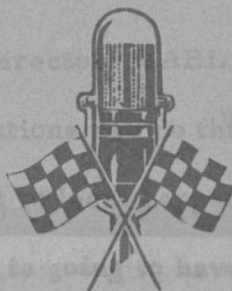
Public Relations

Subject #136

## CHICAGO TEENAGER PART I

IT SOUNDS LIKE THE PLOT OF AN ALFRED HITCHCOCK MOVIE. A 16 YEAR OLD PUNK ORDERS HIS PARENTS AROUND THE HOUSE. HE ALSO TRIES TO ELECTROCUTE HIS SISTER BY WIRING THE BATHROOM DOORKNOB AFTER FIRST FLOODING THE FLOOR. THIS SAME PUNK HAS LED AT LEAST 25 TEENAGERS IN THREE SHOOTINGS, 10 ARMED ROBBERIES, MORE THAN 50 BURGLARIES AND AN ARSON BOMBING. POLICE SAID HE ADMITTED THAT HE WAS THE BRAVE ONE WHO SHOT A 13 YEAR OLD CHICAGO BOY THREE TIMES FROM A MOVING CAR LAST WEEK. YES, UNBELIEVABLE THOUGH IT MAY SOUND ... THIS IS SOMETHING THAT HAPPENED RIGHT HERE IN CHICAGO, NOT IN A FANTASTIC HOLLYWOOD MOVIE. THESE ARE SOME OF THE ACHIEVEMENTS OF A 16 YEAR OLD HIGH SCHOOL SOPHOMORE. HE ALSO SLEPT WITH A NAZI FLAG IN HIS BEDROOM AND A SUB MACHINE GUN AND FIVE GERMAN BAYONETS IN HIS CLOSET. CAN SOCIETY BLAME THE BOY? WYN-R BELIEVES NOT. W Y N-R BELIEVES THAT THIS BOY'S PARENTS SHOULD BE ON TRIAL. WHEN THE TIME COMES THAT PARENTS LOST CONTROL OF THEIR OWN HOME, SOMETHING IS VERY DEFINITELY WRONG.

# BROADCAST EDITORIAL



# WYN-R

230 N. MICHIGAN BLVD.  
CHICAGO 1, 726-1566  
Public Relations

Broadcast: June 15, 1963

Subject #137

## CHICAGO TEENAGER PART 2

YESTERDAY, W Y N-R COMMENTED UPON A 16 YEAR OLD PUNK SO TOUGH HE SLEPT WITH A CLOSET FULL OF WEAPONS. HE WAS ALSO BRAVE ENOUGH TO FIRE ONE OF THESE WEAPONS THREE TIMES AT A 13 YEAR OLD BOY. BUT W Y N-R YESTERDAY POINTED OUT THAT THE PARENTS HAVE ADMITTED THAT THEY LET HIM ORDER THEM AROUND THE HOUSE AND THAT HE WOULD "NEVER BE WITHOUT A PISTOL IN HIS BELT." IMAGINE A PISTOL IN THE HANDS OF A 16 YEAR OLD WITH A THINKING MACHINE LIKE HIS? WE HAVE LAWS THAT PREVENT MINORS FROM DRINKING, BUT NO LAWS TO PREVENT THEIR BUYING A DEATH WEAPON. W Y N-R SAYS, LET'S ALL GET BEHIND A LETTER WRITING CAMPAIGN TO WASHINGTON TO MAKE IT A FEDERAL OFFENSE TO SELL FIREARMS THRU THE MAIL OR ACROSS THE COUNTER TO MINORS. NEXT TIME IT MIGHT BE YOUR SON ON THE RECEIVING END OF THE BULLETS.

## COMPETITOR'S PROMOTION ( Jay Schatz, Manager, WYNR )

Jack reports that WIND in Chicago is having special guests as summer replacements on their de-30-shows. On June 23rd, for example, Eddie Arnold will be on from 1:00 to 4:00 PM; on June 30th Sebastian Cabot; and for a few days, the 4:00 to 8:00 PM slot will be handled by Mort Sahl, Phyllis Diller, Charles Farrell, Jackie Leonard, Jim Bachus, etc.

In my estimation, the sound of the station is going to suffer greatly, but the word-of-mouth comment value of this idea should be fantastic.

# # #

PROMOTION ( Al Hart, Program Director, KABL )

While none of our other stations can do this, I mention it because it points out how you should be alert to local happenings and be ready to exploit them promotionally. KABL is going to have a promotion on the air which says in effect, 'Swim from San Francisco to Alcatraz and win a wonderful week for two on 'The Rock', subject to approval of the Federal Service Administration."

