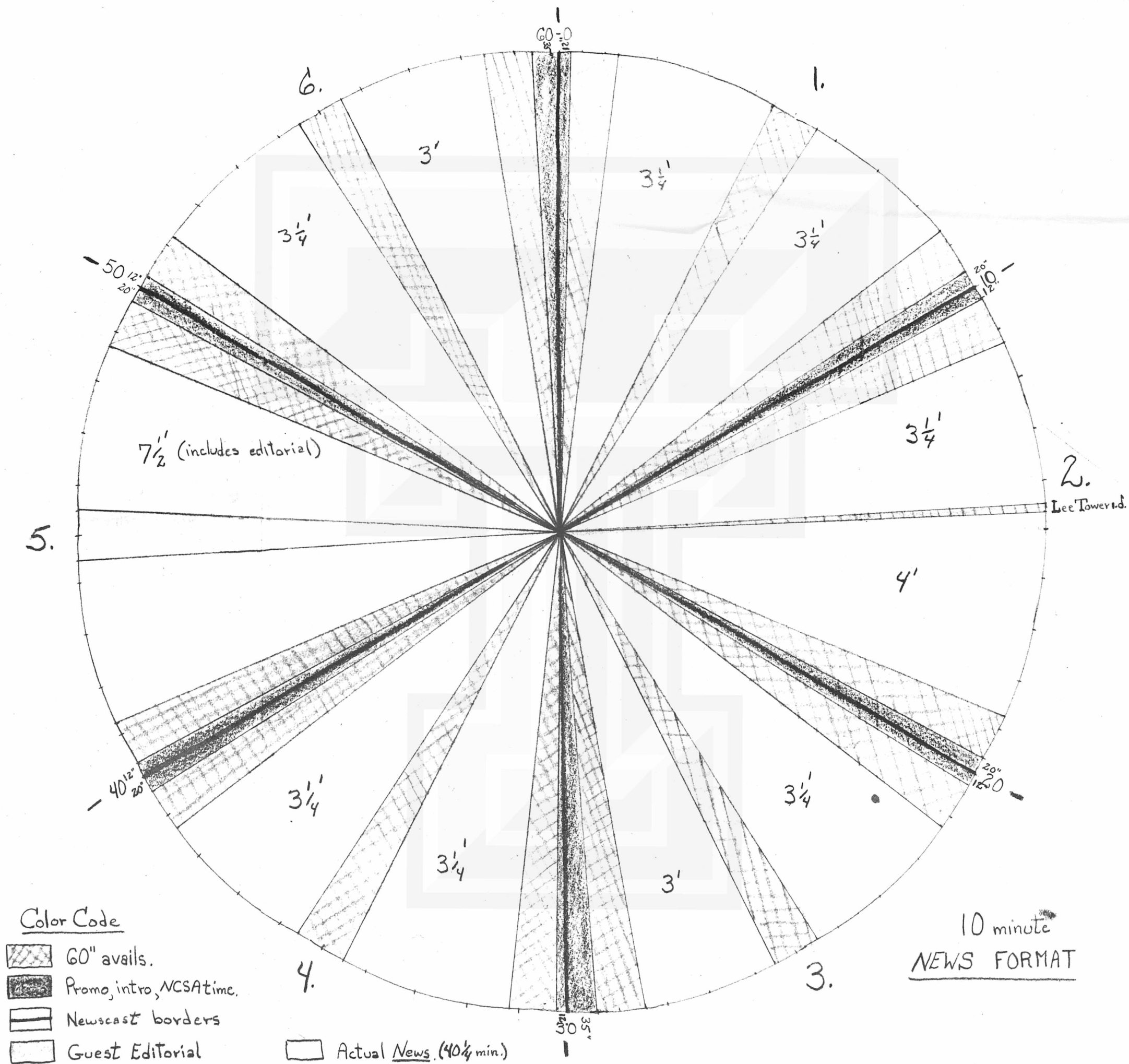
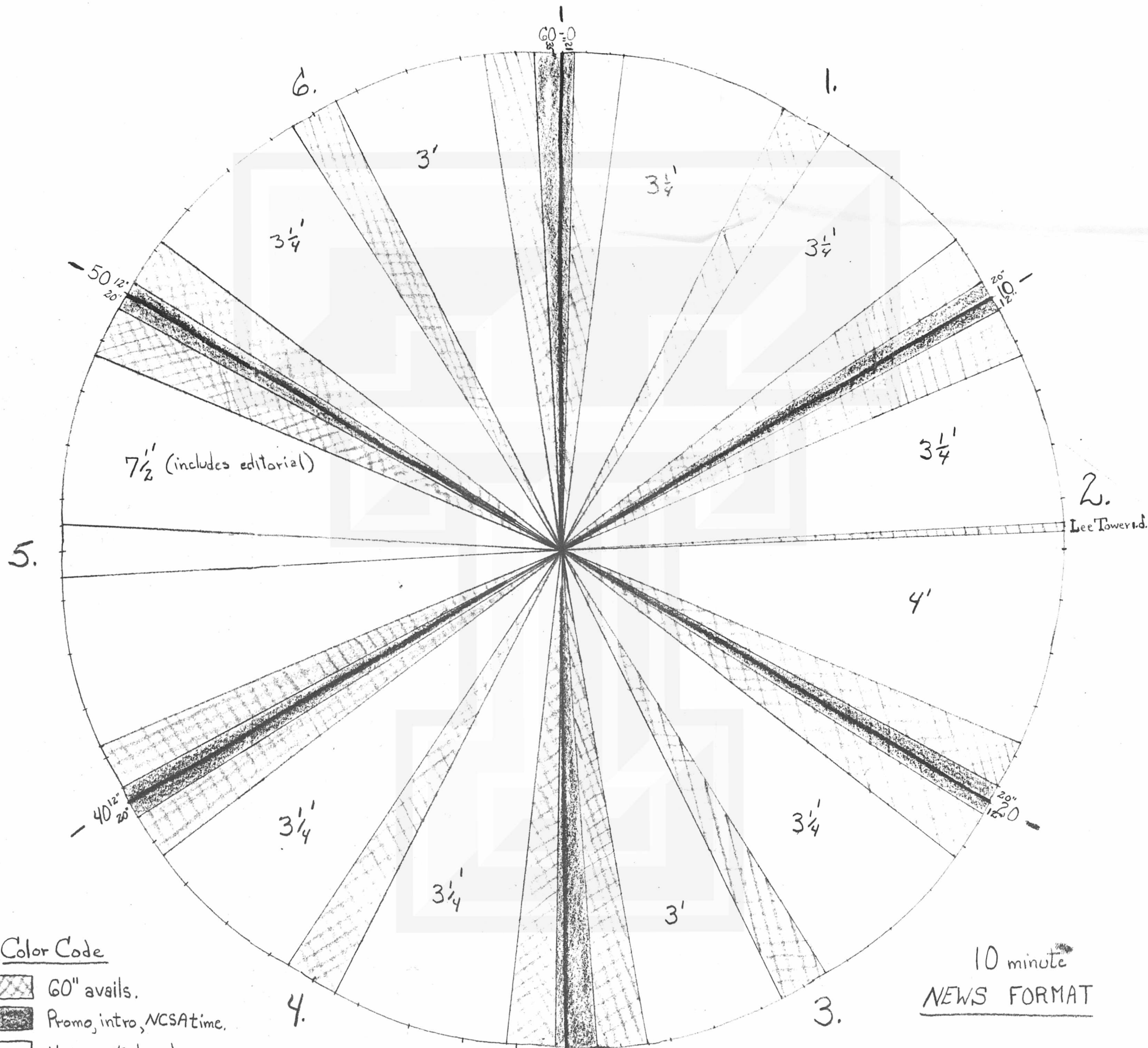
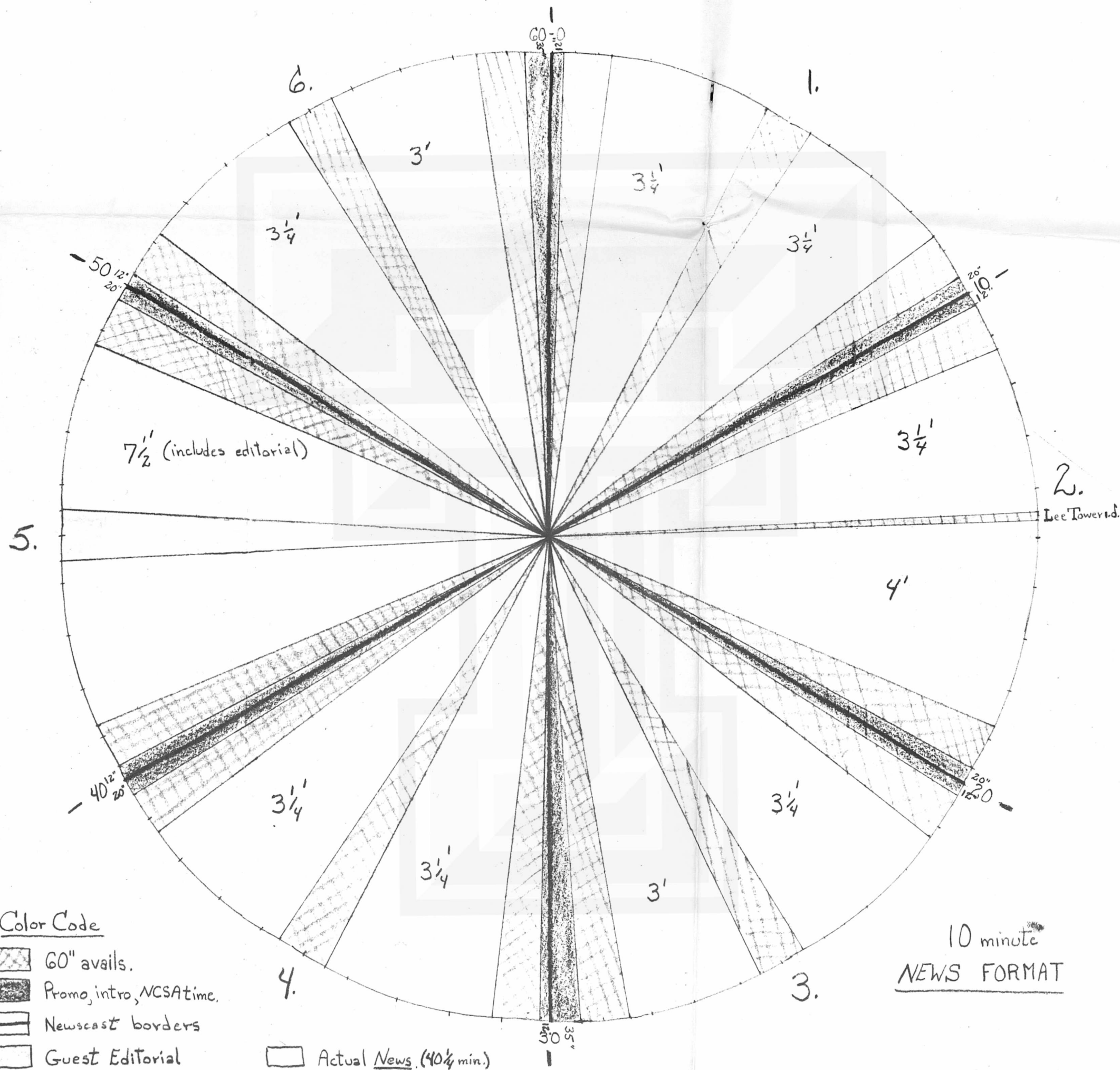


10 minute NEWS FORMAT







Don Keyes

5-66

Don -

Do whom? from
whom?

Done?

ys

File

XTRA NEWS

the contemporary news medium

the contemporary news medium




Represented Nationally by Daren F. McGavren Company, Inc.

THIS

IS

X-TRA NEWS

the contemporary news medium



Reporting

The Latest News

About The World's First
All News Radio Station

And Its Fast and Growing
Impact In Southern
California, The Second
Largest Market In The
United States.

K-TRA NEWS
the contemporary news medium

AS the crashing roars of history
in the making generate tremen-
dous news interest ...

AS newspapers become fewer in number,
circulations decrease and straight
news reporting gives way to more
and more editorial content ...

AS television at best merely nods
at news ...

AS conventional radio newscasting
continues mainly dovetailed into
format programming, eclipsed in
content and in duration ...

The News Communication Gap Grows.

X-TRA NEWS HAS BREACHED THIS GAP.

X-TRA NEWS SATISFIES NEWS HUNGER.

X-TRA NEWS
the contemporary news medium

ANY TIME ...

ANY DAY ...

ANY NIGHT ...

ANY WHERE ... in Southern California --
what with in-home,
transistor, portable
and car radios;

ANY ONE ... who wants to know what
is new has only to tune
to 690 on the radio dial
to listen to X-TRA NEWS's
powerful 50 kilowatt
clear channel voice
present a COMPLETE
FIFTEEN MINUTE NEWSCAST.

Each newscast is fresh, updated, rewritten to
include new items, comprehensive in scope,
incorporating area news covering every locality
in the Southern California market complex, national
and international developments, sports and
business news, and such integral service features
as weather reports, traffic bulletins, time
signals, public service announcements.

This is no tear-and-read operation.

THIS IS PROFESSIONAL CONTEMPORARY NEWS COMMUNICATION!

X-TRA NEWS
the contemporary news medium

Early surveys taken after only a few months of operation showed that:

X-TRA NEWS reaches almost half of all the homes in the eight counties comprising the Southern California area; better than forty percent of the homes in the Los Angeles area alone.

X-TRA NEWS has quickly won for itself a solid reputation for reliability and authoritativeness.

X-TRA NEWS reaches adults almost exclusively.

X-TRA NEWS is a FOREGROUND -- not background -- station. X-TRA NEWS listeners are not to be compared to the "captive" news audience of a format music station. X-TRA NEWS listeners "hear all", listen consciously with both ears, because they are listening to news by deliberate choice.

Recent surveys show X-TRA NEWS audiences definitely on the way UP.

X-TRA NEWS
the contemporary news medium

X-TRA NEWS REACHES ALMOST ONE OF EVERY
TWO RADIO HOMES IN SOUTHERN CALIFORNIA

Net Weekly Cume Circulation

Percent of Radio Homes

	<u>8 County</u> <u>Southern</u> <u>California</u> <u>Market</u>	<u>2 County</u> <u>Los Angeles</u> <u>Metropolitan</u> <u>Market</u>	<u>6</u> <u>Remaining</u> <u>County</u> <u>Market</u>
X-TRA NEWS	47%	43%	60%
KABC	26%	29%	17%
KFAC	35%	39%	22%
KFI	39%	41%	33%
KFWB	45%	48%	36%
KHJ	26%	30%	13%
KLAC	*	18%	*
KMPC	54%	61%	32%
KNX	51%	58%	29%
KPOL	23%	26%	14%
KRLA	30%	35%	14%

Number of Radio Homes

X-TRA NEWS	1,352,140	938,350	413,790
KABC	747,990	632,840	115,150
KFAC	1,006,920	851,060	155,860
KFI	1,121,990	894,700	227,290
KFWB	1,294,600	1,047,460	247,140
KHJ	747,990	654,660	93,330
KLAC	*	392,800	*
KMPC	1,553,530	1,331,140	222,390
KNX	1,467,220	1,265,680	201,540
KPOL	661,690	567,370	94,320
KRLA	863,070	763,770	99,300
Area Total	2,876,900	2,182,200	694,700

In Southern California As A Whole And In Each Of Its
Principal Constituent Parts, X-TRA NEWS Circulation
Is Significant and Competitive.

* Not Reported

X-TRA NEWS
the contemporary news medium

X-TRA NEWS COMPLEMENTS THEDISTRIBUTION OF RADIO HOMESNet Weekly Cume Circulation

	8 County Southern California Market	2 County Los Angeles Metropolitan Market	6 Remaining County Market
X-TRA NEWS	100%	69%	31%
Radio Homes	100%	76%	24%
KABC	100%	85%	15%
KFAC	100%	85%	15%
KFI	100%	80%	20%
KFWB	100%	81%	19%
KHJ	100%	88%	12%
KMPC	100%	86%	14%
KNX	100%	86%	14%
KPOL	100%	86%	14%
KRLA	100%	88%	12%

Average Quarter-Hour Audience

X-TRA NEWS	100%	66%	34%
Radio Homes	100%	74%	26%
KFI	100%	81%	19%
KFWB	100%	96%	4%
KMPC	100%	80%	20%
KNX	100%	84%	16%
KRLA	100%	95%	5%

X-TRA NEWS
the contemporary news medium

X-TRA NEWS means that for the first time ONE medium can accomplish BASIC REACH into the adult population of ALL of the Southern California market area.

In this part of the country, too, the wide open spaces are rapidly filling up. Here too, a new megalopolis is forming.

Los Angeles remains the largest single part of the area, and X-TRA NEWS serves it well. But the other sections are growing much faster.

X-TRA NEWS makes it both possible and easy to be everywhere that population and sales are -- and are going -- at one and the same time."

X-TRA NEWS
the contemporary news medium

X-TRA NEWS RATINGS ARE HEADING UP

In contrast to most of the leading Los Angeles stations, X-TRA NEWS audiences are growing.

Los Angeles-Orange Metropolitan Market Avg. Qtr. Hr., 6AM-12MID., Entire Week

	<u>June</u> <u>1961</u>	<u>Sept.-Oct.</u> <u>1961</u>	<u>Change</u>
X-TRA NEWS	0.6	0.8	UP 33%
KABC	1.0	1.0	Same
KFI	2.9	2.1	Down 28%
KFWB	3.1	2.6	Down 16%
KMPC	3.0	2.4	Down 20%
KNX	1.8	1.6	Down 11%
KRLA	1.9	2.7	Up 42%

Eight County Southern California Market Avg. Qtr. Hr., 6AM-12MID., Entire Week

	<u>June</u> <u>1961*</u>	<u>Sept.-Oct.</u> <u>1961</u>	<u>Change</u>
X-TRA NEWS	0.7	0.9	UP 29%
KABC	0.8	0.8	Same
KFI	2.6	1.9	Down 27%
KFWB	3.0	2.0	Down 33%
KMPC	2.7	2.2	Down 19%
KNX	1.6	1.4	Down 13%
KRLA	1.6	2.1	Up 31%

* estimated; see appendix.

Note: All survey months include baseball broadcasts.

X-TRA NEWS
the contemporary news medium

X-TRA NEWS DELIVERS ADULTS

* A Greater Concentration of
Adult Listeners Than Any
Other Leading Los Angeles Station

* More Adults Per Listening Home
Than Any Other Leading Los
Angeles Station

Percent Adult Listeners

July-Aug. 1961	Sept.-Oct. 1961
Los Angeles Metropolitan Market	Eight County Southern California Market

X-TRA NEWS	99%	99%
KABC	98%	not reported
KFI	93%	95%
KFWB	72%	76%
KMPC	91%	93%
KNX	96%	96%
KRLA	57%	66%

Number of Adult Listeners
Per 100 Listening Homes

July-Aug. 1961	Sept.-Oct. 1961
Los Angeles Metropolitan Market	Eight County Southern California Market

X-TRA NEWS	140	147
KABC	127	not reported
KFI	127	130
KFWB	100	106
KMPC	125	128
KNX	132	135
KRLA	89	96

X-TRA NEWS
the contemporary news medium

NOAH HAD A GREAT IDEA

Women -- and men -- listen to X-TRA NEWS.