# # #

LOCAL EDITORIAL ( Bill Stewart )

I am attaching copies of an excellent editorial aired at WYNR and written by Bill Stewart. The writing is excellent--dramatic, short and punchy. The subject matter is sensational and the stand taken by the station is, of course, commendable.

It has to do with an obviously demented youth who has a way with firearms.

# # #

COMPETITOR'S PROMOTION ( Jay Schatz, Manager, WYNR )

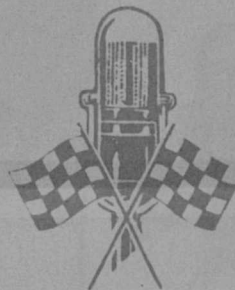
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In my estimation, the sound of the station is going to suffer greatly, but the word-of-mouth comment value of this idea should be fantastic.

# # #

# BROADCAST EDITORIAL

Broadcast: June 13, 1963



# WYN-R

230 N. MICHIGAN BLVD.  
CHICAGO 1, 726-1566

Public Relations

66

**Subject** #136

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# BROADCAST EDITORIAL

Broadcast: June 15, 1963

Subject #137

CHICAGO TEENAGER PART 2



# WYN-R

230 N. MICHIGAN BLVD.  
CHICAGO 1, 726-1566

Public Relations

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(DO) "Mayor Smith wants the shame of Little Rock to come to Dallas. He said as much last week. He asked the City Council to smear Dallas streets with blood by opening fighting integration of Dallas' businesses. KLIF feels that the Mayor has really hit the nail with his head. Dallas needs bloodshed, boycotts, and fear like the Mayor needs another Cadillac!"

Your attention is called to Gordon McLendon's memo of June 21st as "editorials" for further information on writing.

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

cc: Managing Editors

FROM: DON KEYES

DATE: JUNE 25, 1963

The following is to be considered as this Company's firm policy on editorializing, and it supersedes all previous correspondence on that subject.

SUBJECT MATTER:

It must be significant, timely and topical. We do not editorialize just to editorialize. We editorialize to support or reject a significant idea that is of interest to the majority of the audience in our community.

Subjects of national or international interest are not to be handled by individual stations but will be covered by Gordon McLendon. Exception made for WYNR when related to racial issues.

WRITING :

Editorials are to be forcefully written with a marked dramatic flair utilizing simple words and short sentences. Your stand on the matter must be made crystal clear by the writing you employ. Example:

( DON'T ) "The Mayor conferred with the City Council late last Thursday afternoon and recommended that they reconsider his proposal to actively oppose integration in various facets of Dallas business. While the Mayor is certainly entitled to his opinion, we don't think that, in the light of world conditions...."

( DO ) "Mayor Smith wants the shame of Little Rock to come to Dallas. He said as much last week. He asked the City Council to smear Dallas streets with blood by opening fighting integration of Dallas' businesses. KLIF feels that the Mayor has really hit the nail with his head. Dallas needs bloodshed, boycotts, and fear like the Mayor needs another Cadillac!"

Your attention is called to Gordon McLendon's memo of June 21st on "editorials" for further information on writing.

DELIVERY :

Not a commercial "sell" but an intensely interested conversational approach--as if you were deeply engrossed in a serious conversation with a close friend.

SPEAKER:

Gordon McLendon, General Manager, Managing Editor, Program Director, or myself should you wish to use me for a change of voice.

FORMAT:

Each editorial shall have a transcribed intro and close. The wording and structure may be changed occasionally, but as this memo is written, use this format:

Annrc: "A KLIF Editorial. The speaker is ( name ) ,  
( title ) of KLIF ("....and the McLendon  
Stations" when appropriate ). Listening time,  
one minute."

Biz: ( editorial )

Annrc: "You have just heard a statement of editorial  
opinion. The speaker was ( name ) ,  
( title ) of KLIF ("....and the McLendon  
Stations" if appropriate )."

LOGGING:

Logged as a program. "T" for "Talk" with time on and off indicated. Code remainder accordingly. Subject matter indicated on log either by your own code system or by writing down the subject matter. It is suggested that a written copy of the editorial be attached to the log for future reference.

EQUAL TIME:

A copy of the editorial along with a letter offering equal time to make reply, must be sent to responsible opposing groups or individuals. When an individual is mentioned, he should receive the copy and letter simultaneously with the start of the broadcast or preferably before the start of the broadcast. Naturally, if he lives outside your area this is virtually impossible.

When you editorialize against Communism ( in general ) or you praise a local civic leader or you do an obituary editorial, common sense indicates that you need not offer equal time.

See Marcus Cohn's instructions in your files for further information.

This paragraph, by the way, was cleared by Marcus Cohn by telephone June 21, 1963.

RETENTION OF COPY :

Written copies of editorials should be retained indefinitely. Transcriptions or tapes should be retained 30 days.

SCHEDULING:

Editorials will, henceforth, be removed from the confines of the newscast and will be broadcast at 20 minutes past the hour. The only exception being that noted on Sunday mornings.

UNLESS IMMEDIATE IN NATURE, all editorials will be broadcast on the following times on the following days:

Sundays: 9:20 AM, 10:40 AM, 12:20 PM, 2:20 PM, 4:20 PM, 5:20 PM, 6:20 PM, 7:20 PM. ( Morning schedule may be altered to accommodate religious programming ).

Mondays and Tuesdays: 6:20 AM, 7:20 AM, 8:20 AM, 12:20 PM, 4:20 PM, 5:20 PM, 6:20 PM.

Again, you may editorialize on any other day should your need be immediate. Use the Monday-Tuesday schedule when you do.

MISCELLANEOUS :

Gordon McLendon will frequently send you editorials which he has voiced himself. Most of these will not be "dated" and should be scheduled either Sunday, Monday or Tuesday. Should an occasion arise during those days that dictates immediate editorial action in your city, feel free to pre-empt his editorial for your own.

Need I say that if you don't have any editorials to broadcast on Sunday, Monday and Tuesday, don't broadcast any?

Don Keyes

Rph

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

cc: Managing Editors

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Don Keyes

News Rph

RAB

MEMORANDUM  
MEMORANDUM

June 21, 1963

TO: ALL STATION MANAGERS cc: B.R. McLendon  
ALL PROGRAMS cc: Don Keyes  
ALL NEWS cc: Bill Stewart  
Marcus Cohn  
Mitch Lewis

July 30, 1962

Subject: EDITORIALS

FROM: Gordon McLendon

I am sick and tired of foggy written editorials. I am enclosing in a letter of July 13th, which the Commission wrote to KBMY in Billings, Montana, relating to its use of editorials, the FCC made it crystal clear that where an editorial attacks an individual or organization by name, a copy of the specific editorial or editorials shall be communicated to the person or organization attacked, either prior to or at the time of the broadcast of such editorials.

I have cautioned all of you many times before on this particular responsibility and now the Commission's stern letter to the licensee in Billings makes it clear that you must be doubly responsive to the orders I have given.

Gordon McLendon

P.S.:

In cases where we do editorials of national or international scope, we will make the proper contact from Dallas, sending the appropriate parties a copy of the editorial or editorials in question and soliciting their response by offering equal time. The order to you obviously intended to cover only those editorials which you write and deliver locally.

GBM:us

(cont'd)

News York

MEMORANDUM

June 21, 1963

TO: ALL MANAGERS  
ALL PROGRAM DIRECTORS  
ALL NEWS DIRECTORS

cc: B. R. McLendon  
Don Keyes  
Bill Stewart  
Mitch Lewis

FROM: Gordon McLendon

Subject: EDITORIALS

I am sick and tired of foggily written editorials. I am enclosing some recent editorials from WYNR in Chicago. If they are not sufficient to give you an idea of the type of thing we want, study my own editorials, copies of which are sent to you regularly.

The editorials I am receiving from most stations--the local editorials that is--are proper subjects for an Einstein mentality--the sentences are long and rambling. The New Yorker would put the editorials under the classification of "the cloudy crystal ball" because you cannot ever understand very much in them.

Remember that you are writing to an audience which is hearing a vocal editorial. It has no time or opportunity to go back and hear again or reread the editorials. It must get it the first time. A radio editorial must be twice as clear as a newspaper editorial--in fact four or five times as clear. There is no room in radio editorials for long sentences. There is no room for involved and intricate clause structure. There is no room for long words which the audience may or may not understand. If there is any doubt in your mind, pick a shorter word. You cannot be too crystal clear and simple in your editorials. You cannot keep your words too simple. You cannot keep your sentences too short. You cannot emphasize and re-emphasize your fundamental point too often. You must remember that it may slide by the first time. Your audience has no opportunity to reread the editorial--I repeat that again. Don't fail to make your fundamental point at least twice.