X-TRA NEWS delivers women listeners in comparable numbers to other Los Angeles stations; in some cases, even more.

In addition, X-TRA NEWS attracts the elusive male, so often missing from conventional media audiences (including television), although so important for many buying decisions.

In fact, X-TRA NEWS follows the 50/50 line, as did Noah, and as the Census Bureau finds the adult population of Southern California.

Number of Listeners Per 100 Listening Homes

	<u>Los Angeles Metropolitan Market July-Aug. 1961</u>		<u>Eight County Southern California Market Sept.-Oct. 1961</u>	
	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
X-TRA NEWS	70	70	72	75
KABC	49	78	not reported	
KFI	57	70	54	76
KFWB	42	58	37	69
KMPC	58	67	53	75
KNX	52	80	48	87
KRLA	36	53	33	63

X-TRA NEWS
the contemporary news medium

ANOTHER DAY, ANOTHER DOLLAR

TM & All rights reserved
The Hall Syndicate, Inc.

"How long have you been tuned in to this radio station that gives nothing but world news twenty-four hours a day."

This cartoon is striking evidence of how quickly X-TRA NEWS has become an integral part of daily life in the Los Angeles area.

Unlike the cartoon patient, the average X-TRA NEWS listener tunes in for a comparatively short time. X-TRA NEWS's large circulation is the combined result of short average tune-in and high level audience turnover.

	<u>Average Tune-In (Minutes)</u>	<u>Average Weekly Turnover Rate</u>
X-TRA NEWS	24	72
KABC	71	29
KFI	83	14
KFWB	53	15.5
KMPC	65	20
KNX	47	32
KRLA	55	18

Illustration copyrighted by Hall Syndicate, Inc. and reproduced with their permission.

X-TRA NEWS
the contemporary news medium

X-TRA NEWS LISTENERS "HEAR ALL"

News listening by choice results in unusually attentive audiences.

"Hear All" listeners dominate X-TRA NEWS audiences.

"Hear All" listeners are the minority in most other audiences.

Average Daily Cume "Hear All" Audiences

	<u>Percent of Metropolitan Los Angeles Adults</u>	<u>Number of Metropolitan Los Angeles Adults</u>	<u>Percent of Each Station's Total Daily Adult Audience</u>
X-TRA NEWS	15.9%	709,400	86.4%
KNX	12.5%	557,700	53.2%
KFI	12.0%	535,400	60.6%
KMPC	9.7%	432,800	43.9%
KFWB	7.5%	334,600	41.5%
KRLA	5.3%	236,500	44.2%
KABC	4.0%	178,500	40.0%

X-TRA NEWS
the contemporary news medium

XX-TRA NEWS LEADS IN "EFFECTIVE" ADULT AUDIENCE

Crediting all adults who "hear all" with a full point and all adults who "hear some" with a half-point results in a measure of "effective" audience -- people who are consciously aware of what they are listening to.

XX-TRA NEWS has the largest net weekly "effective" core adult audience in the eight county Southern California area; in the Los Angeles metropolitan area XX-TRA NEWS is in a photo-finish tie for first place.

Net Weekly Core "Effective" Adult Audience

	88 County Southern California Market	22 County Los Angeles Metropolitan Market
XX-TRA NEWS	11,753,860	11,217,140
KABC	626,970	530,450
KFI	11,122,160	886,860
KFWB	830,490	671,990
KHPC	11,336,040	11,144,790
KDX	11,425,440	11,229,640
KRIA	473,940	419,440

XX-TRA NEWS
the contemporary news medium

CORROBORATION OF WAR RUMORS ...

FULLER DETAILS ...

PUBLIC EMERGENCIES ...

Los Angeles Metropolitanites

Name X-TRA NEWS A Leading

Favorite.

Question:

Which radio stations would you turn to for fuller details on a news story or for corroboration of an important bulletin, flash or rumor you'd heard --- like a declaration of war?

Answer:

X-TRA NEWS	12.2%
KABC	5.4%
KFI	13.2%
KFWB	10.0%
KMPC	11.5%
KNX	12.3%
KRLA	6.5%

Question:

Which radio stations would you listen to in time of emergency, for the latest news on school closings, storm warnings, fires, etc.?

Answer:

X-TRA NEWS	13.3%
KABC	4.4%
KFI	15.8%
KFWB	10.3%
KMPC	14.0%
KNX	13.5%
KRLA	6.2%



the contemporary news medium

X-TRA NEWS RESPECTS PUBLIC CONFIDENCE

The previously cited survey was taken before the tragic fires swept an entire section of Los Angeles in November, 1961.

At that time, X-TRA NEWS was the first station to pre-empt all commercial announcements for a total of about fourteen hours.

At that time, and for a full day and a half, X-TRA NEWS was the only station to carry only news about the fire.

On November 17, 1961, the following letter was sent to X-TRA NEWS from the Office of The Mayor of Los Angeles:

"Your outstanding coverage of the Bel Air-Brentwood fire disaster last week was of tremendous help to the emergency forces of the City, County and State which battled the blazes.

Repeated reminders to your listeners to stay away from the fire areas, broadcasting of evacuation notices and advices to parents of school pupils on their children's safety and whereabouts were most helpful to the authorities.

I know listeners were thrilled by your news coverage, and I want to add my congratulations. This was a great public service."

X-TRA NEWS WILL ALWAYS BE PROMPT TO RECOGNIZE AND TO ACCEPT ITS RESPONSIBILITIES TO THE FULLEST EXTENT OF ITS CAPACITIES.

X-TRA NEWS
the contemporary news medium

From the great volumes of mail that come to X-TRA NEWS every day, here is a sampling of some of the expressions of appreciation for this new news medium.

From Actor Bob Cummings:

"A TV show leaves little time for any enjoyment of life. X-TRA NEWS certainly is a most amazingly convenient and painless way for me to stay informed."

From a Member of The California State Government:

"...Whenever I am in Los Angeles ... I invariably listen to X-TRA NEWS ... to keep abreast of current events ... you are doing a fine job in disseminating important news events to the Southern California public..."

From a Resident of Santa Ana, California:

"Please accept my commendation for a splendid presentation of news round-the-clock. I'm surprised no one preceded you with continuous news because it is a real service. I stumbled on your Dial 69 by accident about a week ago and have had the radio on both my cars set no place else since..."

From the Dean of a California College:

"I enjoy listening to your news broadcasts several times a day as I am driving back and forth in my car..."

From a Resident of Los Angeles:

"For years I wished for a station which would devote itself to news. I discovered your station quite by accident Saturday morning while trying to find a news broadcast. I don't know how long you've been on the air, but from now on I'm a faithful listener."

From Jerry Lewis:

"I am one of the many people that are delighted with your wonderful program of constant news. I think it is a tremendous stride in broadcasting. I'm happy to say I'm one of your biggest fans..."

X-TRA NEWS
the contemporary news medium

* CIRCULATION

* COVERAGE

* GROWING RATINGS

* ADULTS, MEN AND WOMEN

* TWO-EAR LISTENING

* PUBLIC CONFIDENCE

* RESPONSIBILITY

* APPRECIATION

A unique environment in which advertisers can achieve maximum effectiveness, with the further finishing touch of "showcased" commercial announcements.

X-TRA NEWS schedules only sixteen commercial announcements per hour.

Announcements are clustered in groups of two at seven and one-half minute intervals.

Each announcement is separated from its companion by station identifications and time checks, in order to focus full attention on each individual one.

X-TRA NEWS
the contemporary news medium

THE PRICE IS X-TRA RIGHT

Advertisers can buy "showcased" announcements and the "effective" X-TRA NEWS adult audience at efficient cost levels.

Average Quarter-Hour Audience
6 a.m. - 12 Midnight, Entire Week
September - October, 1961

	Los Angeles Metropolitan Market		Eight County Southern California Market	
	<u>AUDIENCE</u>	<u>CPM</u>	<u>AUDIENCE</u>	<u>CPM</u>
Homes	17,500	\$1.43	26,600	\$0.94
"Effective" Adults	23,800	\$1.05	36,300	\$0.69

(computed at average cost of \$25.00 per announcement)

X-TRA NEWS
the contemporary news medium

Documentation of the effectiveness of X-TRA NEWS as a sales generator is growing rapidly.

Consider these facts:

Portable Oxygen Equipment:

Manufactured by Metrox, Inc.

Robert DeLorme, president of the Metrox agency (DeLorme, Morgan & Curry) wrote X-TRA NEWS as follows:

"...Although our spot campaign has been running on X-TRA NEWS for only a very short period...the response to our messages has been truly surprising. As a matter of fact, results have been more impressive than on any other radio time ever purchased by this agency for any client."

Insurance:

A major insurance company used X-TRA NEWS during the November fires to inform policy holders how to proceed with claims.

From inter-office correspondence:

"...As you know, the Los Angeles branch office used X-TRA NEWS during the Santa Monica mountains fire disaster. We received remarkably good results from the use of this radio station... It would appear that this radio station is remarkably suitable for advertising in the South Pacific district...I would highly recommend the use of this means of advertising when _____ enters the _____ field...Also, this means of advertising could be used in any other promotional campaign..."

The company has informally told X-TRA NEWS that the tremendous listening to this service-to-policy holders has generated interest in the company up and down the coast and they are hopeful of considerable new business as a result.

Los Angeles Supermarket Chains:

Such leaders as Safeway, Thriftmart and Alexanders have all been using X-TRA NEWS. Highly competitive enterprises, each one; they recognize and value the X-TRA NEWS impact.

X-TRA NEWS
the contemporary news medium

X-TRA NEWS ADVERTISERS -- MORE AND MORE

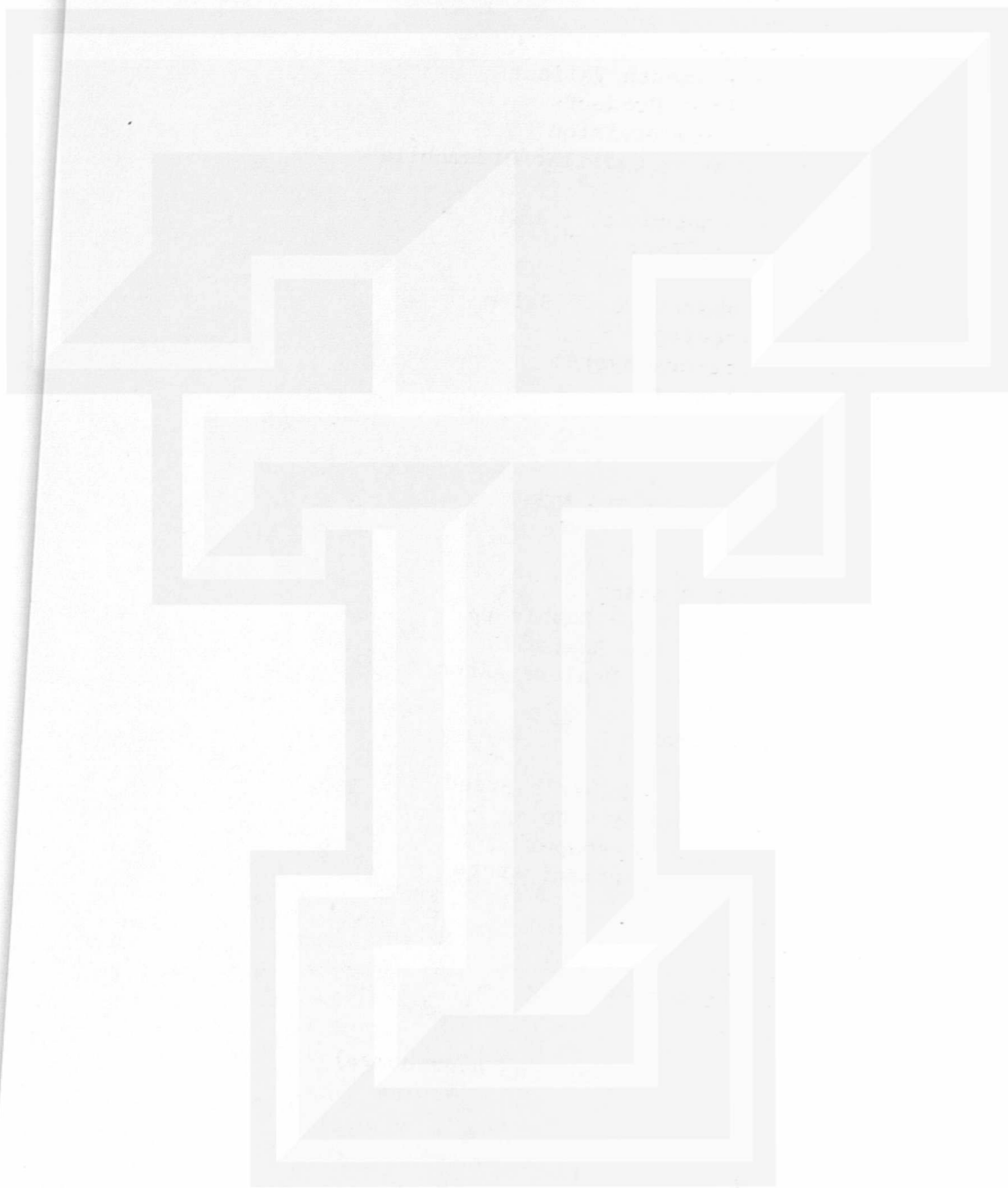
Among the national accounts using X-TRA NEWS
during 1961:

American Motors - Rambler
Bank of America
Best Foods - Hellmans
Burgermeister Beer
Continental Airlines
Chrysler Corp. - Plymouth/Valiant
Duffy-Mott Co. - Food Products
Ford Motor Co. - Ford Division
General Motors Corp. - Cadillac/Oldsmobile
Langendorf Bread
Liggett & Myers Tobacco Co. - L&M
P. Lorillard - Kent/York
Plough, Inc.
R. J. Reynolds Tobacco Co. - Salem
Robert Hall - Clothing
Scandinavian Airlines System
Swift & Co. - Allsweet

Among the local accounts using X-TRA NEWS
during 1961:

Baldwin Chevrolet Company
Coca Cola Bottling Co. - Bubble Up
Chris & Pitts Bar-B-Que Sauce
Culver City Automobile Dealers Assoc.
Dr. Ross Pet Food
Fairchild's Restaurant
Frascati Restaurants
Interstate Bakeries - Weber's Bread
Jersey Maid Milk Products Co.
Los Angeles Times - newspaper
The May Company - department store
Mercury Dealers
Mission Pak
Pepsi Cola Bottlers
Plymouth/Valiant Dealers
Pontiac Dealers
Seven Up Bottling Co.
Trousdale Estates (\$50,000 and over homes)

X-TRA NEWS
the contemporary news medium



- * CIRCULATION
- * COVERAGE
- * GROWING RATINGS
- * ADULTS, MEN AND WOMEN
- * PUBLIC CONFIDENCE
- * RESPONSIBILITY
- * APPRECIATION
- * "SHOWCASED" ANNOUNCEMENTS
- * COST EFFICIENCY
- * SALES IMPACT
- * PRESTIGE ADVERTISERS

THIS IS X-TRA NEWS...

THE CONTEMPORARY NEWS MEDIUM...

SERVING THE PEOPLE OF LOS ANGELES
AND ALL OF SOUTHERN CALIFORNIA...

AND THE GROWING NUMBER OF ADVERTISERS
WHO ARE GRASPING THIS UNMATCHABLE
OPPORTUNITY TO REACH THEM.

X-TRA NEWS
the contemporary news medium

APPENDIX

Page 6: Pulse, CPA, June 1961.

Page 7: Pulse, CPA, June 1961 (cume circulation).
Pulse, regular rating reports, Sept.-Oct. 1961
(average quarter-hour audience, 6 a.m.-
12 Mid., entire week).

Page 9: Pulse, CPA studies, June 1961.
Pulse, regular rating reports, Sept.-Oct. 1961.

Note: Since the June 1961 eight county CPA study did
not include ratings, these have been estimated by
the following formula:

Los Angeles Metro Daily Rating X Eight County Daily Cume
Los Angeles Metro Daily Cume

Page 10: Pulse, Audience Composition reports for dates and
markets noted; averages are for 6 a.m.-12 Mid.,
Mon.-Fri.

Page 11: Same as page 10.

Page 12: Pulse, CPA, June 1961.

Page 13: Pulse, Character of A Station, Los Angeles Metropolitan
Area, 8/24/61-9/1/61. Question: "Do you think you really
hear all, some or very little of what they say on the
station, when you listen to _____?"

U.S. Bureau of the Census: Population, 1960, PC(1)-6B.

Page 14: Pulse, Character of A Station, Los Angeles Metropolitan
Area, 8/24/61-9/1/61.

Pulse, Audience Composition report, Los Angeles
Metropolitan Area, July-August 1961.

Pulse, CPA, June 1961.

Page 15: Pulse, Character of A Station, Los Angeles Metropolitan
Area, 8/24/61-9/1/61.

Page 19: Pulse, regular rating reports, Sept.-Oct. 1961 (audience
composition included).

Pulse, Character of A Station, Los Angeles Metropolitan
Area, 8/24/61-9/1/61.

Note: Eight Counties: Imperial, Los Angeles, Orange, Riverside,
San Bernardino, San Diego, Santa Barbara,
Ventura. Exception: Kern instead of Imperial
in Sept.-Oct. 1961 eight county rating report.

Los Angeles Metropolitan Market: Los Angeles and Orange Counties.

Control of general expenses originating in the XTRA Sales Office appears generally good at the present time. Entertainment and telephone charges seem to be the two areas where significant savings are possible. It is expected that the TWX unit will significantly reduce the \$561.00 Long Distance charges noted on the October bill. ~~He~~^{you} should have no difficulty in holding this to a reasonable figure in the future. The trade arrangement with all Frascati restaurants should be used for virtually all entertaining, ~~_____~~. Certainly, a Frascati restaurant should always be first choice for entertaining by salesmen.

There are several points on which more information ~~that I have at this~~^{we} time would be most useful: (1) Why are ~~we~~^{we} renting a post office box at a cost of \$24.00 yearly?, (2) For what reason was outside secretarial help required for seven days during the month of September? (if, indeed, you can find an answer)?, (3) What is the reason for including such items as ketchup in the coffee room supplies at our Sales Office? There may be a good reason for this but it is certainly unique in my experience.