Furthermore, and just as alarming, I am not seeing any real evidence of ingenuity or thoughtfulness with respect to local editorials. I am seeing absolutely no puckish humor, such as illustrated in our "Fink, Texas" editorial or our editorial on the Profumo affair. Is it impossible for you to

(cont'd)

- 2 -

have a little humor or satire in local editorials? I see no creativity in editorial subjects. I see no evidence that people are sitting down and reading the newspapers, listening to comment, etc., and then creating an editorial that will cause plenty of talk.

I expect this from our news departments and I expect the program director to be responsible for observance of this by the news department.

Gordon McLendon

GBM:us  
encl.

MEMORANDUM

News Rph  
Editorials

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
cc: All Managing Editors

FROM: DON KEYES

DATE: JUNE 7, 1963

Bill Stewart submits an excellent idea for editorial presentation which I think should be run once or twice an hour on the day preceding the day you plan to present an editorial. I am sure you will be able to paraphrase it in several different ways. The idea is essentially this:

"Tomorrow, KLIF will comment editorially on \_\_\_\_\_."

Seems to me you will be able to get even more mileage out of your editorials by utilizing this idea.

Don Keyes

ys

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

cc: All Managing Editors

FROM: DON KEYES

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Don Keyes

ys

MEMORANDUM

rpm  
Editorials

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS, ALL  
MANAGING EDITORS

FROM: GORDON McLENDON

DATE: NOVEMBER 26, 1962

Henceforth, all editorials will be placed within newscasts. Any newscast containing an editorial will run 5:45 instead of 4:30, or, if your newscasts are normally shorter than 4:30, they will be allowed to be 1:15 longer when they contain an editorial.

This rule applies only to KLIF, KILT, KTSA and WYNR.

We believe that we will be hitting an audience listening to, and thus presumably concerned with, news. We believe the editorials will spice our newscasts. Further, it should overcome the frequently heard objections from teenagers that we editorialize too much, interrupting the music. This group in the main mentally tunes off during newscasts so we haven't lost a thing. Furthermore, this new move will give our newscasts a greater sense of "depth", if in length alone.

Editorials should be placed about 2 1/2 minutes deep into newscasts and followed with other news stories.

The intro:

More news following this one-minute ( call letters )  
editorial by \_\_\_\_\_, ( title )

Instead of a close, you will go directly to the dateline of the next story.

Gordon McLendon

ys

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS,  
ALL NEWS DIRECTORS

FROM: GORDON McLENDON

DATE: AUGUST 29, 1962

The enclosed memorandum gives you the Commission's current thinking on the matter of editorials. Marcus advises, and I agree, that you should read this material over carefully and refer to it often.

Gordon McLendon

ys

Enclosures

MEMORANDUM IN RE THE REQUIREMENT THAT  
STATIONS WHICH EDITORIALIZE "SEEK OUT" AND  
PRESENT THE OPPOSING POINTS OF VIEW

When the Commission, on June 2, 1949, issued its decision which authorized stations to editorialize, it held that if a station editorialized it had an affirmative obligation to (1) "seek out" and (2) present the opposing point of view. Even though the Commission has not expressly modified that decision by any specific language, it has, nevertheless, by interpretation, watered down the scope of these obligations.

From recent Commission actions and interpretative letters it now becomes clear that if the editorial carried by the station relates to a broad or general subject--such as, for example, Americanism, safety on the highway, balancing the Federal budget or conservation of natural resources--it is not necessary for a station to seek out and present the "other side."<sup>1/</sup> On the other hand, it has also become equally clear that if the editorial makes a specific attack upon an individual, then the station not only has an obligation to seek out that individual and give him an opportunity to reply, but it also must supply him with a copy of the editorial either before it is presented on the air, or, at the very latest, at the time it is presented

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<sup>1/</sup> However, when the editorial deals with a specific national or international controversial subject--for example, the legislation proposing that the United States purchase United Nations' bonds or AT&T's participation in Telstar--and there are available to you responsible spokesmen for the "other side", they should be advised of the editorial and afforded an opportunity of reply.

on the air. It is not necessary that the station pursue the matter and force an opponent to respond; the station has discharged its responsibility by offering the time.

If a station editorializes on behalf of a political candidate it should, prior to the time that the editorial appears on the air, supply a copy of the editorial to the opponent and, at the same time, afford the opponent an opportunity to reply.

The editorial problems arise when an editorial is not general in nature and is also not related to specific individuals. The closer the editorial approaches a specific subject--and the "other side" is easily ascertained--the clearer it becomes that the requirement to "seek out" is applicable. For example, if the editorial is critical of the manner in which streets are repaired or subjects are taught in public schools--and even though no names are mentioned--the station has an obligation to advise those administrators in charge of these projects of the editorials and offer them time for reply. As a matter of policy, it would appear to us that when this is done a copy of the editorial should also be supplied. On the other hand, if the editorial deals generally with the poor caliber of public officials, then there is no obligation to "seek out" or supply copies of the editorials to anyone.

There are no hard and fast rules to govern the question of presenting "the other side"; each situation must be separately evaluated. On

the other hand, the rules can be summarized, in a general way, by these principals:

1. When the editorial deals with a specific local controversial matter, the "other side" should be advised of the editorial and given an opportunity to reply.
2. Whether the subject is local in character or not, if the editorial is an attack upon a specific person, he should be given a copy of the editorial as soon as possible and afforded an opportunity to reply.
3. When the subject is of a specific national character ( such as, for example, any specific national legislation ) and responsible spokesmen for the "other side" are available, they should be notified and given an opportunity to reply.
4. When the subject is of a general or broad national or international nature there is no affirmative obligation to seek out the "other side" and afford it an opportunity to reply, but, if a responsible spokesman for the "other side" demands an opportunity for reply, it should be given to him.

Cohn and Marks

August 13, 1962

MEMORANDUM

MEMORANDUM

*Edit. Policy*  
*C. R. P. B.*  
*Editorial*

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS,  
TO: ALL STATION MANAGERS July 30, 1962  
cc: B. R. McLendon  
FROM: GORDON McLendon  
Don Keyes  
Marcus Cohn  
DATE: AUGUST 29, 1962

FROM: Gordon McLendon

-----  
The enclosed memorandum gives you the Commission's current thinking on the matter of editorials. Marcus advises, and I agree, that you should read this material. In a letter of July 13th, which the Commission wrote to KBYM in Billings, Montana, relating to its use of editorials, the FCC made it crystal clear that where an editorial attacks an individual or organization by name, a copy of the specific editorial or editorials shall be communicated to the person or organization attacked, either prior to or at the time of the broadcast of such editorials.

I have cautioned all of you many times before on this particular responsibility and now the Commission's stern letter to the licensee in Billings makes it clear that you must be doubly responsive to the orders I have given.

Gordon McLendon

P.S.:

In cases where we do editorials of national or international scope, we will make the proper contact from Dallas, sending the appropriate parties a copy of the editorial or editorials in question and soliciting their response by offering equal time. The order to you obviously intended to cover only those editorials which you write and deliver locally.

GBM:us

*Edit: Policy*

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on the air. It is not necessary that the station pursue the matter and force an opponent to respond; the station has discharged its responsibility by offering the time.

If a station editorializes on behalf of a political candidate it should, prior to the time that the editorial appears on the air, supply a copy of the editorial to the opponent and, at the same time, afford the opponent an opportunity to reply.

The editorial problems arise when an editorial is not general in nature and is also not related to specific individuals. The closer the editorial approaches a specific subject--and the "other side" is easily ascertained--the clearer it becomes that the requirement to "seek out" is applicable. For example, if the editorial is critical of the manner in which streets are repaired or subjects are taught in public schools--and even though no names are mentioned--the station has an obligation to advise those administrators in charge of these projects of the editorials and offer them time for reply. As a matter of policy, it would appear to us that when this is done a copy of the editorial should also be supplied. On the other hand, if the editorial deals generally with the poor caliber of public officials, then there is no obligation to "seek out" or supply copies of the editorials to anyone.

There are no hard and fast rules to govern the question of presenting "the other side"; each situation must be separately evaluated. On

the other hand, the rules can be summarized, in a general way, by these principals:

1. When the editorial deals with a specific local controversial matter, the "other side" should be advised of the editorial and given an opportunity to reply.
2. Whether the subject is local in character or not, if the editorial is an attack upon a specific person, he should be given a copy of the editorial as soon as possible and afforded an opportunity to reply.
3. When the subject is of a specific national character ( such as, for example, any specific national legislation ) and responsible spokesmen for the "other side" are available, they should be notified and given an opportunity to reply.
4. When the subject is of a general or broad national or international nature there is no affirmative obligation to seek out the "other side" and afford it an opportunity to reply, but, if a responsible spokesman for the "other side" demands an opportunity for reply, it should be given to him.

Cohn and Marks

August 13, 1962

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: MARCH 19, 1962

Gordon has come up with a new intro for editorials which has a great deal of merit. Please put it into effect immediately.