As observed, your general cost control at the Sales Office seems ~~_____~~^{Satisfactory.} I only bring up these minor points to point out the necessity for continuous examination of all expenses. Even these items, over the period of a year, can accumulate into perhaps several thousand dollars that might better be spent elsewhere. The general purchase and petty cash portions of the WNUS memo can serve as your general guidelines as to my thinking on the matter of cost control, particularly when it gets out of hand.

②

P A general review of all expenses at XETRA is now being conducted by the owners. We have been requested to ~~submit a review~~ *offer any comments we wish pertinent to that review.* ~~immediately~~ *has requested and, the request having been granted, will* Art Holt ~~is to~~ *has* receive a thermofax copy of all bills submitted by Radiodifusora del Pacifico with their weekly payment request.

In order that we may assist the owners in their general expense review we are now suggesting that they institute several procedures *in future operation:*

1. *It is our belief that* The Managing Editor should be instructed to incorporate a justification of all overtime expenses ~~not~~ incurred by newsmen during the operating week.
2. Radiodifusora should *itself* convert to a systematic form of expense reporting such as that which we have found successful at stations which we operate *and many others.* This will allow a more comprehensive explanation of all charges for which payment is requested. *written*
3. Radiodifusora should institute a system of requisitions on all expenses other than routine operating costs. These ~~type~~ requisitions should be sent to me for review. By my review of these expenses before they are incurred, I will be able to make suggestions which may well prove helpful to the owners.
4. Radiodifusora should prepare a ~~careful~~ careful analysis of all current fixed expenses of operation for our evaluation, ~~and~~ These outlines of cost should be carefully detailed and broken down into individual elements *when* the final bill actually reflects several charges combined.
5. As an overall guide to our thinking, we should also receive from Radiodifusora an explanation of all current government charges at their operation. This will prove useful to us in making suggestions concerning ~~the~~ *the* operation.

3

PROGRAMMING

6. We will also gain additional insight into their overall operation if Radiodifusora supplies us immediately with ~~an~~ a listing of all memberships and subscriptions for which the station is obligated. Future expenses of this nature should also be covered by requisition in order that we may continue our full understanding of the XETRA operation.
7. A job description analysis of all employees at XETRA should be supplied to us immediately, in order that we may obtain a better overall picture of ^{each} employee's function.

In order that the owners may receive our suggestions as rapidly as possible, I request that the information requested be provided me no later than December 10, 1965. Procedures suggested should be instituted immediately and ~~it~~ be fully operative by the above date.

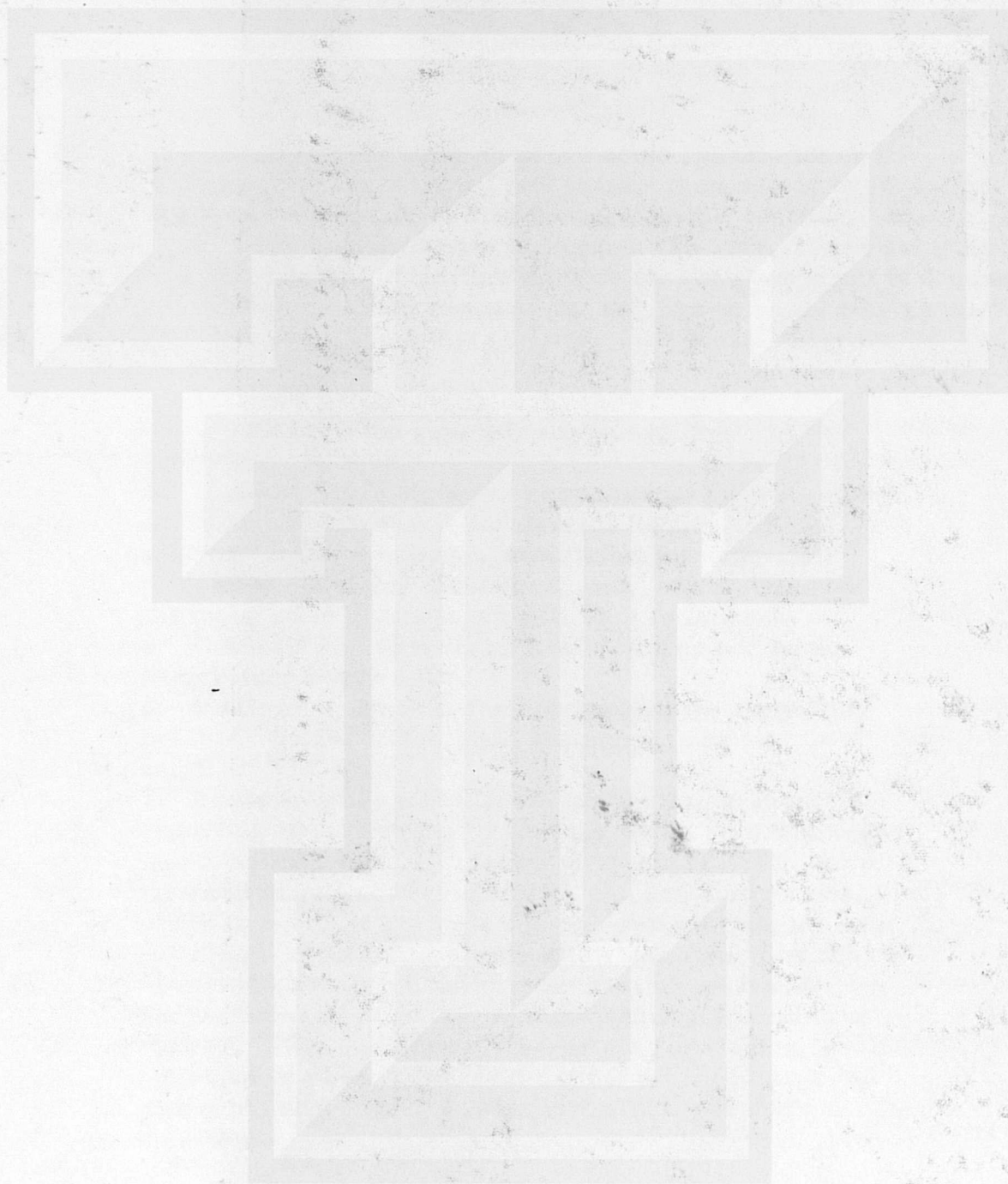
(4)

At this time there are several ^{+ types} ~~types~~ of cost which I would suggest as immediate areas of inquiry ^{by} ~~by~~ the owners of XETRA.

1. Subscription to Capital Records: \$88.40 during October.
2. The necessity for purchase of a \$625.00 Olivetti Calculator for office work, rather than a simple adding machine.
3. Membership in STIR: \$75.00.
4. Use of Gibbs Flying Service: \$156.00.
5. Overtime of newsmen during October: approximately \$1,100.00

Matters such ~~the sizzles~~ as these are logical areas in which to begin a cost analysis. ~~Perhaps all of these costs are reasonable and prudent, but it would hardly seem likely that all are totally justifiable.~~

Perhaps these, and similar costs which are not listed, are all reasonable and prudent. The point is, they are not typical of radio stations with which we are familiar. Since this is the case, I would suggest an immediate close investigation on all such matters for the entire year of 1965. This should give the owners a much clearer picture of the current operating condition of XTERA.



XTRA
prog.

C O N F I D E N T I A L

Gordon McLendon

December 9, 1960

C O N F I D E N T I A L

Don Keyes

This morning I started putting down on paper some random ideas for use in the News Station operation plus what I feel to be a tremendous basic format. The latter, and most important, is diagrammed on the attached. Rather than schedule 12, 5-minute newscasts throughout the hour, I have set it up for eight 7 1/2-minute casts. The time allotted for the news itself is 4 minutes, 30 seconds per newscast and the commercial and promo needs take up the remaining three minutes. I feel this is better for several reasons:

1. It allows uninterrupted newscasts.
2. It cuts down the repetition and need for re-write.
3. It allows more time per newscast for news.
4. It allows more time for special features within various 'casts--business, entertainment, sports, Hollywood, society, market reports, editorials, and the many other features we will want to include.
5. It allows 16 commercial availabilities per hour, twenty-four hours a day.
6. It allows more time for comprehensive beeper reports, which, in too many instances, are too brief.
7. It allows more elbow room for the comprehensive reporting of stories that otherwise would be compressed into headlines what with features, beepers, etc. After the hard news has been covered, the remaining news, which is not as immediate can be doled out into the next newscast. This will not only allow more room in the newscast but will make the next 'cast sound fresher by the inclusion of news that was not heard a few minutes earlier. With the proper categorizing of stories, each newscast can sound different (if not fresher) than the preceding one. More on that verbally if you don't understand me.

COMMERCIAL

1. As mentioned earlier, 16 spots per hour. The clusters of two (separated by various items of a promotional nature) will run every 7 1/2 minutes. They will tend to sound separate from the news because :
 - a. They will not be used to interrupt a newscast.
 - b. They will be double-spotted around promos for that "end-of-program-station-break" sound.

2. Newscasts themselves are not available for sale either sponsored or participating. It would crowd the news too much to add another spot. I'd rather have the clean sound of a well-planned double spot than run one in the news itself. We might pick up a few extra dollars later by selling credits (intros and closes) with no commercials but for now, let's plan on placing any revenue producing matter in the clusters.

3. Going in with a \$25.00 spot rate (which I feel is reasonable as hell what with the product we're delivering) we should have a potential of \$216,000.00 a month gross. How? Sixteen availabilities per hour times \$25.00 per comes to \$400.00 per hour. Sell out from 6:00 AM to 12:00 M (18 hours) equals \$7,200.00 a day. Thirty days in a month equals \$216,000.00. Fantastic!!!

MISCELLANEOUS

1. Cluster can be shorter if need be. I have allowed 60 seconds maximum for promos, time checks, station breaks. More than likely, this will not run 60 seconds.

2. Further thoughts will be forthcoming on this but as far as news intros are concerned, I think we should use "Greenwich Mean Time" on the hour, and "The Big Hand Of Your Clock" on the half-hour. Others can be mixed.

3. Naturally, no singing jingles. Completely out of character.

4. Time checks given in an authoritative manner. Use the phrase "Naval Observatory Time".

5. The hourly time tone which is a signature of all McLendon "pop" music stations, should be used on-the-hour as part of the 60-sec allotted for "promo time".

6. For the sake of mutual understanding, (as well as filing) the newscasts should be numbered as to their hour, and the placement within the hour. For example, the second newscast between 8:00 and 9:00 AM would be referred to as number "8-2" ("eight-two"). The sixth newscast between 11:00 AM and 12:00 noon would be "11-6" ("eleven-six"). The use of military time after 12:00 Noon would further facilitate identification in this situation which could easily become a plethora of newscasts. The third 'cast between 3:00 PM and 4:00 PM would be "15-3" ("fifteen-three"). Naturally, this is only for station use. We would make no such reference on-the-air. Just thought I'd write it down while it's fresh on my mind.

7. Editorials, when run, should be in newscast number "0-2", the second one of the hour. Arbitrary policy.

8. Mobile Units: I think this will surprise you. I suggest we use at least five mobile news units in L.A. but that none of them have transmitting facilities. Why spend the money? Each unit should have police receivers and a Mohawk Tape Recorder. Each newsman should be equipped with a Long Distance Credit Card and a pocket full of dimes. He can then phone San Diego (or wherever we locate) and be taped by the man on the other end. He can also feed his tape recorder into

the phone.

The Mobile Units themselves should be adequate for the job but economical. I suggest Comet or Falcon station wagons. Low cost (or trade-out), low maintenance, good gas mileage, good maneuverability. When you consider the miles they will cover in L.A., it is wise to look at the selection of those units as economically as possible. A big car can run up a helluva bill on those freeways.

9. Appoint and schedule the broadcasts of: a Hollywood correspondent. Fidler? Probably not, probably used in L.A. already.

10. Appoint and schedule the broadcasts of: A business Editor. Among other things, he can get the stock market reports (via monitoring, not subscribing) and can tape them for insertion into the 'casts between 5:00 PM and 7:00 PM.

11. Appoint and schedule the broadcasts of : a society editor.

12. For the record, here is the schedule of newscasts within a given hour. (From 8:00 AM to 9:00 AM) The times indicated are for the news itself. It does not include the clusters.

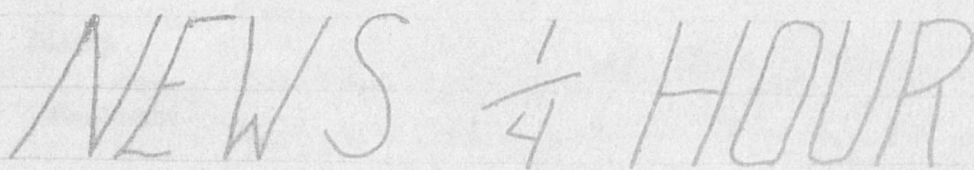
8-1	8:01:30 to 8:06:00	(4'30")
8-2	8:09:00 to 8:13:30	(4'30")
8-3	8:16:30 to 8:21:00	(4'30")
8-4	8:24:00 to 8:28:30	(4'30")
8-5	8:31:30 to 8:36:00	(4'30")
8-6	8:39:00 to 8:43:30	(4'30")
8-7	8:46:30 to 8:51:00	(4'30")
8-8	8:54:00 to 8:58:30	(4'30")

13. Aside from the basic format, I think this last item is the most important idea I've had today. It just hit me so it may be full of weak spots but here 'tis. The establishment of Extra News Stringers throughout Southern California. The wire services do it on an international basis, why can't we do it on a regional basis? A man on the payroll in Bakersfield, Riverside, Barstow and other cities of comparable size well within the listening area but too far to be covered by L.A. Mobile Units. I think we could retain each of these men (let's say a maximum of 8 of them) for \$25.00 a month each. They would be expected to phone in any stories of significance from their areas. A plane crash at March AFB in Riverside (where I once defended democracy!), a grinding highway collision near Barstow, a double murder in Bakersfield. Total cost (plus phone bills)-- \$200.00 a month. These could be either radiomen or newspaper men in those markets.

CONCLUSION

After intensive promotion and a good sounding format, Hooper ought to show us a maximum of 8% in the morning and 7% afternoon. Saleable?? Damn right!!

Don Keyes



- 2 -

NOTES GLEANED FROM POLICY BOOK FOR "N"

25. Vignettes
26. Assemble News formats
 - ✓ 1. News at 12 o'clock high (intro for noon and midnight)
 27. Eleventh hour editions (11:00 AM and 11:00 PM)
2. L. A. Staurday night
28. Election coverage
3. Celebrity Breaks (of a serious nature, no Bobby Darin, etc.)
29. Abandon format
- ✓ 4. Hourly beeper and tone. Nav. Obs. Time
- ✓ 30. No need for weather instruments. TV, radio, paper
- ✓ 5. News promos from vignette series
- ✓ 31. Teaser between 7:00 and 8:00 'casts for double-spot
- ✓ 6. ~~You are never more than seconds away from the news of the world (st bk list)~~
- ✓ 32. Secret word
7. Foreign correspondents news intros (write UPI for names and assignments)
33. Adv. Competitors
- ✓ 8. Marathon record play
34. List of Top 500 in L. A.
- ✓ 9. Newslines gidding newspapers
- ✓ 35. Canvas all of our markets for good newsmen
10. Ooops, sorry
- ✓ 36. Pickets
11. Naked Woman ad
37. A converter to transpose telephone voice quality to b'cast quality?
12. Citizen of Week (Newsmaker of Week)
- ✓ 38. Newspaper circulation promos
- ✓ 13. ~~When the world is at your fingertips (st bk list)~~
- ✓ 39. News intros:
14. Foreign language breaks -- in any language it means the same
 - a. GMT
- ✓ 15. "Cal Standard Time ____ "
 - c. Lat & Long. Intros
16. "Another professional news report "
 - e. distance intros
- ✓ 17. Datelinespendent intros N-E-W-S
 - g. remote places
- ✓ 18. Businessman of the day
 - i. foreign airline stewardess
19. "It Figures" promos
- ✓ 40. Mobile intros -- elec. piano
20. Flashback in History -- "This date in history "
41. Water temp at beaches
- ✓ 21. Rear Windo? Ever done in L. A.
42. BBC Monitor & taping
- ✓ 22. Flagpole sitter? A must!!
23. *Afterthought*
Bflimp
24. *"In May, at this spot on the dial, L.A. will get something that no other city in the world enjoys"*
B Balloons

CONTINUED

- FROM Radio Policy Book 7
- no 25. Vignettes
 - no 26. Assemble News formats
 - no 27. Eleventh hour editions (11:00 AM and 11:00 PM)
 - no 28. Election coverage
 - 29. Abandon format
 - ✓ 30. No need for weather instruments TV, radio, paper.
 - ✓ 31. Teaser between 7:00 and 8:00 'casts for double-spot
 - ✓ 32. Secret word
 - 33. Adv. Competitors
 - 34. List of Top 500 in L.A.
 - ✓ 35. Canvas all of our markets for good newsmen
 - ✓ 36. Pickets
 - 37. A converter to transpose telephone voice quality to b'cast quality?
 - no 38. Newspaper circulation promos
 - ✓ 39. News intros:
 - a. GMT
 - ~~b. Satellite intros~~
 - c. Lat & Long. Intros
 - d. Foreign language intros
 - e. distance intros
 - f. correspondent intros *N-E-W-S*
 - g. remote places
 - h. big hand at 60, 30
 - i. foreign airline stewardess
 - no 40. Mobile intros -- elec. piano
 - 41. Water temp at beaches
 - 42. BBC Monitor & taping

Afterthought

"In May, at this spot on the dial, L.A. will get something that no other city in the world enjoys."

2/28/61

2/27/61

FROM Radio Policy Book # 2

- From "Newslog" news intro
- no 43. Subscribe to trades.
 - no 2. 44. Recip with KMPC (News - Music)
 - no 45. Radio Los Angeles.
 - 46. Season passes -- LA games.
 - no 47. Exotics -- Brooklyn Ferry.
 - 48. News, not noise.
 - 49. The news that newspapers listen to.
 - 50. Night?
 - TV 51. Adv. Taxibacks, busses, TV, radio, paper.
 - 52. Seconds away from the news of the world. (ste-bk list)
 - 5. Bulletin intro and policy (Foreign Seven - Nine track)
 - no 6. Mobile News intro and policy
 - 7. Newsgrams at restaurants interrupted by commercials.
 - 8. News intro - miles from L.A. theme directors all over America...
 - 9. Format - "...to keep you ahead of the headlines." "L.I. in Houston, etc. etc."
 - 10. News promos - based on "Pardon, Your Slip is Showing" idea.
 - 11. How about cover of Broadcasting and other trade papers on the day we go? Inasmuch as this is our first big venture of timebuyers, it might be worthwhile. They can turn us on and see for themselves.
 - 12. Use of call letters within news: "to ... million Californians"
 - 13. Name gimmicks? Ignored.
 - 14. Newsmaker Of The Week? ... to know what's going on in Southern
 - 15. "Drumfire" great word I picked up in U. S. News this week in reference to Kennedy's work practices. Definition: "Gunfire so rapid and continuous as to sound like drums; continuous firing" -- could be worked into format.
 - 16. How about a 15-minute newscast at key times. Sell at a premium rate.
 - 17. Check L.A. for a "name" newscaster.