Intro: "KLIF comments editorially. The Speaker is Gordon McLendon, President of KLIF. Listening time, one minute."

( Editorial )

Close: "The preceding was an editorial opinion. The Speaker was Gordon McLendon, President of KLIF and the McLendon Stations."

Henceforth, all editorial copy will be held to 60 seconds.

Don Keyes

ys

MEMORANDUM

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Don Keyes

"KLIF presents editorial opinion. By authority of the Federal Communications Commission's report and Order of June, 1942, issued to all stations, Cliff speaks out editorially. The speaker is..."

What I am trying to accomplish is a change from "We take you now to..."

What do you think of this?

Gordon

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: JULY 26, 1961

Recently, I sent you a schedule of specified times to broadcast editorials.

Please add to this list, 2:20 PM.

KABL and WYSL may make their appropriate changes.

EXECUTIVE OFFICES

**THE McLENDON STATIONS - DALLAS**

To Gordon McLendon

Date December 12, 1961

From Don Keyes

Subject

RECEIVED  
JAN 11 1962  
COHN & MARKS

Regarding my proposed change in editorial intros...how 'bout this slant?

"KLIF presents an editorial opinion. By authority of the Federal Communications Commission's Report and Order of June, 1949, granted to all stations, Cliff speaks out editorially. The speaker is...."

What I am trying to accomplish is a change from "We take you now to...."

Marcus,  
what do you think of this ?

ys

Gordon

Don

ryb

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS  
FROM: DON KEYES  
DATE: JULY 26, 1961

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KABL and WYSL may make their appropriate changes.

Don Keyes

ys

JOHN FROMM, PRES.

M. A. BROWN, V. P.

*Radio Policy Book*  
*editorial*  
RADIOTORIAL, INC.

5755 HAUBNER ROAD  
CINCINNATI 39, OHIO

JACKSON 2-1914

June 22, 1959

Mr. Jack Irvine  
Radio Station KROW  
464 19th Street  
Oakland 12, California

Dear Mr. Irvine:

From almost every quarter in the industry broadcasters are being urged to exercise their right of editorial opinion. As veteran broadcasters ourselves, we understand the misgivings of many station operators concerning the function of the editorial.

Good editorial writers are expensive gentlemen. Bad ones are nothing but big trouble.

Our experience with the radio editorial goes back to 1950. With this background and understanding, we have established a service to meet this need in the industry. Granted the editorial creates its greatest impact when it is local in nature, still it is almost impossible for many broadcasters to create a local editorial every day, for many reasons.

Our service will provide you with seven editorials every week. It is our hope that those using our service will be able to produce their own strictly local editorials as the need arises in the community. But the pressure to produce a piece of creative writing every twenty-four hours is eliminated by RADIOTORIAL.

We have enclosed three samples of our service. As you can see, they deal with situations which do concern your listeners. Supplemented by your own occasional editorial effort, they will make you listeners and create new respect in the community for your station.

Let me make this clear: RADIOTORIAL, Inc. is a profit-making concern. We have no special ax to grind. We are not subsidized by anyone. Our service will create editorials which are hard-hitting and to the point. But have no fear of you or your station being "labeled" in a political sense by their use.

JOHN FRAIM, PRES.

M. A. BROWN, V. P.

RADIOTORIAL, INC.

5755 HAUBNER ROAD  
CINCINNATI 39, OHIO

JACKSON 2-1914

We do not require you use any certain number of our editorials....or any at all, for that matter. You exercise your own editorial judgement. If we should send you something with which you cannot agree and do not want to broadcast, don't use it. You may change any of our editorials around, as you see fit. We are simply providing a service.

Our fee for this service is ten dollars (\$10.00) per week, billed monthly.

We will send you the first batch of seven editorials--all timely--upon receipt of your letter requesting our service. Your letter will serve as a contract and you may cancel at your pleasure. If you desire a formal contract, indicate this in your reply and we will gladly oblige.

With the first series, we will also include some tips and observations on the most effective use of the radio editorial. Our writing staff includes men with solid backgrounds in radio, T.V. and newspaper editorial work.

Of course, this service will be yours exclusively in the market area. We have not contacted any other stations in either San Francisco or Oakland.