2/28/61

2/27/61

Fr. 1. "Newslog" news intro

we 2. Hot car reports?

✓ 1. 3. Newscast titles - Sunrise, Breakfast, coffeetime, lunch, Blue Streak, Five-Six Star Final, Eleventh Hour, Midnight, Sunset. hours a day" 56/124

✓ we 4. L.A. Sat. Night?

3. 5. Bulletin intros and policy (Foreign Siren - Anne Frank)

we 6. Mobile News intro and policy

5. 7. Newsgrams at restaurants interrupted by commercials.

we 8. News intro - miles from L.A. theme directors all over America...

9. Format - "...to keep you ahead of the headlines." "LT in Houston, etc. etc."

we 10. News promos - based on "Pardon, Your Slip Is Showing" idea.

8. 11. Kelly Promos - (later 26th were abolished)
✓ 11. How about cover of Broadcasting and other trade papers on the day

we go? Inasmuch as this is our first big venture of timebuyers, it

From might be worthwhile. They can turn us on and see for themselves.

✓ 1. 12. Use of call letters within news. we to "million Californians" 56/134

✓ 2. 13. Name gimmicks? ignettes.

3. 14. Newsmaker Of The Week? need to know what's going on in Southern

15. "Drumfire" great word I picked up in U.S. News this week in reference

4. State Kennedy's work practices. Definition: "Gunfire so rapid and continuous

5. Notes to sound like drums; continuous firing" -- could be worked into format.

6. 16. How about a 15-minute newscast at key times. Sell at a premium rate.

we 17. Check L.A. for a "name" newscaster.

2/28/61

*Extra copies
misc*

SECRET
From RPB # 3

LOS ANGELES PLANNING LIST

- ✓ 1. Station Break: ~~"Your independent and dependable newspaper of the air,~~
~~protecting the public interest twenty-four hours a day"~~ *sb list*
2. Choose an agency.
- ✓ 2. Pickets
3. Press release on contract purchase. BT or MAC?
3. Movie review, club reviews
4. Engineering from Davis.
4. Blimp?
5. Study studios for proper partitioning, etc.
5. Where the newscasts are not interrupted by commercials.
6. Necessary spotter and other playback equipment, recorders, other
- no 6. Voice track promos from various news directors all over America...
7. "...hello, this is Cecil Tuck, News Director of KILT in Houston, etc. etc."
- no 7. Rear Window?
8. Al Kelly Promos - (later, after were established)
10. New call letters.

From RPB # 4

- ✓ 1. Station Break: ~~"...bringing the news to ___million Californians"~~ *sb list*
- ✓ 2. News promos from Vignettes.
3. Station Break: ~~"For those who need to know what's going on in Southern California"~~ (sb-lk list)
4. Station Break: ~~"For perceptive Californians"~~ (sb, lk list)
5. Network salutes.
6. Welcome Wagon tie-in
9. Mailing sheet to agencies, advertisers.
20. At-air newspaper trade cards.

continued

Extra copies
misc

SECRET

LOS ANGELES PLANNING LIST

1. Attach dial chart.
2. Choose ad agency.
3. Press release on contract purchase. BT or MAC ?
4. Engineering from Davis.
5. Study studios for proper partitioning, etc.
6. Necessary spotter and other playback equipment, recorders, other technical equipment.
7. Cocktail party agencies, advertisers.
8. McGavren contract.
9. Set rates.
10. New call letters.
11. Los Angeles incorporation.
12. Mailing list top 50 local accounts, agencies and personnel.
13. Prepare trial budget.
14. Jumping beans.
15. Flagpole sitter.
16. Choose proper record.
17. Billboards.
18. Arrange Hollywood studios.
19. Mailing pieces to agencies, advertisers.
20. Arrange newspaper tradeouts.

continued

21. Use remaining LOOK space.
22. Check line between LA and TIJ.
23. Check legality transmissions over border and return. Channel 6.
24. SRDS ads.
25. Draw newspaper ads.
26. Date special area Pulse.
27. Motion picture spots.
28. Arrange tradeout film magazine.
29. Write station breaks.
30. Records.
31. Billboarding.
32. News intros.
33. Mutual news? Other available news?
34. News intros.
35. Just to the left of KMPC.
36. Pickets.
37. Fishing, oil, business, other types news.
38. Beeper on hour (KLAC).
39. "You'll never hear this on", promos.
40. Study past policy books.
41. Names of various newscasts.
42. Prepare several different formats.
43. Sign AP regular and "A", plus U.P. "A".
Check city wires.

continued

44. McLendon news breaks.
45. Dodger-Giant game.
46. Exotic commercials.
47. Paint red on various clocks.
48. Flashbacks, almanacs, other features.
49. Editorials.
50. Pulse of Los Angeles.
51. The heartbeat of Los Angeles.
52. Knox baseball score promos.
53. News intros - population surrounding towns.
54. 1228 B. C.
55. News story in actual news type.
56. April Fool stunt on coming station.
57. Capsule, vest pocket, people on-the-run news, blue streak, coffee break, bacon and eggs, 11th hour, etc.
58. Celebrity station-breaks.
59. Radio Los Angeles.
60. Prepare new coverage maps, rate cards, program schedules.
61. Brochures.
62. Cancel lease Mission Valley.
63. Move to Tijuana.
64. Mc Gavren salesmen to sell?
65. Inventory.
66. Cancel World contract.
67. The image: all significant national, area and Los Angeles news.

continued

68. News of school openings and closings, etc.
69. Discuss duties and history Rivera.
70. Go over Engineering payroll and monthly payroll with Rivera man by man -- who so high?
71. Govt. Ingles fee -- \$430.75 -- How often?
72. Check other expenses previously unexplained -- monthly sales tax, etc.
73. Check cost open line L.A. - Tijuana.
74. Recording Engineer -- also no continuity writer or traffic in L.A.
75. Dad and Dorothy and bad debt allowance.
76. Dad and Dorothy - who is presently paying insurance?
77. What about unemployment, withholding, etc. ?
78. How many newsmen in L.A. ?
79. What about AFTRA in L.A. ?

SALARIES EXECUTIVE

David Muhlstein	\$1,000.00
Secretary	350.00
Janitor	50.00
Receptionist	225.00

\$1,625.00

SALARIES PROGRAM

Managing Editor	\$ 866.00
15 Newsmen	9,000.00

\$9,866.00

SALARIES SALES

Sales Manager	\$1,250.00
4 Salesmen	3,200.00
Traffic	300.00
Continuity	350.00
Sales Secretary	350.00

\$5,450.00

BUDGET

301	Agency Commission	\$12,000.00	(20% - 1.4% higher than KLIF)
302	Cost Talent Sold	200.00	(monitors, prizes, etc.)
303	Special wire		
305	Records and Trans.	100.00	(discs and tapes)
401	Salaries - Technical	4,819.00	
402	Power - Light - Heat	1,100.00	(transmitter power, light, heat)
405	Maint - repair technical equipment	400.00	(plus tube cost amortization)
407	Transmitter line	- 0 -	
408	Outside Eng. Exp.	400.00	(telephones, telegraph, ads, sales tax, other)
501	Salaries - Program	9,866.00	(managing editor and 15 newsmen)
502	Maint - repair studios	150.00	
505	Maint - repair mobile truck	200.00	
507	News service	1,000.00	
508	Royalties - License fees	- 0 -	
601	Salaries - Sales	5,450.00	
602	Sales Comm. Local	3,150.00	(Sales commission)
604	Advertising	400.00	(SRDS, Agency fees for newspapers, etc.)
605	Sales Promotion	750.00	(Surveys, mailings, etc.)
701	Salaries - Executive	1,625.00	
702	Rent	200.00	(Hollywood offices)

CONTINUED

Budget Page 2

703	Light - Heat	\$ 50.00	(Hollywood offices)
704	Maint-rep. office	50.00	
705-10	Travel-Entertainment	500.00	
706	Telephone - Telegraph	900.00	
707	Dues -Subscriptions	400.00	
708	Stationery-Supplies	170.00	
709	Postage	250.00	
711	Freight & Express	50.00	
712	Depreciation		
715	Bad Debts	600.00	
716	Insurance		
717	Legal-Auditing	1,150.00	
718	Collection Expense		
719-25	All Taxes		
726	Interest		
728	Other General Expense		

XTRA
Rahcy

Henceforth, I want such stories as the Houston and El Paso plane hijackings covered continuously and without interruption--save for fixed position spots. This would include the elimination of news intros but not single promotional lines such as "you are listening to XTRA NEWS, with 23 newsmen--world's largest radio news staff."

Just as important, you should continue to call to your listeners' attention just what you are doing, to wit: "XTRA NEWS has abandoned its regular programming and is now the only station on the Los Angeles dial bringing you continuous and uninterrupted coverage of the _____." This is only an example. Many can be ad-libbed.

Another story worthy of continuous coverage by XTRA was the Russian Cosmonaut shot on a Sunday morning.

KLIF in Dallas covered the Houston and El Paso stories continuously with but a single UP machine. Sure, there must be some repetition, but even a lot of that can be avoided by intelligent ad-lib work. The fact is, there should be some repetition for the new tune-in. Other stations should be monitored for news which may be gathered by beepers, etc. Your coverage should be continuous and complete from the moment it is apparent that you have a tiger by the tail until it is apparent that the tail has been severed to the satisfaction of the public.

There is a story of a separate type which deserves another type of continuous coverage. While in Los Angeles, on Friday night an abortive revolution broke out, attempting to overthrow Frondisi's Argentine government. This did not deserve continuous coverage until one sensed it had become common conversation and seized intense public interest, which it did not quite do. But it deserved, and did not get, continuous billboarding, for instance: "XTRA NEWS is at the moment following closely the revolution underway in Argentina." This general sort of announcement should go after every second news story, or, if the probability of continuous news coverage looms imminent, after every news story.

I know that you will want these directions followed explicitly.

And, an additional type of promos should be devised for insertion into such continuous stories: "XTRA NEWS following continuously the Houston plane hijacking--remember, on major news events, tune to XTRA NEWS for continuous coverage of the event."

####

ys

CONFIDENTIAL
Gordon McLendon / B. R. McLendon

December 13, 1960

Don Keyes

C O N F I D E N T I A L

This shall constitute my report on the competitive possibilities from Los Angeles area stations against our proposed format.

Of all the stations heard on the Los Angeles dial (22), there appear to be only four that could be a definite threat should any one of them decide to split our audience. In order of importance, they are:

KLAC--570 kc--5 kw (day), 1 kw (night) both nondirectional. Present ratings are horribly low and they could gain by splitting with us. Westinghouse has just purchased this station and they, too, may be trying to figure out just what to do with it. Improbable, but not impossible.

KHJ--930kc--5kw (day and night) directional at night. This station has been fooling around with Top 40 format for almost two years now to little avail. They might be ready to try something new. Owned by RKO General.

KRLA--1110 kc--50kw (day) 10 kw (night) directional both times. This station has been quite successful with Top 40 programming but is in hearing over Canadian ownership, the "Find Perry Allen" promotion that backfired and other operational discrepancies. Could be sold in the near future. New owners could change format. Again, highly improbable that the format would change whether sold or not but not impossible.

KRKD--1150kc--5kw (day), 1 kw (night). Night power poor but daytime signal is competitive. Has never been a threat to anybody under present ownership but could muddy the water from a technical standpoint.

For various reasons, these remaining L.A. area stations I consider extremely unlikely if not impossible.

KFI-NBC affiliate

KMPC :Doing too well now. Music and news, Dodgers

KBIG : Daytimer

KABC : ABC O & O, could be a threat if ever sold.

KFWB : No. One in Los Angeles.

CONFIDENTIAL

- 2 -

CONFIDENTIAL

KGBS : Daytimer and good music at present (Storer).

KNX : CBS affiliate.

KGFJ : Poor power and presently Negro.

KFAC : Hell would freeze over before they'd change classical music format.

KPOL : You know this station's history very well.

KGIL : Power

KFOX : Power

KGER : Long Beach, 5 kw, DA-N, 1390 kc. Location reduces the chances of a fair power and frequency which, if closer, could be a threat.

KTYM : Power

KBLA : Power

KDAY : Daytimer

Conclusion: KLAC and KHJ seem to be the ones to watch.

Don Keyes

ys

TO: Gordon McLendon, Don Keyes

FROM: Joe Long

SUBJECT: Confidential

DATE: February 27, 1961

Perhaps we should name this "Operation Perpetual Motion."
It will be just that, but hooray for us!

My observations on....PERSONNEL:

We have little or no time for training. The men we hire must be accomplished radio-journalists. They must be quick to learn and even quicker to perform. How many?

We're talking about 24 hours a day...eight newscasts per hour...192 newscasts each day!! Using three men per shift in the Tijuana news room here is a suggested work outline:

6:00 a.m. - 6:15 a.m. - Man A is newscaster and does the two newscasts in this segment while...

Man B is preparing himself to take over the mike and broadcast the two 'casts during the 6:15 to 6:30 segment..and MAN C is handling incoming tapes, mobiles, phones, wire, etc.

6:15 am - 6:30 a.m. - Each man moves up one place with Man A taking over Man C spot.

We may find that this could be extended to $\frac{1}{2}$ hour segments, but I believe the quarter hour basis would be best.

This would call for a minimum of nine men each day to maintain a schedule of this character. With only 9 men we could not keep the pace, sound and coverage seven days a week. There is the day off problem in addition to drop-outs and illness. Therefore, I submit an example schedule showing the number of men per shift each day and the number of men off duty.

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SHIFT	MON	TUE	WED	THUR	FRI	SAT	SUN
6-2	4	4	4	4	4	3	3
2-10	3	4	4	4	4	3	3
10-6	3	3	3	3	3	3	3
OFF	2	1	1	1	1	3	3

With all personnel factors involved I do not believe a 12 man Tijuana staff is out of line.

The LA staff lineup hinges to a great extent on AFTRA. If we do not come under AFTRA jurisdiction and can operate mobile units without engineers I would suggest the following:

Six editor-coordinators. It will be no small task to align and coordinate the flow of all LA material to the main news room. Aside from the wire material...some tape editing and the broadcast...this is IT! An example schedule:

SHIFT	MON	TUE	WED	THUR	FRI	SAT	SUN
6-2	2	2	2	2	2	1	1
2-10	2	2	2	2	2	2	2
10-6	1	1	2	2	2	1	1
OFF	1	1				2	2

There is an outside possibility mobile men could aid in this, but basically they should be mobile specialists and not double in brass.

We'll probably find ways to cut corners on manpower, but with the pace to be maintained I think we should carry enough manpower in the beginning to be absolutely sure of ourselves.

Concerning mobiles....I have not worked out any examples because of the uncertainty on how many units we will operate.

SERVICES &

EQUIPMENT: For Tijuana....UPI

AP

Western Union Sports Ticker

Weather Wire

Reuters

Possibly a daily tape service such as
Radio Press.

Magnecorders

Collins Tapes (We're installing one at
KLIF news and it will be
a great aid in handling
beepers)

Hotlines & other routine essentials.

For LA.....Mobile units

Portable tape recorders

Magnecorders

Collins cartridge tapes

Police, Sheriff & Fire monitor's

Future possibilities: Standby boat & helicopter or plane.

Here's the solution to a possible problem. If our mobile units are not allowed to broadcast "live" and must be recorded before feeding down the line, we can bring the mobile in on the LA receiver....record on a Magnecorder and feed the tape directly into an adjacent Maggie which plays back down the line. All this is simultaneous and there would be something like a four second lag between voice and broadcast. Technically, we would be playing back a recording.

FORMAT: Using two newscasts per quarter hour will require 4½ minutes per 'cast. This should allow two beepers per newscast since we gain a minute of news each 'cast compared to our present newscast format. Also, each newscast can contain a brief story-form teaser for the upcoming newscast. This should involve the beeper voice to be used on the next news. Example: "The ever-troublesome smog problem comes up at today's City Council meeting. Councilman Schwartz is hot on the heels of his colleagues to pass an ordinance calling for the installation of anti-smog devices on all exhaust pipes. Councilman Schwartz will fire the first salvo of the day when he speaks on the next edition of XTRA News three minutes from now." Teasing the upcoming beeper is something we now do on KLIF, this idea is just an expansion of it.

FORMAT...(cont.) Newscasts should contain a minimum of six items...but can, of course, contain as many as time allows. If we do not set a minimum it will be too easy to let one or two items consume the entire newscast.

A complete outline of my thoughts on format would fill a book. If these thoughts are needed, we can discuss it.

FEATURES: Here's where we swing!

Hollywood reporter...Fidler if available in LA. Anyone but John J. Miller

Editorials...our own plus some regular service but always voiced by our own people.

Stock Market reports...possible tie-in with one of the big outfits like MLPFS

Daily bank deposit reports

The Strategic Air Command now makes available a weekly telephone report on sightings, radar pickups, etc. This could be a pretty hairy thing if done right and could be a good item for all our stations.

NO COMMENTATORS.....Remember KFAX.

BBC and Radio Moscow...BBC has good tape service from which we could take brief, hard news excerpts. Should monitor and record both for shortwave.

Shark reports from Coast Guard

Society feature - Business News - Weather: tides, shipper's forecast, etc.

Business leader of the day (or week) - the same for Armed Forces - Sports Figure of the week - Hollywood personality of the week, etc.

Straw polls

Highway and road conditions - detours, etc.

Traffic conditions a la KLIF

Continuous broadcast of election returns

Page 5. CONFIDENTIAL

FEATURES: (Cont.) Suggested method of intro for some of these:

"Feature picture on the entertainment page of this XTRA edition is the familiar face of Chill Wills....everybody's cousin! Chill's name now stands high on the list of possible winners of the best supporting....etc."

"Feature picture on the business page of XTRA edition is that of Sean Goldfarb who has just taken over the San Fernando Valley....etc."

Thinking another step ahead...this wouldn't be a bad idea for the hard news....."Top picture on the front page of this XTRA edition ~~knockback~~ shows the twisted wreckage of a giant 707 jetliner. This once proud giant of the skies crashed and burned less than an hour ago as it attempted a landing at Idlewild Airport...etc."

Los Angeles County is now the nation's largest Dairy Market.. perhaps we can do something with this during an early morning AG segment.

This goes back to format, but continuous broadcast on a major story should be just as much a part of policy with XTRA as it is here.

Other thoughts: Big name file....at least 1000 for a market the size of LA.

Serious consideration of affiliating with a newspaper a la Houston.

Specialized intros for mobiles, special phone reports bulletin, special weather, etc.

and.....new thoughts come by the minute. If all this helps...good! It's a fantastic thing and we can stand them on their ears!

Joe Long

File: XEAK

XTRA
Prog

NEWS SERVICE AT XEAK

B.R. McLendon
Don Keyes
Cy Ostrap
Dave Muhlestein

March 20, 1961

Gordon McLendon monthly cost U.P. basic radio and sports wires
(\$96.75 per week for both)

The attached will show a projection of our news cost at XEAK. Viewed in proper perspective, it is not too bad -- particularly since news will be our major commodity.

The projection includes all three United Press wires as well as the Associated Press basic radio wire plus its trans-continental "A" wire. Dave Muhlestein may be able to work the costs even lower but these are estimates based upon early prices.

If there are any questions, I'll be glad to try to answer them.

GBM:ae
encl.

\$253.00 assumed monthly cost A.P. radio wire
(\$60.00 per week)

\$163.40 monthly cost A.P. "A" wire "city" for the station
NOTE: WE DO NOT HAVE A.P. SPORTS WIRE

\$162.54 monthly cost lines - burden to transmitter
(\$81.27 each of 2 wires) total

\$72.92 monthly Mexican taxes for 2 wires - factor to the eye
(\$36.46 each) all figures on using

\$636.86 TOTAL COST A.P. SERVICE

\$389.66 U.P.

\$636.86 A.P.

\$1046.52 TOTAL MONTHLY COST ALL NEWS SERVICE

Taking into account the station's XEAK has had with the free advertising we have from the...
We will immediately order for the...
The free advertising...

CONFIDENTIAL

NEWS SERVICE AT KEAK

UNITED PRESS:

\$373.09 monthly cost U. P. basic radio and sports wires
(\$86.75 per week for both)

\$163.40 monthly cost U. P. "A" wire

\$243.81 monthly cost lines - border to transmitter
(\$81.27 each of 3 wires)

\$109.38 monthly Mexican taxes for 3 wires
(\$36.46 each)

\$889.68 TOTAL COST U. P. SERVICE

ASSOCIATED PRESS:

\$258.00 assumed monthly cost A. P. radio wire
(\$60.00 per week)

\$163.40 monthly cost A. P. "A" wire
NOTE WE DO NOT HAVE A. P. SPORTS WIRE

\$162.54 monthly cost lines - border to transmitter
(\$81.27 each of 2 wires)

\$ 72.92 monthly Mexican taxes for 2 wires
(\$36.46 each)

\$656.86 TOTAL COST A. P. SERVICE

\$889.68 U. P.

\$656.86 A. P.

\$1546.54 TOTAL MONTHLY COST ALL NEWS SERVICE

Confidential

C O N F I D E N T I A L

will be run on the present KEAK format, not on the new format.

7. Cy and Dave will do some thinking about how a flagpole sitter
B. R. McLendon can be utilized to help promote XTRA NEWS March 27, 1961

cc:GBM, Dave Muhlstein, Cy Ostrup compatible with the format. Our

Don Keyes

past experience indicates that in order to get a whole city talking
about the flagpole sitter stunt, you need to promote it heavily on the
radio station. None of us at this time feel that this type of pro-

C O N F I D E N T I A L

Last Saturday, March 25th, Gordon, Dave Muhlstein and myself held a general con-
ference at Cielo on matters pertaining to KEAK. Gordon has asked me to issue this
report to you in order that you might be fully informed and also to have this conference
become a matter of written record.

The following topics were discussed with Cy Ostrup by telephone:

1. Cy will contact his friend at the Lee Towers on Wilshire Boulevard
and will attempt to obtain office and future operational space in the
vicinity of 1800 square feet on a two-year lease basis. Cy is optimistic
about the possibilities of trade-out and a small cash payment each
month.

2. Cy has also been requested to line up billboard and newspaper
space using trade-out whenever possible. Buz Ballard will inform
us very shortly as to his recommendations for a "sig" for the station
and this will quite likely be incorporated into the advertising as well
as the letterhead, business cards, etc.

3. It was pointed out that the advertising of necessity must be brief
and to the point. We have an unusual story to tell but we cannot attempt
to go into it via printed media due to the resulting confusion to the eye
that such an ad would create. As of this date, we will figure on using
something simple like, "XTRA NEWS, world's first all-news radio
station....find it on your dial!"

4. Cy will investigate advance trade-out with Los Angeles television
stations.

5. Cy will send us a list of names of the top business leaders in the
Los Angeles area which we will use on-the-air and in direct mail
promotions.

6. Taking into account the success KABL has had with the free ad-
vertising we gave Paul Trousdale (Marin Golf & Country Club Estates),
Cy will immediately offer free air time to those accounts that we feel
would appreciate such a gesture and that might become important
clients after the new operation gets under way. The free advertising

will be run on the present XEAK format, not on the new format.

7. Cy and Dave will do some thinking about how a flagpole sitter can be utilized to help promote XTRA NEWS. We were unable to come up with an idea for this outdoor promotion simply because we do not see any way to make it compatible with the format. Our past experience indicates that in order to get a whole city talking about the flagpole sitter stunt, you need to promote it heavily on the radio station. None of us at this time feel that this type of promotion would be in keeping with the format of XTRA. However, we hate to abandon this quite so quickly and will think about different avenues of approach.

8. A good promotional slogan was suggested that will be used on the air and possibly in other media as well. It is suggested by the mastheads of newspapers: "This is XTRA NEWS, your newspaper of the air with a circulation of 10,000,000."

9. Cy will investigate the use of advertising inside Los Angeles taxicabs as we have done in New York. If he is successful, we will use his picture rather than Bill Morgan's since Cy will be constantly on the scene.

10. Cy will also be on the lookout for pretty girls to utilize as models for picketing around the Los Angeles agencies Monday morning, May 8th.

11. Cy and Gordon discussed on the phone the switch of reps.

12. Gordon came up with an idea that has extremely high prestige value in the Los Angeles market. Cy's title will be changed from Vice President and General Sales Manager to Vice President and General Manager. Dave's title will be Vice President and General Operations Manager. It was expressed to both Cy and Dave that this in no way means that Cy's authority exceeds that of Dave's or vice-versa. It is strictly a prestige handle to be used for prestige purposes among the Los Angeles advertising people. It is further understood that neither one of these two men is completely in charge of the operation. They will work in different realms of the station's procedure, and will cooperate with each other toward one common goal.

A news release will be made on Cy's title shortly and, while on the subject, I would like to suggest that a similar news release be made on Dave.

The following items pertained mainly to programming and were not covered completely with Cy on the telephone.

Confidential

C O N F I D E N T I A L

XTRD

1. The date for the initiation of the new programming has been changed from May 7th to May 6th--a Saturday. At approximately 6:00 AM Wednesday, May 3rd, we will begin our marathon record play wherein the same record will be heard over and over until 8:00 AM Saturday, May 6th. At that time, we will go directly into the 1951 New York Giants-New York Dodgers - Bobby Thompson homerun game until its conclusion at approximately 10:30. At that time, we will have a short speech by Muhlstein, another by Ostrup, and will proceed immediately into the new call letters and format. I will audition the baseball tape thoroughly, edit out any Falstaff Beer commercials contained therein, and will replace them with promotional announcements.

2. I will write promos for Gordon to record calling attention to this famous baseball game and we will start a heavy saturation campaign with them on XEAK on April 15th. We will also start a teaser campaign to this effect: "In May, at this spot on the dial, Los Angeles will be able to hear something that no other city in the world enjoys."

It was further decided that I will go to San Diego on Thursday evening of this week and will remain for just a couple of days in order to consult with Muhlstein and Russ Barnett (our News Director, yet unannounced) as to the physical layout of the control room which actually will become a news room.

I am baset with a state of unrest that will linger until such time as every-
I agree completely with your idea concerning the filing of newscasts by the hour rather than by newscast. Feel free to pursue any ideas that need to be put into action toward this end including timetables from the wire service, etc.

Don Keyes

Your idea of a time stamp for these various stories also has merit. You and Dave should investigate the purchase of such a device and go ahead with it unless Dave thinks it is too costly. I have no idea how much such a unit costs.

ys

I disagree with you completely on your idea concerning the impression of beeper telephone reports by having our newsmen do them on filter mikes. This is something that we have been trying to get away from more and more, because we feel it has been overdone by all radio stations. As a matter of fact, too many stations use them and actually think of them as beeper telephone reports. We feel that this dramatic gimmick has had its day, and our beeper telephone reports these days are for the most part restricted to those in which an outsider's voice is actually utilized. The only time that you hear the reporter is when he makes statements and asks questions concerning the person being interviewed. The bulk of the report is done by the person himself. Actually, these are edited down for further use on the ensuing newscasts; so the studio newsmen will be able to say, "KLIF news contacted Mayor Thornton and asked him his views on fluoridation. His Honor told KLIF news...." At this point we cut directly to the Mayor's voice. In this manner, the news is more

CONFIDENTIAL

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CONFIDENTIAL

XTRA

colorful, interesting, and immediate, rather than the other method which is no more than a gimmick. My recent reports to Dallas and Houston from the Finch-Tregoff courtroom were rare exceptions to this rule, but even in that Russ Barnett had a portable tape recorder April 11, 1961 in the courtroom, I would have included first-person comment from both the Defense and Prosecution attorneys. The way I handled it served the purpose, but it could have been handled much more effectively.

Don Keyes

Your question concerning feature reports such as stock market, business I have just received your memo of April 6th in which you jot down your reactions and some random thoughts concerning the new operation. I will cover your comments item by item and at the time I am dictating this reply, I am also asking my secretary, Yolanda Salas, to send you Fax copies of my initial report on the format, Joe Long's report, and supplementary material that was added to both since then. While on the subject, I would also include Cuban Radio stations, an opportunity that awaits our news departments I quite understand your comment about mental organization because I am very much that way myself. Even now with our target date approaching, I am beset with a state of unrest that will linger until such time as everything is mapped out on paper with subheadings. Regarding the requisition of newsroom equipment, this should be handled through Dave Muhlstein. He has authority to purchase any of the supplies, from ash trays to tape recorders, that will be needed. Just make your requisition with an eye to economy and I am reasonably sure that he will honor every one. I agree completely with your idea concerning the filing of newscasts by the hour rather than by newscast. Feel free to pursue any ideas that need to be put into action toward this end including the timetable from the wire service, etc.

Your idea of a time stamp for these various stories also has merit. You and Dave should investigate the purchase of such a device and go ahead with it unless Dave thinks it is too costly. I have no idea how much such a unit costs.

Don Keyes

I disagree with you completely on your idea concerning the impression of beeper telephone reports by having our newsmen do them on filter mikes. This is something that we have been trying to get away from more and more, because we feel it has been overdone by all radio stations. As a matter of fact, too many stations use them and actually think of them as beeper telephone reports. We feel that this dramatic gimmick has had its day, and our beeper telephone reports these days are for the most part restricted to those in which an outsider's voice is actually utilized. The only time that you hear the reporter is when he makes statements and asks questions concerning the person being interviewed. The bulk of the report is done by the person himself. Actually, these are edited down for further use on the ensuing newscasts; so the studio newsman will be able to say, "KLIF news contacted Mayor Thornton and asked him his views on fluoridation. His Honor told KLIF news...." At this point we cut directly to the Mayor's voice. In this manner, the news is more

CONFIDENTIAL

- 2 -

DON KEYES

APRIL 6, 1961

colorful, interesting, and immediate, rather than the other method which is no more than a gimmick. My recent reports to Dallas and Houston from the Finch-Tregoff courtroom were rare exceptions to this rule, but even in that situation, if I'd had a portable tape recorder or a telephone in the courtroom, I would have included first-person comment from both the Defense and Prosecution attorneys. The way I handled it served the purpose, but it could have been handled much more effectively. While my first knowledge

of the idea came earlier and was a shock, this experience last weekend in Your question concerning feature reports such as stock market, business news, Hollywood news, etc., has yet to be resolved. I want to discuss this with Gordon at the first opportunity but would appreciate your thoughts on the matter as well.

I think we definitely want to utilize a shortwave radio receiver for the monitoring of The BBC, Radio Moscow, etc., and, while on the subject, I would also include Cuban Radio stations, an opportunity that awaits our news departments at the flip of a dial. Dave should make arrangements to purchase one of these instruments at the earliest possible moment. Here is a situation where you might wish to utilize one of those small portable Ampexes that we noticed in the recording studios. It could be kept in your office, along with the short-wave receiver, for taping and editing. Obviously, we couldn't have it blaring in the background in the newsroom itself. as necessary rather quickly.

I will need authorization on purchasing them or suggestions as to obtaining

I recall you mentioned to me while in the control room that you felt the lighting situation could be improved. Again I say, consult with Dave and go ahead and improve it with a close eye to the money involved. It might improve considerably if you used fluorescent tubes of a higher wattage. You'll have to try it and see.

3. One large disposal for waste wire material. (need)

I'll have word to you soon on just what news intros we will be using and how many tape machines we will have to have to do so. At present, I am leaning more and more to the Collins cartridge device.

I list these items so that you will know where I stand now.

Suggestions:

1. In considering coding and filing, these thoughts might be worthy of consideration: It is **Don Keyes** that we will be working story by story and not summary by summary; there will not be, even with five wires, a new story on each running item for every newscast. We will have to re-use some stories with a new lead line. This means we will not be able to file newscast by newscast. Under these circumstances, it might be better to file hour by hour. I suggest a timetable from each wire service to further evaluate this.

DON KEYES

APRIL 6, 1961

DAVE MUHLSTEIN

FROM RUSS BARNETT

As my first detailed mental picture of what is planned for this operation came into focus last weekend, I found myself both aghast at the prospects and excited by the potential. While my first knowledge of the idea came earlier and was a shock, this experience last weekend in learning more of the details and plans was even more shocking. I feel as though I must have appeared less like a dynamic news director than at any time in my experience. If I gave the impression of a confused individual, it was merely because I failed to hide the fact that I was a confused individual.

Mental organization is of primary importance to my operating efficiency and due to the many thoughts, ideas, cautions and suggestions which circled my brain (some sinking in), it is taking some time to organize my own reactions.

There are two points in which I hope you feel secure, even though I have not expressed them:

I do know news!.....and I can handle the men!

There are a number of items which I see as necessary rather quickly. I will need authorization on purchasing them or suggestions as to obtaining them: Some items I have already obtained.

1. Two typewriters... (I have obtained these)
2. Newsprint paper... (I have this on hand)
3. One large disposal for waste wire material. (need)
4. Standard am radio for monitor purposes. (one is available in the studio behind the MVI office).

I list these items so that you will know where I stand now.

Suggestions:

1. In considering coding and filing, these thoughts might be worthy of consideration: It appears obvious that we will be working story by story and not summary by summary; there will not be, even with five wires, a new story on each running item for every newscast. We will have to re-use some stories with a new lead line. This means we will not be able to file newscast by newscast. Under these circumstances, it might be better to file hour by hour. I suggest a timetable from each wire service to further evaluate this.

Russ Barnett

XTRD

2. On the same general subject, I suggest a time stamp of some kind for each individual story as it comes off the machines so that we can determine the latest story without having to read and compare it with other stories. It would be a time-saver and we need all of these we can find.
3. I HAVE USED A GIMMICK IN THE PAST WHICH MIGHT APPLY IN THIS case. Since, due to technical problems which aren't completely solved yet, our beepers will be limited, we could install a tape machine and (I think they call it a "filter mike") anyway it's a mike which gives the impression of beeper quality. Each man could record one "special report" for another man. This would create the impression of something out of the ordinary, but they could be called "editor reports" or something of the sort.
4. In Don's original memo or Joe's there was some mention in terms of specialized casts such as stock market reports and features of various nature. Are we still thinking in these terms or in terms of incorporation of this material along with sports etc. in regular newscasts?
5. I have, in the past, used a communications receiver system which has picked up B.B.C....Radio Moscow, Radio Australia and other systems. It is possible to pick up used sets of this nature at times. Also there are the regular transoceanic receivers. Are we interested?
6. I would suggest an improved lighting system in the control room. This brings up a number of other points which I feel are important immediately.

I have been waiting for word to begin the process of moving equipment within the studio as per the conclusions Don and I reached on his last trip.

move the control board to the left..
move the limiter back and to the left..
order and install a new equipment rack for ampex tapes..
rack mount the existing ampex machines

Dave has suggested going ahead with, at least, the ordering of the new rack pending word from Don on the other matters. This, of course will be done through Pepe.

Please send information on these matters as quickly as possible.

DM/kt

Russ Barnett



File

MEMO TO: ALL ANNOUNCERS
FROM: DAVE MUHLSTEIN
DATE: APRIL 17, 1961

Dow *XTRP* *mag*

(1). When a story of major importance and major interest is breaking, take advantage of this on the air. Be positive and grab the initiative. A case example is the Cuban counter-revolutionary movement which we should be jumping on with both feet. A story like this should be treated with up-to-the-minute details as fast as they come off the wire, between every record. From now on it is imperative that any newsman on duty be alert to stories of this nature. That is, running stories, or continuing stories, of tremendous public interest and minute by minute build up.

In these circumstances, consider your capacity to broadcast the news as primary and music as secondary.

(2). Almost without exception, the name promos are being read in a hurried, dull fashion. In presenting these promos, be dramatic! For emphasis, give a dramatic pause before and after the name of the individual. Make these promos stand out.

(3). Many of you are still using the Martha Bumpus one-liners incorrectly. Develop a brief situation or let her interrupt you. Do not over-use these one-liners, but again, sound fresh not mediocre.

(4). I want announcers to make better use of feature material available on the wire. Also, one of the most successful d.j. shows I know of makes liberal references to timely news events.

(5). Dale Marshall is familiar with a method called "Continuing Morning News." Dale should start using this immediately.

(6). When closing a bulletin, instead of saying, "Full details on the next newscast at such and such a time," say "Further details as they become available." If the situation warrants, the newsman should interrupt programming again saying, "From XEAK News Center, here are more details on so and so." If even more details are expected, close it the same way you did the bulletin.

DM/kt

DJM

Les Vaughn

April 26, 1961

cc: Gordon McLendon

Don Keyes

CONFIDENTIAL

Pursuant to our conversation today, here is a list of exactly what is required from you. All of this must be mailed to me, care of Muhlstein, air mail special delivery-- no later than the last flight on Wednesday, May 3rd. The usual hoop-la and the ball game will precede the new format, so we don't even have any margin to stall for time. Once the advance promotion gimmicks get rolling, there's no stopping until the format change.

NEWS INTROS

GREENWICH MEAN TIME - 72 cuts to be dubbed on to a 31-minute (large) cartridge. Cuts should run around 21 seconds. Also, master reel.

FOREIGN LANGUAGE - 70 cuts to be dubbed on to a 31-minute (large) cartridge. Also, master reel.

REMOTE PLACES - 80 cuts to be dubbed on to a 31-minute (large) cartridge. Also, master reel.

FOREIGN AIRLINE STEWARDESS - Between 70 and 80 cuts dubbed on to a 31-minute (large) cartridge. If these run long, you may use less than 70... as long as the cartridge is filled. Also, master reel.