Awaiting your early reply, I am

Yours truly,

*John H. Fraim*  
John H. Fraim

JF/erg  
enc. 3

RADIOTORIAL

THE CAMPAIGN OF THE UNITED STATES POSTOFFICE IN (YOUR TOWN) AND ELSEWHERE TO BREAK UP A VICIOUS SMUT RACKET, WHICH MAKES CHILDREN ITS PRIME TARGET, DESERVES THE SUPPORT OF EVERY CITIZEN. USING MAILING LISTS BOUGHT FROM MAKERS OF ITEMS NORMALLY SOLD TO YOUNGSTERS, THESE PURVEYORS OF FILTH SOLICIT TEEN-AGERS FOR PICTURES AND FILM ORDERS THROUGH THE MAILS. THE SOLICITATIONS COME IN LETTER FORM PURPORTEDLY SIGNED BY MODELS. FREQUENTLY, SAMPLE PICTURES ARE ENCLOSED. UNTIL NOW THE JUSTICE DEPARTMENT HAS BEEN VIRTUALLY HELPLESS IN PROSECUTING THE SELLERS FOR SENDING THIS OBSCENE MATERIAL THROUGH THE MAILS. THE GOVERNMENT COULD FILE CHARGES ONLY IN THE PLACE OF ORIGIN. USUALLY, THIS IS LOS ANGELES OR NEW JERSEY, AND LOCAL CONDITIONS MAKE IT NEXT TO IMPOSSIBLE TO OBTAIN A CONVICTION. HOWEVER, CONGRESS HAS NOW PASSED A LAW WHICH ALLOWS PROSECUTION IN THE CITY WHERE THE MATERIAL IS RECEIVED, AS WELL AS THE CITY FROM WHICH IT IS SENT. MUCH OF THIS MAILED PORNOGRAPHY AND VULGARITY HAS COME INTO (YOUR TOWN). POSTAL AUTHORITIES HERE ARE EQUIPPED TO TAKE ACTION. PARENTS ARE ASKED TO WATCH FOR SUCH MAILINGS. WHEN FOUND, CONTACT THE POSTMASTER OR POSTAL INSPECTOR. HE'LL TAKE IT FROM THERE..TO THE U.S. DISTRICT ATTORNEY!

RADIORORIAL

RECENT NEWS DISPATCHES TOLD OF A SPEECH IN THE SENATE BY OHIO'S STEVEN YOUNG IN WHICH SENATOR YOUNG AGAIN BLASTED CIVIL DEFENSE. THE SENATOR LISTED SOME SPECIFIC INSTANCES WHICH, HE CONTENDED, SHOWS MONEY AND MATERIAL ARE BEING WASTED BY THOSE IN CHARGE OF VARIOUS CIVIL DEFENSE AUTHORITIES. THIS IS NOT THE FIRST TIME SENATOR YOUNG HAS QUESTIONED THE POLICIES OF CIVIL DEFENSE. NOR IS THE SENATOR THE ONLY ONE TO WHOM SERIOUS QUESTIONS ABOUT THE CIVIL DEFENSE PROGRAM HAVE OCCURRED.

IF SOME OF THE CHARGES AIRED BY SENATOR YOUNG ARE SUPPORTED BY THE FACTS, IT IS TIME TO PLUG THE LOOPHOLES. IF, ON THE OTHER HAND, THE CIVIL DEFENSE PROGRAM IS BEING PROPERLY AND ABLY ADMINISTARTED, UNSUPPORTED ATTACKS AGAINST IT SHOULD CEASE. WE HAVE NO QUARREL WITH EITHER THE SENATOR OR WITH CIVIL DEFENSE. WE DO THINK WE HAVE A CONSIDERABLE STAKE IN CIVIL DEFENSE BECAUSE IT'S SUPPOSED TO WORK FOR OUR SAFETY AND PROTECTION. AND BECAUSE IT'S OUT--AND YOUR--TAX DOLLARS THAT GO TO SUPPORT CIVIL DEFENSE. THE LAST TIME SENATOR YOUNG SPOKE OUT IN THIS MANNER, THE WHOLE THING DISINTEGRATED INTO A SORT OF NAME CALLING CONTEST BETWEEN THE SENATOR AND VARIOUS CIVIL DEFENSE OFFICIALS. WE HOPE THAT WON'T HAPPEN AGAIN. WE HOPE THE ENTIRE MATTER CAN BE AIRED, AND CLARIFIED, ONCE AND FOR ALL, BEFORE THE PEOPLE LOSE CONFIDENCE IN BOTH THE INTEGRITY OF THE SENATOR AND THE VALIDITY OF THE NEED FOR CIVIL DEFENSE.