LONGITUDE - LATITUDE - 80 cuts dubbed on to a 31-minute (large) cartridge. Again, if they run long, just fill the cartridge. Also, master reel.

DISTANCE INTROS - 80 cuts dubbed on to a 31-minute (large) cartridge. I don't think you'll have a time problem here, but if so, just fill the cartridge.

BIG HAND OF YOUR CLOCK - 2 cuts on a small cartridge. The 2 cuts will be identical in copy but will allow switching of voice. Also, master reel.

NEWS, N-E-W-S, NEWS - One (1) cut on small cartridge. Also, master.

NEWS PROMOS AND MISCELLANEOUS

VIGNETTE SERIES - 51 cuts on 2 31-minute (large) cartridges. Mark "A" on one and the other "B". Also, master tape.

(Continued)

XTRA
mag.
May 6, 1961

REACTIONS TO A WEEKEND

Les Vaughn

BY RUSS BARNEI April 26, 1961

cc: Gordon McLendon

It Don Keyes Page 2 enough one. There were and still are many rough edges. for some of them, however, be for a while many rough edges. for some of them, however, there are some causes which are definable and which, I'm sure, we can overcome rather quickly with some planning.

CONFIDENTIAL (Continued)

NEWS PROMOS and MISCELLANEOUS, continued

even this is a minimum. the positional arrangement in which the sequence runs most
McLendon NEWS BREAKS - 10 cuts voiced by GBM. Put on a 12-inch disc at 33-1/3. Also, master reel. the positions revolve on an hourly basis. Even this has presented the problem of not enough time for adequate editing time. When a man gets up

YOUR SLIP IS SHOWING - 25 cuts on a 31-minute (large) cartridge. Also, master reel. These are the "bloopers" taken from newspaper clippings, i.e., "Father Of Ten Shot, Mistaken For Rabbit". No production required except happy music stinger to accent the misprint. of dead material...he must compile his newscast, edit out

EXOTICS - 6 cuts on one 10-inch disc at 33-1/3. Include Brooklyn Ferry, Tanganyika, Ellis Island, Aeolipiles, Naval Cruiser, Royal Hotel in Katmandu. He is not having time to speak to each other about stories nor do they have time to listen to the other man's newscast while they are clearing wires etc.

Now consider that we have cut down the cluster time considerably. The men are now reading seven and a half minutes to nine minutes of news and editing it. In some cases the clusters are only 30 seconds to a minute long. It is taking longer to edit, and the men are on the air almost twice as long on a sustained newscast as under the original cluster-newscast plan. We are running into some voice problems and a fatigue factor in reading ability and enthusiasm.
Don Keyes

/ns There is somewhat of a communications problem which effects story continuity from newscast to newscast. The newscasters

P. S. Don't leave this around. Put it in your coat pocket or something.

The man on the board is also busy. He is setting up the clusters, filling out the log, checking the timing of the newscasters, keeping a check on the L.A. monitor for temperature, and generally relaxing. It should be considered, however, that this is the only period of any 8 hour straight day when he has any free moment and he still must be very alert and production conscious.

(over)

Dave

XTRA
prog.

May 6, 1961

REACTIONS TO A WEEKEND

BY RUSS BARNETT

It was a rough one. There were and still are, and probably will be for a while many ragged edges. for some of them, however, there are some causes which are definable and which, I'm sure, we can overcome rather quickly with some planning.

A three man shift is a necessity...and even this is a minimum. the positional arrangement in which the sequence runs most smoothly is as follows; two men alternating on newscasts and the other man running the board...the positions revolve on an hourly basis. Even this has presented the problem of not enough time for adequate editing time. When a man gets up from doing a newscast he must clear the wires and distribute stories to their proper basket...he must decide whether to re-use some of the stories he has just used or use new material which has come in--if any.....he must keep the baskets clear of dead material....he must compile his newscast, edit out superfluous material and write headlines if there is time... He is also considering matters such as up-dating material, billboarding stories upcoming and a number of other points.

Now consider that we have cut down the cluster time considerably. The men are now reading seven and a half minutes to nine minutes of news and editing it. In some cases the clusters are only 30 seconds to a minute long. It is taking longer to edit, and the men are on the air almost twice as long on a sustained newscast as under the original cluster-newscast plan. We are running into some voice problems and a fatigue factor in reading ability and enthusiasm.

There is somewhat of a communications problem which effects story continuity from newscast to newscast. The newscasters do not have time to speak to each other about stories nor do they have time to listen to the other man's newscast while they are clearing wires etc.

The man on the board is also busy. He is setting up the clusters, filling out the log, checking the timing of the newscasters, keeping a check on the L.A. monitor for temperature, and generally relaxing. It should be considered, however, that this is the only period of any 8 hour straight day when he has any free moment and he still must be very alert and production conscious.

(over)

We found through experimentation that a four man shift works beautifully: board man, two newscasters and news editor. The editor clears wires, distributes stories to the baskets and compiles more than enough material for the newscaster. The newscaster culls and edits this material and compiles it into his final form newscast while the editor is working on the next newscast material and his wires. With good timing, the other newscaster's first form material is ready for his editing pencil when he gets off the air. Under this plan we found lead lines possible and there was even time for wood-shedding the news before air time. The men rotate every hour.

Is there a possible solution in the use of Manuel or George? How about inexpensive board operators?

Don't misunderstand me, we can operate on a three man shift and under the "plan A" which you have, we have enough men to do it except for the period between midnight and 4 A.M. when there are two on. It's tough physically and mentally and there is very little time for news editing, headline writing, updating stories and some other basics.

A couple of other points before I wrap this up....I did not see any wire stories on our "worthy enterprize". Did we spread the story? We have a traffic problem involving production and communication and et and tape designation. I'll be glad to work on it if you like.

XTRA

XTRA
mag

Dave Muhlstein

June 7, 1961

cc: Gordon McLendon, Russ Barnett, Cy Ostrup

Don Keyes

In keeping with my suggestion about letters to groups of elderly people, I am reminded of a suggestion of mine early in the game wherein personal I had an idea on a direct mail promotion while in San Diego and didn't get to talk to you about it. Let me present it this way. I will mention it to their contemporaries in the course of business conversation. How many elderly people do you know who no longer listen to the radio except to get the news? I refer here mainly to elderly ladies who no longer have their soap operas, and, instead, tune in at noon and at five peeyem to the network affiliates for those old-time fifteen-minute newscasts. Almost every market has an example of this. Gordon will recall the noon news on WOAI in San Antonio which registered a fantastic share of audience while the rest of the day gave them nothing. My own grandmother and assorted maiden aunts have no idea what is on the radio dial except those key newscasts which have been on for years. I have no idea how great this audience is, but I do know one thing: it is a loyal audience. Now, my point is this: in Southern California, but 3,000 or 4,000 thinking individuals who will pick up listening habits to our station quicker'n a kid. Why not a direct mail promotion to any sort of organization that is made up primarily of elderly people calling their attention to the exclusive service we render. Since the news of the day is a topic of much conversation in their lives, I would think this would be a natural for them to latch on to. Letters over Russ' signature could be sent to the presidents of such groups as the D.A.R., The Spanish War Veterans Auxiliary (all ladies auxiliaries for that matter), Homes for the Aged, Hospitals, Odd Fellows, Eastern Star, Sewing Circles, and any other group that is comprised primarily of older people. Bobby Kennedy was raising hell in the South, and I wanted to know about it then. I think this would be a worthwhile promotion when you consider the small cost against the possible gains. "God, what a drag not to have XTRA NEWS to give me this information right now, not 25 minutes from now." The air of immediacy about XTRA NEWS is phenomenal. I wish we had it here.

End of speech.....go get 'em.

Don Keyes

ys

Don Keyes

XTRA
XTRA
prog.

Dave M Dave Muhlstein

June 7, 1961

cc: Gordon McLendon, Russ Barnett, Cy Ostrup

Don K Don Keyes

In keeping with my suggestion about letters to groups of elderly people, I am reminded of a suggestion of mine early in the game wherein personal letters would be sent to the business and industrial leaders of Southern California. Men who will not only find our service invaluable, but who will mention it to their contemporaries in the course of business conversation. Such a list can be compiled from the Yellow Pages of the Los Angeles Directory and from "Who's Who in Southern California."

Another thought along the same lines.....

At present we have on the air a series of promos called "L. A. Name Promos". There are 73 cuts in this series with four names used on each cut, a total of 292 names. The addresses of these people should be obtained from the "Who's Who in Southern California" and letters should be sent to them as well.

When all this direct mail is over, you will have contacted not just 3,000 or 4,000 individuals in Southern California, but 3,000 or 4,000 thinking individuals who will pick up listening habit to our station quicker'n a kid will pick up a nickel, and who will mention it to their friends. I am convinced that these people will spread the word like wildfire because they will be genuinely excited about the station and will realize that there is a lot more to it than afroth of hysteria found all over the L. A. dial.

I don't mean to ramble on with this subject but I am very hot on it. I realized just what we had in XTRA NEWS when I got back to Dallas and couldn't get it. It was frustrating as hell. Kennedy had gone to Paris and then Vienna, Bobby Kennedy was raising hell in the South, and I wanted to know about it then. I tuned in KLIF late at night, not to monitor but to get the actual word.... all the time I was thinking, "God, what a drag not to have XTRA NEWS to give me this information right now, not 25 minutes from now." The air of immediacy about XTRA NEWS is phenomenal. I wish we had it here.

End of speech.....go get 'em.

5.) We are agreed that we do not need a newsmen (just one) in L. A. right now since he could supply us little more than the City Wire. We would rather wait until we can staff the office fully and then set the town on its ear.

Don Keyes

ys

XTRA
mgy

Dave Muhlstein

June 8, 1961

cc: Gordon McLendon, Russ Barnett

Don Keyes

For the record, here is a checklist of things we discussed on the phone the other day. I have some further thoughts regarding

1.) The procurement of two or three journalism college students to work either full or part time in the daily reviewing of our various subscriptions for fresh news material. They will re-write for radio, if proficient enough, and will supply several lead lines with each story they select. They will also have to be taught (by you) how to work the name of the publication into the story to give the station the sound we desire.

2.) Rather than employ someone extra to work on human interest stories and kickers, we decided to utilize Mike Cline toward this end and pay him overtime for his work. His is presently the midnight to six ayem shift and he is to work from six ayem to eight ayem each day on the compilation of a file of kickers and human interest stories from all available sources.

3.) You will probably initiate a courier service between your San Diego office and the transmitter to facilitate the flow of the printed material mentioned in Paragraph # 1, along with other station material.

4.) If Pepe finds that there will be a considerable delay with the phone company in getting a wire to the transmitter to carry the Los Angeles City Wire, we will bring the printer machine back from the transmitter to your office and will start L. A. City Wire Service there. The courier will take the copy with him twice a day when he makes his trips. The L. A. news will not be fresh, but at least we will have it on the air and it will be available for later re-write, etc.

5.) We are agreed that we do not need a newsman (just one) in L. A. right now since he could supply us little more than the City Wire. We would rather wait until we can staff the office fully and then set the town on its ear.

XTRA
Dobson

6.) You and Russ will experiment with the use of a Deagan Chime to give a time check within the newscasts themselves between the hours of 6:00 AM and 9:30 AM. Send me an air check of this when you have done so. I'll get right back to you with my opinion.

Dave Mubla

Don Keyes, Gordon McLendon, LaVerne Beck, Bill Morgan, Cy Ostrup

7.) You and Russ will work out a format for the "Newsmaker of The Week" and get it on the air.

Don Keyes

General

That brings us up-to-date on things pending. I have some further thoughts regarding features, promos, and small points of format that I will send you as soon as they have jelled in my mind. With the revised policy of the content of clusters, I merely want to point out the variance of various clusters.

1.) The "XTRA NEWS station break" will be on all but Clusters # 3 and # 8.

2.) The "Lee Tower station break" will replace it on Cluster # 3.

3.) The time check is placed differently on Cluster # 8 because it must precede Don Keyes time tone and hence cannot follow the first "commercial or promo" position as in other clusters.

ys

4.) This revision now gives us 16 availabilities for commercials, two of these being 30-second commercials. They are stipulated in Clusters # 4 and # 8. Notice that in Cluster # 4 the 30-second availability comes in the first "commercial or promo" position and in Cluster # 8, it is the second "commercial or promo" position.

LaVerne, you should try to hold off on double-spotting whenever you can so we can make the best of our promotional time and promos calling attention to the station. This may not be a big problem right away, but it will become one. When the business starts coming in, I wish you would first try to load the odd numbered clusters. In this manner, one cluster will have two spots and the next one will have a spot and a promo. This will retain a balanced sound until such time as we are loaded commercially.

It will be a long, long time before we have this problem after ten peeyem; so after ten at night, merely eliminate the "commercial or promo" in position two. All else in the Cluster will remain the same.

5 - I think you should suppose a listing of place names of all communities in Los Angeles, Orange and Ventura counties. Later, I would post San Bernardino and Kern Counties. These should be scored by counties.

ys

Don Keyes

file
Dave Muhlstein

Dave Muhlstein

XTRA
Donkey
3-7

June 9, 1961

cc: Gordon McLendon, LaVerne Beck, Bill Morgan, Cy Ostrup

cc: Don Keyes

Don Keyes

Actually, this memo is more for LaVerne's information than yours, Dave, but you can both confer on it anyway.

With the revised policy of the content of clusters, I merely want to point out the variance of various clusters.

- 2 - 1.) The "XTRA NEWS station break" will be on all but Clusters # 3 and # 8.
- 2.) The "Lee Tower station break" will replace it on Cluster # 3.
- 3.) The time check is placed differently on Cluster # 8 because it must precede the hourly time tone and hence cannot follow the first "commercial or promo" position as in other clusters.
- 4.) This revision now gives us 16 availabilities for commercials, two of these being 30-second commercials. They are stipulated in Clusters # 4 and # 8. Notice that in Cluster # 4 the 30-second availability comes in the first "commercial or promo" position and in Cluster # 8, it is the second "commercial or promo" position.

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It will be a long, long time before we have this problem after ten peeyem, so after ten at night, merely eliminate the "commercial or promo" in position two. All else in the Cluster will remain the same.

- 8 - I think you should compose a list of place names of all communities in Los Angeles, Orange and Ventura counties. Later, I would post San Bernardino and Kern Counties. These should be scored by counties.

ys

-More-

File

RUSS BARNETT
cc: Don Keyes ✓

June 9, 1961

*Don Keyes
Prog.*

FROM: Dave Muhlstein

Russ Barnett
cc: Don Keyes ✓
June 9, 1961

Dave Muhlstein

general

Russ:

These are a number of general points I want taken care of immediately.

- 1 - Mike switch on news desk.
- 2 - Check with Pepe cost of purchasing a good, high-gain pencil mike for the news desk. I think a decent mike in place of the public address mike now being used will add vitality to the sound.
- 3 - In line with this, and until the new mike arrives, we need a mike boom that is adjustable in seconds to fit the needs of each announcer's needs.
- 4 - I want a California place names pronunciation guide in the news room as soon as possible. If the wire services have not compiled anything, then check the book stores and buy one.
- 5 - I want a beeper set up in the production room, or better for the time being, in your office. It might even fit in a corner of the newsroom. Let me modify this: Not a beeper unless required by Mexican law, but a device for recording off the phone at a moments notice. Not only will we save money when we have to feed copy to the transmitter, but sometimes the quality will be good enough to actually tape and broadcast a report in this manner.
- 6 - I want you to register a serious complaint to UPI on the tardiness of the Sports Wire. Too often the Sports Wire is being beaten by both UPI Radio and AP. I'm certain there are a million reasons they can supply you, but the service is either worthwhile or we substitute another.
- 7 - On the matter of pronunciation, rather than make an issue of it, I would post a list on the wall of names often mispronounced and with correct pronunciation.
- 8 - I think you should compose a list for posting of place names of all communities in Los Angeles, Orange and Ventura counties. Later, I would post San Bernardino and Kern Counties. These should be scored by counties.

-More-

TO: RUSS BARNETT
cc: Don Keyes ✓

June 9, 1961

Don Keyes

FROM: Dave Muhlstein

9 - I am certain you will meet with resentment in some quarters, but it is important the newsmen understand little details of the format are important to the listener. We are doing everything possible to lighten the pressure; you know it and I know it; the newsmen must understand it. In the meantime, our listeners could care less. All they hear is the finished product. So:

a - Knock off the long pauses between items. Some men are particularly bad about this. Others only on occasion, which could happen to anyone. We don't want them running the stories together, but no long pauses.

b - Push California items to the front of newscasts whenever possible. I realize Laos, Kennedy, Big K and Castro have been stealing seven-eighths of every national split but, this means the guys must consciously overcome this by picking out other stories.

c - I find that the L.A. dailies are being ignored. This is a time factor, I'm certain, but the fact is that the papers now are not getting to the transmitter until late in the morning shift. It's a possibility that Harrison might be able to clip the front page for them. New leads on big inside stories, updating, would give the morning men an extra supply of material.

10 - I have three radio students from San Diego State College coming in Monday morning. If possible, I will hire all three to clip and re-write. You will have to bear with these girls until they are trained. Warn your men.

11 - I want you to hire two more men immediately. Possibly the man Don called about today, plus one other. If possible, I would like to work out a schedule where the men have two days off every other week, or something. Also, maybe we can work four men a shift, with one man in charge as an on-the-air editor. Work it a couple of ways and see what you come up with.

12 - We have much more to go over but I'm sure you'll agree the most important thing at this moment is to spice the sound. If 16 men aren't enough, we'll get what it takes.

Dave

EXECUTIVE OFFICES

THE MCLENDON STATIONS - DALLAS

Gordon McLendon

DATE: June 20, 1961

cc: Dave Muhlstein

Russ Barnett

Dave Muhlstein

cc: Don Keyes

SUBJECT:

June 10, 1961

general

Regarding your notes on XTRA NEWS written at the Hotel Tecall, the following comments are submitted:

Russ:

I think it a good idea to immediately bring the staff up to date on our immediate plans. Because this office is so remote from the scene of broadcast, there is a tendency sometimes for your orders to be magnified by some of the staff out of proportion to your original intent. And, the staff sometimes loses contact with our intense and sincere

X-TRA NEWS Los Angeles

TO: Russ Barnett

DATE: June 10, 1961

FROM: Dave Muhlstein

SUBJECT: attached memo

Russ:

The attached memo is written in the particular style because you might want to post it for themen to read. I will leave that up to you. Think about it first.

My only thought is the morale factor, an attempt to make the men aware of all efforts.

Meanwhile, keep up the good work.

DM

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

TO: Gordon McLendon

DATE: June 20, 1961

cc: Dave Muhlstein

Russ Barnett

Dave Muhlstein

FROM: Don Keyes

cc: Don Keyes

SUBJECT:

June 10, 1961

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Russ:

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- 1 - A replacement for Jenkins should start to work sometime next week. Another man is due in about the 25th and a third man is expected around the first of next month.
- 2 - As soon as lines are installed to the transmitter, we will begin use of the Los Angeles City Wire and United Press International A Wire. The lines were ordered in March. It's possible they may be installed this month.
- 3 - Our United Press Radio Wire should be on the Los Angeles split except at 6:30 a.m. This split was delayed until Pacific Tel and Tel could run a special loop and some line switching was accomplished by the Tijuana Phone Company.
- 4 - We are subscribing to newspapers and magazines from throughout the country and these will be gleaned for kickers and feature items.
- 5 - We are hiring immediately some college radio and journalism students to clip and re-write these items for supply daily to the transmitter. Undoubtedly these students will need training, so be patient.
- 6 - If the addition of the Los Angeles City Wire is not sufficient for our immediate purposes, we will hire a man to feed us stories from that end.
- 7 - A better mike for the news desk is planned, as is a mike switch on the news desk and a method to tape off the phone both for quick relay of messages and for occasional tape inserts when the lines are working.

These are immediate steps. Of course, many longer-range plans are in the mill. In the meantime, minor points of policy and the format must be adhered to. In this period of experimenting to find the easiest and most effective methods of operation, we still have to consider our audience; we are not on audition.

Don - Whenever we can do it, it is good.

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

TO: Gordon McLendon

DATE: June 20, 1961

cc: Dave Muhlstein

FROM: Don Keyes

SUBJECT:

Regarding your notes on XTRA NEWS written at the Hotel Tecali, the following comments are submitted:

1.) I will inform Dave of the recording problems that exist as far as you and I are concerned.
2.) I agree with your policy of two stories per newscast taken from papers, magazines, columns, etc.

X-TRA NEWS Los Angeles

TO: Don Keyes ✓
cc: Russ Barnett

DATE: June 13, 1961

FROM: Dave Muhlstein

SUBJECT: EARS

I received Gordon's explanation on use of EARS, today.

I am going to experiment by using the editorials within drive-period newscasts.

I have the feeling we would be asking too much by putting them in the clusters. We are loaded with enough thoughts there as it is. And, if we ever do get loaded commercially, then we would have to break format to switch them some place else.

So far, I am shying away from the canned editorials which the EARS people have written, not wanting to confuse the issue with the ones taken from the papers.

Don - Whenever we can do it, it is good.

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

TO: Gordon McLendon

DATE: June 20, 1961

cc: Dave Muhlstein

FROM: Don Keyes

SUBJECT:

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1.) I will inform Dave of the recording problems that exist as far as you and I are concerned.
2.) I agree with your policy of two stories per newscast taken from papers, magazines, columns, etc.
3.) Dave and I have already discussed the idea "You are listening to the only news on the L. A. dial at this moment". At present, we find that this expression can only be used during limited periods of time because with all the stations on the Los Angeles dial, there is a considerable amount of news being broadcast. Dave is checking it closely, but at the outset, we have 15 minutes on the hour on KHJ, headlines on KFVB at 20 and 40 past the hour, KRLA newscasts at 55, etc, etc, and also, the networks are pretty well blocked with news programming between 5 PM and 7 PM. Anyway, we'll check it out.
4.) I disagree with you concerning the lack of a clear distinction between the end of a newscast and the beginning of another. All radio newscasts have a sound of finality in that they end with the weather forecast and the present temperature. We follow this pattern on every newscast and then include what we call the "column one" teaser, wherein the newsman says, "Next XTRA NEWS upcoming, Column one.....(teaser line)...." This is followed immediately by a promo or commercial.

I do not want to give the newscasts more of a sound of finality than that and I certainly don't want to do it by mentioning "Next XTRA NEWS in three minutes", or the like. I think people will get used to the format and will recognize that the start of the "column one" teaser and the cluster signifies the end of a newscast. I feel that if we make a point of saying that this is the end of the newscast we stand a good chance of losing some sustained tune-in that we could conceivably be enjoying at present. I think we should leave this part of the format exactly the way it is.

Don Keyes

Gordon McLendon

June 20, 1961

cc: Dave Muhlstein

Don Keyes

Regarding your notes on XTRA NEWS written at the Hotel Tecali, the following comments are submitted:

1.) I will inform Dave of the recording problems that exist as far as you and I are concerned.

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Don Keyes

XTRA
gros.

Dave Muhlstein

June 20, 1961

Don Keyes

On the attached carbon copy of a memo from me to Gordon, you'll find reference made to yourself in paragraph one. In order that you know what I'm talking about, the following text is taken from Gordon's memo to me.

Quote:

A sample of observation regarding
1.) The repetition of promos, etc. All of these are in yours or Dave's voice, save for a few by Joe. They are getting the message over but are becoming most repetitious. When I called this to Dave's attention, he said "yes, we badly need a change of copy." I didn't say anything to this but it is important that Dave understand, as KABL and WYSL now realize, that these changes must be made in San Diego and Tijuana and with our talent there. The demands put upon the home office by expansion render the delays too great in either composition, transcription or voicing. We can suggest ideas, even transcribe occasionally, but it must always be lagniappe and something extra at XTRA, KABL and WYSL. It is most important that this be conveyed to Dave at once. I suggest you read him a copy of this letter.

end quote.

getting the message over but are becoming
most repetitious. When I called this to
Dave's attention, he said "yes, we badly
need a change of copy." I didn't say
anything to this but it is important that
Dave understand, as KABL and WYSL
now realize, that these changes must be
made in S.D. and Tijuana and with our
talent there.

X-TRA NEWS

X-TRA

prog

To

From



Dear Don:

A Couple of observations regarding X-TRA which will need immediate attention:

1) The repetition of phrases, etc. All of these are in yours or Dave's voice, save for a few by Joe. They are getting the message over but are becoming most repetitions. When I called this to Dave's attention, he said "yes, we badly need a change of style". I didn't say anything to this but it is important that Dave understand, as KABL and WYSL now realize, that these changes must be made in S.D. and Tijuana and with our

X-TRA NEWS

To DON

From DAVE

Don:

Atta
them

Also
but

Talent there. The demands put upon the home office by expansion render the delays too great in either composition, transcription or voicing. We can suggest ideas, even transcribe occasionally, but it must always be laguicaffe and something extra at X-TRA, KABL and WYSL. It is most important that this be conveyed to Dave at once. I suggest you send him a copy of this letter.

2) We should set a required minimum of 2" stories per newscast culled from outside papers, magazines and/or columns.

3) As suggested to Dave, much can be done with "you are listening to the only news on the Los Angeles dial at this moment."

4) There is no clear definition between

X-TRA NEWS

SAN DIEGO.

To DON KEENE

Date June 30, 1961

From DAVE MURLESTEIN

Subject

**Hotel
CALALI**

Don:

Attached are some
them but though

Also, I the
but cannot find a

newscasts: you really do not know when
one ends and another begins, despite the
news intros. Therefore, to keep it from
sounding like a continuous newscast,
we should open each newscast, immediately
following the intro, with "XTRA news 7107
edition" or variations of same. The closing
should be something like "next XTRA NEWS
3 minutes" or perhaps "2 minutes 10 seconds,
etc."

Nothing more now.

Regards

Gordon

Doc

X-TRA NEWS

SAN DIEGO,

To DON KEYES

Date June 30, 1961

From DAVE MUHLSTEIN

Subject

XTRA
promos

Don:

Attached are some suggestions from Bob Chez. I'm going ahead with them but thought you might have some comments or changes to suggest.

Also, I thought I wrote you on the following two items, yesterday, but cannot find a carbon so perhaps I didn't.

- 1 - We are running Cypress Gardens seven times a day, seven days a week, on a TFN basis. Please advise if this is satisfactory as to frequency and advise how long we should run. Also, I'll need to know name and address of account so I might send them NC invoice.
- 2 - Rather than discard some of the promos now on the air, I think we can stretch them over a longer period if we shorten them considerably or even re-write the main theme. Examples would be the L.A. Names promos, the No Other City Promos and even the Vignettes.

Part of my objection is in the repetitious back-patting. This comes not from reading our ~~fanmail~~ fan mail, rather from listening. I could be entirely wrong, but it seems to me that at this point they drag, especially since the theme is repetitious.

However, as one-or-two-liners tagging the names, or city theme or the vignettes, I think they could be salvaged.

What you think?

- 3- By the way, my HOME phone number is JUniper 35504. I move in tomorrow. In event of an emergency and I am not in San Diego, you might locate me through my mother in Temple City, California, Hillcrest 76418. I think I gave this number incorrectly to Gordon the other day.
- 4 - I'm giving the phone company until next week on the lines, then I'm planning on the possible setup in San Diego to receive L.A. City News Service.

Dave

X-TRA NEWS

SAN DIEGO,

XTRA

prog.

To

Donaldo Keyes

Date

August 17, 1961

From

File

Dave Muhlstein

Subject

attached promos

Don:

I wrote these in a hurry, last night. They still are too fresh in my mind to properly evaluate. I wanted to keep them short as possible. Also, I wanted to get them on the air. We are going ahead with production but, I would appreciate any comments or changes you might suggest. The production instructions, by the way, are not binding as to "stabs" every place indicated.

If you can find a minute, I would appreciate your earliest answer.

Meanwhile, I am shipping the HiFi you wanted for Buffalo to your office.

Tell Yoli I am going ahead and order my sound effects here, and Les called me and is working up some production music for me. If some of the albums are not available, might be he can dub onto tape and we can re-dub to disc. I didn't mention this to him. It might be he may not want to since this could be tedious.

Cy tells me we have an 11 in the morning and 10 in the afternoon in San Diego Hooper, July only. ~~May~~1 was probably less than 3, since April-May fell way below March April.

So, how's that for a station without disc jockeys! Sorry, Don, I know you're trying to live down your past.

Hope you enjoyed your vacation.

Let me hear from you.

Dave
Dave

X-TRA is an honest radio station providing hard news 24-hours each day. I like to believe that it is the type of station the Times would operate if it chose to operate an all-news radio station. It is an unusually expensive operation, with 23 news services, 23 newsmen and offices in both Los Angeles and San Diego. All news is taken directly from wire service reports and many vendors. The only exception is that of the American cables and reports in its newscasts on occasional story clipped from one of these sources, with proper credit.

September 15, 1961.

Mr. Otis Chandler
The Los Angeles Times
Los Angeles, California

Dear Mr. Chandler:

Frank McCulloch has suggested that I write to you.

X-TRA NEWS ranks, with KFI, as one of Southern California's two most powerful area coverage stations. It operates with 50,000 watts 24 hours per day at 690 kilocycles. As the world's only all-news radio station, it satisfies a community need. With every other radio station in Southern California concentrating on music in large degree, X-TRA's programming is unique.

In its fifth month, X-TRA NEWS already reaches over 1,350,000 different homes each week, according to the latest cumulative survey of Pulse, Inc. This places X-TRA third in the 8-county Los Angeles area market, slightly behind KNX and KMPC, but well ahead of such old-timers as KFI, KHJ, KABC, KLAC and KFAC. In fact, in less than five months X-TRA is cumulatively third out of more than fifty Southern California radio stations. A further steady rise can be expected.

Although X-TRA directs its programming particularly at Los Angeles, we have been agreeably surprised to find that Hooperatings show us even higher in San Diego than in Los Angeles. It begins to appear that ultimately we can expect about the same percentage of audience in all Southern California cities since the listening audience for news should be percentage-wise approximately the same throughout the area.

Best,
R. R. McLandon
Cy Ostrup
Dave Muhlstein
Bill Morgan
Don Hayes

Don Keyes

XTRA
mailing

TO: XTRA
RE: X-TRA is an honest radio station presenting hard news 24-hours each day. I like to believe that it is the type of station the Times would operate if it chose to operate an all-news radio station. It is an enormously expensive operation, with six news services, 23 newsmen and offices in both Los Angeles and San Diego. All news is taken directly from wire service copy without rewrite, for many reasons. The only exception to this is the fact that X-TRA subscribes to almost all major American dailies and periodicals, and inserts in its newscasts an occasional story clipped from one of these sources, with proper credit.

UPDATE In its first month, May, the station billed only \$9000. In October, we will bill approximately \$60,000; thus, you can see that X-TRA is on its way to thumping success. One reason is apparent: people tune to X-TRA to listen to its programming, not for background music or companionship. The advertiser consequently gets his message actually heard instead of having it waft away into infinity. X-TRA, unlike all the other stations, maintains a commercial limit of sixteen announcements per hour. Only KABL, our good music station in San Francisco, has a lower commercial limit among all the stations with whom we are associated.

We would like to form a working arrangement with the Times. We would, many times each day, make announcements to the following effect: "that's the news; for full details, read the Los Angeles Times, one of the world's great newspapers". The Times would additionally receive regular commercial announcements and whatever other cooperation it desired. In return, the Times would carry a regular box pointing up the service X-TRA offers, and furnish us with an occasional advertisement when space permits. Later, we would like to expand the relationship and take local news by telephone from the Times, with continuing credit for each story, but even with its present large staff X-TRA is not yet set up physically to handle this additional flow of news.

Another example that stands out because it is handled badly, too often, is the crash of an airliner. This is an example for more immediate and continuing reporting.

I shall welcome hearing from you.
Sincerely,
Gordon McLendon
Gordon McLendon

GBM:us
The point is that you are an Editor and are going to have to edit, and if necessary, re-write the story to bring it up to date and in line with the facts.

lhbcc: B.R. McLendon
Cy Ostrup
Dave Muhlstein
Bill Morgan
✓ Don Keyes

Don Keyes

XTRA
parking

TO: XTRA NEWSMEN

September 25, 1961

RE: Editing News Copy

The following points cannot be overemphasized. This list is by no means complete, but it does cover many major rules that are basic to professional radio news presentation. Adherence to these rules, without exception, is required.

UPDATING

The key to updating is to lead with the most immediate circumstances. For instance, the story about Rosemary Clooney's divorce suit was given heavy coverage for two days. But, the lead remained the same: "Singer Rosemary Clooney has filed...." The story contained several angles for new leads: "Singer Rosemary Clooney refuses to comment....," or "Singer Rosemary Clooney has gone into seclusion.....," or, for the following day, "Singer Rosemary Clooney remains in seclusion since her attorneys filed....etc."

We assume some persons have not heard the story or we would not keep repeating it. So, in effect, by leading with the most immediate circumstances, we have kept the story alive for those who are getting a repeat.

The same holds true for nearly any news story. A missing child: "Police continue the search...." The death of a prominent person: "Funeral arrangements are pending for..."

The death of Marion Davies provides another example of a story with numerous possibilities. Instead of repeating over and over the same lead all the next day, "Former actress Marion Davies has died," why not switch to "Funeral arrangements are pending for....," or "have been set....," or, "Hollywood is mourning the death of..."

Another example that stands out because it is handled badly, too often, is the crash of an airliner. This is an example for more immediate and continuing updating. First, the crash itself: "An American Airlines jet 707 is reported to have crashed near...." Then, "Still no word on the number of persons aboard an American Airlines jet 707 that is reported to have crashed...etc. It is not known if there are any casualties....etc." Then, "It's reported all 71 persons aboard....." Then, "The pilot of an American Airlines jet 707 that crashed into the bay near Boston Airport this morning says...."

The point is that you are an Editor and are going to have to edit, and if necessary, re-write the story to bring it up to date and in line with the latest facts.

September 25, 1961

UPDATING -- CONT.

A possible pitfall here is failure to coordinate your stories with the other newsmen. It is imperative each newsman has the latest details on a major, continuing story of this type and that those latest details lead the story.

Some other points in updating: Obviously we don't use "yesterday" in a lead unless it is important to the story. What should be just as obvious is the word "today." The listener is under the impression that the news is all today's developments, so be frugal with use of "today's".

Better yet, if you must refer to the date in the lead, try to substitute "this morning," or "this afternoon."

Actually, you should edit your leads and stories to present tense, or present perfect, and this normally obviates the "today's" and "yesterday's". Be carefull, however, to see that your grammar is correct.

QUALIFYING PHRASES

The newspaper wires, and occasionally the radio wires, will trip you on this unless you edit with care. In newspaper copy, qualifying phrases usually come at the ends of sentences. For radio, qualifiers should lead.

Examples:

Newspaper: "The hurricane is approaching the coast at a speed of 15 miles an hour, the weather bureau advises."

Radio: "The weather bureau advises the hurricane is approaching the coast at a speed of 15 miles an hour."

Newspaper: "The storm is expected to abate by noon, however."

Radio: "However, the storm is expected to abate by noon."

Some qualifying phrases are entirely unnecessary: "It is learned" and "it is announced" mean little in a newspaper story, nothing in a radio story.

We put qualifying (or, hanging) phrases at the beginning of a sentence for accuracy, for a more smooth flow of words over the air, and to allow the listener a peg on which to adjust his thinking to the new information.

Editing News Copy - Cont.

September 25, 1961

NAMES, TITLES, IDENTIFICATION

Again, the newspaper wires will throw you a curve. In newspaper copy, identification of an individual usually comes after a name. In radio, identification should precede a name.
Example:

Newspaper: "Bill Jones, 32, of Gardena, a truck driver,
was killed...etc."

Radio: "A Gardena truck driver, 32-year-old Bill Jones,
has been killed etc."

The same rule holds for titles. Generally, put them before the name. At the same time, keep them simple. It's already obvious we don't use the elaborate "United States Senator Thruston Morton, Republican of Kentucky." We say, "Kentucky Republican Senator Morton," or "Republican Senator Morton, of Kentucky."

The complete names of well-known persons are seldom necessary. Use simple identification, such as "President Kennedy," "General Clay," "Secretary Goldberg," "Senator Morton."

To avoid monotony, after the first use of a name or title in a story, synonyms can be substituted. But, be sure they are immediately recognizable. President Kennedy may be varied to Mr. Kennedy, the President, or the Chief Executive. While we're on the subject, always give the president a title with his name. It is always either President Kennedy or Mr. Kennedy. Never just "Kennedy."

Names that are unimportant or unessential usually can be eliminated and the name of the office or the person's title substituted instead. For example, few persons in Southern California will take note of the fact that the chief of police in Dallas, Texas, is named Jesse Curry. So, when quoting him, it should be simply "the police chief," or even "the police."

This becomes more important when quoting statements by lesser officials of foreign governments. Since what they say or do speaks for their country, usually you will accomplish your purpose by referring to their office, such as the French Minister of War, or the Russian delegate.

Use common sense for geographical names. If fighting breaks out in a small village with a tongue-twisting name near a well-known city in the Congo, you've satisfied the average listener's curiosity if you've told him the riot occurred in "a village a few miles from..."

Editing News Copy - Cont.

September 25, 1961

NAMES, TITLES, IDENTIFICATION - CONT.

By the same token, when unheard of towns are important to a story, such as when the hurricane slammed into Texas, give a word picture to pinpoint it.