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## RADIOTORIAL

RESEARCH SCIENTISTS AT THE RECENT NATIONAL CONFERENCE ON AIR POLLUTION EXHIBITED SOLID BELIEF THAT POISONS FED INTO THE AIR IN OUR MECHANIZED AGE ARE RESPONSIBLE FOR MUCH SICKNESS AND DEATH. LUNG CANCER, OTHER RESPIRATORY AILMENTS AND HEART DISEASE ARE THE TYPES OF ILLNESS MENTIONED MOST FREQUENTLY. CHIEF SOURCE OF THESE AIR POLLUTANTS APPARENTLY IS AUTOMOBILE EXHAUSE. IF YOU WORK DOWNTOWN EACH DAY, YOU ARE MORE LIKELY TO CONTRACT ONE OF THE AFOREMENTIONED AILMENTS THAN A PERSON WHO STAYS IN THE SUBURBS (OR THE COUNTRY) ALL DAY, WHERE EXHAUSE FUMES ARE NOT AS PREVALENT. THE MOST EFFECTIVE WAY TO ELIMINATE ANY DANGEROUS CONDITION IS STOP IT AT THE SOURCE. THIS CAN BE DONE ON AUTOMOBILES, BUSSES AND TRUCKS WITH EXHAUST AFTER-BURNERS. DETROIT AUTO MANUFACTURERS SAY SUCH A DEVICE STILL IS TOO COSTLY IN A COMPETITIVE MARKET. THE SCIENTISTS AGREE THAT THE EQUIPMENT WOULD COST MONEY, BUT NOT AS MUCH AS THE MANUFACTURERS CLAIM. IT'S DOUBTFUL IF THERE IS A MOTORIST WHO WOULDN'T WILLINGLY SACRIFICE A COUPLE OF STRIPS OF CHROME TO ALLOW THE AUTOMOBILE INDUSTRY TO INCLUDE LIFE-SAVING AFTER-BURNERS AS STANDARD EQUIPMENT.

*Killman*

EDITORIAL

To run on KLIF-Dallas, KTSA-San Antonio, KILT-Houston, KEEL-Shreveport

Wednesday December 11, 1957 at following times:

7:15, 7:45, 8:15, 9:15, 10:15, 11:15 AM

12:15, 2:15, 4:15, 5:15, 6:15, 7:15, 10:15, 11:15 PM

OPEN

We take you now to the editorial offices of (KLIF, KTSA, KILT, KEEL) for a statement of editorial opinion by this station. Here is Gordon McLendon, president of (KLIF, KTSA, KILT, KEEL), to bring you that statement.

EDITORIAL

Several weeks ago, the Texas Triangle Radio Stations, KLIF in Dallas, KILT in Houston, KTSA in San Antonio and KEEL in Shreveport, urged President Eisenhower to appoint J. Edgar Hoover as head of a crash missile program.

We see no reason to change our original position. The administration's handling of missile development continues to resemble the abject and tragicomic confusion of Keystone Kops. The man for the job is J. Edgar Hoover. Mr. Hoover has competent aides who could relieve him for the moment at the FBI. He is fearless, an able administrator and a man who has the guts to resist the kind of political and newspaper pressure which has just forced the unbelievable public relations blunder on the sands of Carnival.

While Russia launches Sputnik, we sputter. Our satellite not only does not go up -- it blows up. More important, this grievous public blunder holds up for all the world to see the now undeniable fact that we do not have the intercontinental missile - and Russia does.

The bungling and bickering going on within the defense department and the administration continues. Millions of Africans and Asiatics now view Russia as our superior.

In these days, uncertainty lies heavy on our land. In the un-coordinated and inefficient administration of our missile program, we have watched the good old days drain away. Even our domestic economy has been damaged. We are running eastward against the grain of time. As we said earlier, the defense of Portland now begins in Shanghai, and our east coast is the west coast of the Rhine.

As the angels of Christmas herald peace on earth and good will to men, another nation prepares for war. In America, our missile command rolls derelict. The hour is late. We stand at Armageddon and we battle for the right.

The slow days of the Cold War have dragged into years, but no great tyranny has ever lasted -- the empires of Pharoah, Caesar, Philip, Napoleon, and Hitler have each flourished, and held sway -- and were destroyed. Still, whole nations have been swallowed up before their destruction. Let us take this warning from history.

To those of us who stand on the threshold of tomorrow, the Texas Triangle Stations urge J. Edgar Hoover's immediate appointment as unlimited chief of a crash missile program. Let not American roses wither in pools of blood.

CLOSE

This has been a statement of editorial opinion by KLIF (KTSA, KILT, KEEL)  
The speaker was Gordon McLendon, president of KLIF (KTSA, KILT, KEEL).