Use of pronouns demands extra care. The pronoun may be clear in newspaper copy, but it won't always come out the same way to the ear. So, use pronouns sparingly, making certain the identification of "he," "she," "they" or "their" is clear.

FIGURES

Generally, the average listener cares little for precise statistics or percentages. Not only are they difficult to understand, they are difficult to hear. So, unless accuracy is vital to the story, round them off. For example: 1637 should read 1600, or "more than 1600." 56,780 should read "nearly 57-thousand. 48.9 per cent should read "nearly 49 per cent," or better yet, "nearly half."

Whenever possible, break down comparative figures into simple component parts. For example: Instead of "50-thousand of the 150-thousand voters," make it "one-third of the voters."

Instead of "a hundred," make it "one hundred." "A" sounds too much like "eight."

QUOTES - Important

The general rule is to use quotes sparingly and judiciously. There are many pitfalls in reading quotes over the air. What looks fine on paper, can be a jumble of confusion to the ear.

Avoid such terms as "quote" and "end quote." These have a harsh sound that tends to interrupt the listener's thought, calling attention to themselves.

Again, watch the qualifiers. "Who said it" comes immediately before the quoted material.

When it is necessary to read a long, involved quote, break the monotony and keep reminding the listeners it is a quote. Do this by putting in phrases here and there throughout the quote: "President Kennedy also said...;" "The President went on to say...;" "The Chief Executive called attention to the...;" "Mr. Kennedy emphasized..." etc.

QUOTES - Cont.

Avoid swear words in quotes unless they are an absolute necessity to the telling of the story. When Mr. Truman says he doesn't "give a damn what they think about me," it isn't worth quoting word for word over the air. In fact, it's barely news. And, the swear word definitely is not important to the story. It would be best to paraphrase the statement: "In rather strong language, the former president said he didn't care what they thought about him."

Many long direct quotes involving tragic stories require that the newsman become an actor... this is out of character in most instances. If you become involved in a long tearful quote of a mother who has just found her dead child, you will find yourself forced to play the part of that mother and you'll never carry it off.

PRONUNCIATION

Whenever you have the slightest doubt about correct pronunciation, use the dictionary.

Whenever you come across a word not in common usage, use a word of similar meaning, but better known.

Whenever you come across a word that is difficult to pronounce, substitute a word of similar meaning, but easier to say.

Whenever you come across homonyms, substitute words of similar meaning, but clearly understood.

To sum it up, you are not out to educate your listeners, only to inform. If they are unable to understand you clearly, you haven't even done that.

REFERENCE TO PAST DATES

When an event occurred within the current year, do not refer to it as "last January" or "last March." It is enough to say "in January" or "in March." Using the word "last" makes the event seem more remote than it really is, and is not necessary.

Save the word "last" for events that occurred "last year," or "last week," or "last month." Even here, it is better to say "a week ago," or "a month ago."

Editing News Copy - Cont.

Page 6
September 25, 1961

REFERENCE TO PAST DATES - Cont.

Both the radio wires and the newspaper wires often become quite specific in reference to the date some crime was committed, or a person was discovered missing. Usually, the exact date is not that important, and when given, serves as a stumbling block for the listener's train of thought. For example, today being September 25th, it is enough to report that a child who has been missing since August 27th, "disappeared one month ago." A crime committed March 16th, unless that date holds special significance to the listener, should be recalled as having occurred "in March."

DO IN FUTURE

- 1.) KILT Morning News promos - Keyes
- 2.) UPI & AP theme promo series
- 3.) News intro - surrounding towns
- 4.) Birthdays
- 5.) Business News
- 6.) Newsgrams
- 7.) Hollywood Reporter
- 8.) XTRA NEWS in Morse Code
- 9.) Prepare new station breaks
- 10.) Hamlin - Statistical promos

Dave Muhlstein

January 11, 1962

cc: Gordon McLendon

Don Keyes

Dave Muhlstein and I have conferred on your duties and while you probably
When I work out the new format, I am going to place the Lee Tower
I.D. within a newscast. This will serve to clear an availability
within a "cluster". It will also be shorter and less dramatic.

In checking our contract with the Lee Tower people, I notice that
the specification of the hourly I.D. reads, ".....the Lessee shall
make one 'Identification with the LEE TOWER Building' announce-
ment per hour during each hour of its broadcasting time and will
wherever possible during the announcements build up the prestige
of the LEE TOWER."

We can still do this in ten seconds or less. Just thought I'd let
you know of the proposed change.
In this, please read "Reality in Advertising" by Rosser Reeves, paying
particular attention to the definition of a "U.S.P.". Once you understand
it, you will have a clearer picture of what is a good station I.D. and
what isn't. - Hourly intro will be as beginning of GMT news intro
as before.

LIVE MATERIAL -- Matters of format now live by newsmen.

Don Keyes

MISCELLANEOUS -- News intros will be held as 12 to 15 seconds.

I am always available for consultation on any of these matters.

ys

Weather is estimated at ten seconds, time check at 5 seconds.

Be sure you understand what is Don Keyes the writing of
the letter before the Center Commercial and the nature
of the material to be used for target.

ys

Be sure you understand what is required in the writing of
letters.

GENERAL COMMENT -- The inclusion of news items allows us to present
a more complete picture without sacrificing our own program to commercials.
During these hours when we do not have our commercials, you will simply

MEMORANDUM

TO: ALL X-TRA NEWS NEWSMEN

FROM: Marlin Hamlin RUSS BARNETT

February 23, 1962

cc: Dave Muhlstein, Russ Barnett

Don Keyes

The following notes pertain to the ten-minute format and will explain some details not evident in the "clock face" diagram. Dave Muhlstein and I have conferred on your duties and while you probably have assumed many of an administrative nature, you are also responsible for the following of a decidedly creative nature. You probably are aware of this already, but I thought I'd jot it down for the records.

NEWS INTROS -- Keep searching for new ideas for an individual intro or a series. The "time check" will be included there as well. The time actually allocated for 'promos', 'station i.d.'s', etc, is 20 seconds. This is

PROMOS -- Read periodicals, library research, newspapers, trade journals, keeping your mind open for thoughts of a new, fresh individual promo or a series. Specifically which item is to be used there at any given time.

STATION I.D.'s -- Keep them changing every few weeks. Make sure the new ones say something and are not just words. To guide your thinking in this, please read "Reality in Advertising" by Rosser Reeves, paying particular attention to the definition of a "U.S.P.". Once you understand it, you will have a clearer picture of what is a good station i.d. and what isn't. Always the tone will be at beginning of GMT news intro tape as before.

LIVE MATERIAL -- Matters of format now read live by newsmen.

MISCELLANEOUS -- News intros will be held to 12 to 15 seconds.

I am always available for consultation on any of these matters.

Weather is estimated at ten seconds, time check at 5 seconds.

Be sure you understand what is required in the writing of the teaser before the Center Commercial and the nature of the material to be used for same.

ys

Be sure you understand what is required in the writing of headlines.

CENTER COMMERCIAL -- The inclusion of this item allows us to present a ten-minute format without sacrificing one of our present 16 availabilities. During those times where we do not have commercials, you will simply

MEMORANDUM

Paley

TO: ALL X-TRA NEWS NEWSMEN

FROM: RUSS BARNETT

DATE: FEBRUARY 22, 1962

The following notes pertain to the ten-minute format and will explain some details not evident in the "clock face" diagram or in the instructions on "Format Procedure".

PROMO TIME -- The shaded areas on the "clock face" diagram between the two grouped commercials represent time devoted to promotional material. Though not indicated due to a problem of space, "weather" and the "time check" will be included there as well. The time actually allocated for "promos", "station i.d's", etc, is 20 seconds. This is a flexible area. One time it may be a simple station break running six seconds, another time it may be a promo running 20 seconds. Your log will indicate specifically which item is to be used there at any given time.

TIME -- All times noted on the "Format Procedure" instructions are approximate and can vary a few seconds.

TIME CHECK -- Always give the time as specified even if you are over 30 seconds off. Hourly tone will be at beginning of GMT news intro tape as before.

MISCELLANEOUS -- News intros will be held to 12 to 15 seconds.

Your headlines and 'live intro' are estimated at 8 seconds.

Weather is estimated at ten seconds, time check at 5 seconds.

Be sure you understand what is required in the writing of the teaser before the Center Commercial and the nature of the material to be used for same.

Be sure you understand what is required in the writing of headlines.

CENTER COMMERCIAL -- The inclusion of this item allows us to present a ten-minute format without sacrificing one of our present 16 availabilities. During those times where we do not have commercials, you will simply

MEMORANDUM

proceed through the newscast eliminating the appropriate items which precede the various commercials. To wit, the "live intro", the "teaser" and the "weather teaser". The "live intro" will be adapted to read approximately like so, "This is _____ reporting X-TRA NEWS, and here are the stories behind these headlines." Then you will go directly into the headlines and proceed through the newscast.

JANUARY 11, 1964

On Tuesday, January 6 and 7, 1964, a meeting was held at the station to discuss the various discrepancies and other items which have been brought to the attention of X-TRA NEWS. For the record they are:

1. The lack of giving a Russ Barnett, who is on the station, the name of the station. Rather than having the program be called "X-TRA NEWS", future address will be given as such directly as possible. For example, "Magazine Division, International Book Company."

2. Dave Muhlstein will start work on a brief recorded sales presentation tape.

3. Muhlstein was informed of the Los Angeles Motion Picture

4. Muhlstein will investigate motion picture trade paper regarding arrangements.

5. Station was billboarding items not worthy of billboard coverage. Specifically, "The agreement to start permanent talks in Geneva." This is not an item worth billboarding. Billboarding should not be done for the sake of billboarding. It requires the use of space and time to bill an item which is not of interest to the audience.

6. All part-time personnel engaged in the daily job of editing news from various publications for broadcast use will be released. In their stead one person will be hired on a full-time basis for the same job. This person will be someone with journalistic experience who can write for radio and who has imagination to make the type of stories we are looking for. All correspondence to various publications will be in his name.

7. Suggest station move to the only place in the city where you can get a good view of the city and the bay.

8. Dave Muhlstein will be in charge of the station's advertising as well as being in charge of the station's news.

9. Station will be moving to the new location on January 12, 1964.

10.) Slogans to separate geographical reporting of news ("...From the XTRA NEWS International Desk...") were discontinued.

MEMORANDUM

TO: XTRA NEWS POLICY BOOK

11.) Various items of pronunciation, rewriting, delivery, etc.

cc: Dave Muhlstein, Russ Barnett

DATE: JANUARY 12, 1962

On Monday and Tuesday, January 8 and 9, 1962, a meeting was held at the Mission Valley Inn concerning various discrepancies and other items within the existing format of XTRA NEWS. For the record they are:

1.) P.I.'s: Method of giving address for P.I.'s on the station cheapens the sound of the station. Rather than inviting the listeners to send to "Magazines", future addresses will be given as much dignity as possible. For example, "Magazine Division, International Book Company."

2.) Dave Muhlstein will start work on a brief recorded sales presentation tape.

3.) Muhlstein was informed of the Los Angeles Neilsen.

4.) Muhlstein will investigate motion picture trade paper reciprocal arrangements.

5.) Station was billboarding items not worthy of billboard coverage. Specifically, "The agreement to start disarmament talks at Geneva." This is not an item worth billboarding. Billboarding should not be done for the sake of billboarding. It requires the use of a news story of top interest and immediacy. Recent example, Los Angeles fire.

6.) All part-time personnel engaged in the daily job of clipping items from various publications for broadcast use will be released. In their stead one person will be hired on a fulltime basis for the same job. This person will be someone with journalistic experience who can write for radio and who has imagination to include the type of stories we are looking for. All subscriptions to various publications will remain as is for now.

7.) Suggested station break, "The only place on your Los Angeles dial where you can get news all the time," was put into effect.

8.) Dave Muhlstein will ask Mr. T. to make sure all equipment is operating at top efficiency to maintain the excellent technical sound of the station.

9.) Station needs news intros, very short. Suggested series would involve names of Southern California towns.

10.) Slogans to separate geographical reporting of news ("...From the XTRA NEWS California Desk....", ".....from the XTRA NEWS International Desk....") were discontinued.

11.) Various criticisms of format were made that are not worth citing specifically. They were items of pronunciation, rewriting, delivery, etc.

12.) The use of a gimmick to call attention to each news story within a newscast was discussed. This proposed gimmick was simply the word item followed by a consecutive number from one story to the next. To wit, a lead story might be told in this manner, "Item One... Florida has big freeze....the Miami weather bureau reported a few moments ago that....." "Item Two..... Los Angeles Police accused of brutality.....", and so on through the number of stories within the newscast. If there were 14 stories we would have occasion to say Item One through Item fourteen. While sounding dramatic and different, we agreed that it would soon get old and for that reason decided against its institution.

13.) The question was brought up -- Is it necessary to have one man on the air for 15 minutes; does it really hold down cost? Muhlstein pointed out that cost in this instance is not a factor. One man is on for 15 minutes followed by 45 minutes off during which time he must do rewrite, check the weather, take a five or ten minutes break and then proceed with the last minute compilation of his upcoming newscast.

14.) A station break was corrected and supplemented. Break running was, "XTRA NEWS with stories you don't get on any other station.." Correction was the addition of the word news before stories. Another break was instituted with the word items replacing the word stories.

15.) A USP for the news format could be "...with a new newscast every ten minutes."

16.) Station break, "XTRA NEWS with continuous sports and weather...", was discontinued because it is not true.

17.) Back in October or November, spots were noticed on the air for Applevalley Inn in Applevalley, California. Muhlstein will check the contract to see just what that account was. As he recalled, at the time we received \$1,000.00 in cash and \$1,000.00 in trade-out. At the time it was a means of getting the \$1,000.00 cash.

18.) With unending administrative problems between San Diego and Tijuana, and such as the complete lack of a copywriter, poor production man, and the cumbersome method of delivery service, it was decided that the present production man be replaced with an individual who would actually hold the title of Production Director. This would free Russ Barnett for news and news alone, and in a

sense, this new man would be a type of Office Manager who could make many trips back and forth and handle the myriad of details which have of necessity fallen upon Barnett.

They would rather restrict their clients to printed media.

19.) Station was billboarding two football games which were of virtually no importance and were bad selections for billboard coverage. This point was covered along with the practice of giving backward scores (California 14 -- Notre Dame 20) on newscasts. Muhlstein and Barnett prefer to use their own score cards during football season rather than those provided.

which was acceptable for recording. Additional spots will be written

20.) In November it was noticed that two P.I.'s ran back to back. This was a result of poor board operation.

21.) Phrasing of billboarding was generally lack-lustre. Rather than saying, "This is XTRA NEWS following reports that two Los Angeles newspapers are suspending publication," it was pointed out that more dramatic wordage could have been employed in the coverage of this story, "Following minute by minute the closing of two Los Angeles newspapers" or "Where in a very few minutes you'll hear the latest developments in the shutting down of two Los Angeles newspapers."

22.) It was noted that several newsmen are not reading with enough feeling and sense of understanding.

23.) A series of news intros will be constructed around the time of early-day Los Angeles. This is the "yesterday" and "today" approach but on a strictly local basis with accent on romantic, colorful items. These will be written from early-day Los Angeles through various eras, including the birth of the motion picture industry.

24.) At this meeting, announcement was made that very shortly we would go to a ten-minute newscast format.

25.) The need for celebrity station breaks was discussed but it was decided that there's not an awful lot we can do to obtain the type of station breaks that we need since we do not have L.A. recording facilities nor personnel in L. A. to cover studios, etc. It was shelved for the time being.

26.) Dave Muhlstein will investigate the merit of the idea of news-grams in L. A. restaurants, particularly those frequented by agency people. I will send him a sample of one if I can find one.

27.) It was agreed that the weekly feature "Newsmaker of the Week" would be discontinued because of lack of response and the similarity of this feature to those on pop music stations.

28.) We never have subscribed to Reuters news service. Russ Barnett will pursue this once more. During our last attempt, we found that Reuters was not particularly interested in servicing us. They would rather restrict their clients to printed media.

TO: XTRA NEWS POLICY BOOK

29.) It was noticed that the station was only running one tourist NCSA per hour, that being on the hour. The removal of the NCSA on the half hour was attributed to the fact that the announcements were getting stale from constant repetition. Barnett was instructed to inform the newsmen that we would pay \$1.00 per spot submitted which was acceptable for recording. Additional spots will be written by those responsible for production. 1962, a meeting was held at the Mission Valley Inn concerning various discrepancies and other items within the existing format of XTRA NEWS. For the record they are:

1.) P.I.'s: Method of giving address for P.I.'s on the station cheapens the sound of the station. Rather than inviting the listeners to send to "Magazines", future addresses will be given as much dignity as possible. For example, "Magazine Division, International Book Company."

2.) Dave Muhlstein will start work on a brief recorded sales presentation tape.

3.) Muhlstein was informed of the Los Angeles Nailson.

4.) Muhlstein will investigate motion picture trade paper reciprocal arrangements.

5.) Station was billboarding items not worthy of billboard coverage. Specifically, "The agreement to start disarmament talks at Geneva." This is not an item worth billboarding. Billboarding should not be done for the sake of billboarding. It requires the use of a news story of top interest and immediacy. Recent example, Los Angeles fire.

6.) All part-time personnel engaged in the daily job of clipping items from various publications for broadcast use will be released. In their stead one person will be hired on a fulltime basis for the same job. This person will be someone with journalistic experience who can write for radio and who has imagination to include the type of stories we are looking for. All subscriptions to various publications will remain as is for now.

7.) Suggested station break, "The only place on your Los Angeles dial where you can get news all the time," was put into effect.

8.) Dave Muhlstein will ask Mr. T. to make sure all equipment is operating at top efficiency to maintain the excellent technical sound of the station.

9.) Station needs news intros, very short. Suggested series would involve names of Southern California towns.

10.) Slogans to separate geographical reporting of news ("... From the XTRA NEWS MEMORANDUM from the XTRA NEWS International Desk. ...") were discontinued.

TO: 11.) **XTRA NEWS POLICY BOOK**
cc: Dave Muhlstein, Russ Barnett

DATE: **JANUARY 12, 1962**

On Monday and Tuesday, January 8 and 9, 1962, a meeting was held at the Mission Valley Inn concerning various discrepancies and other items within the existing format of XTRA NEWS. For the record they are:

1.) P.I.'s: Method of giving address for P.I.'s on the station cheapens the sound of the station. Rather than inviting the listeners to send to "Magazines", future addresses will be given as much dignity as possible. For example, "Magazine Division, International Book Company."

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10.) Slogans to separate geographical reporting of news ("...From the XTRA NEWS California Desk....", ".....from the XTRA NEWS International Desk....") were discontinued.

11.) Various criticisms of format were made that are not worth citing specifically. They were items of pronunciation, rewriting, delivery, etc.

12.) The use of a gimmick to call attention to each news story within a newscast was discussed. This proposed gimmick was simply the word item followed by a consecutive number from one story to the next. To wit, a lead story might be told in this manner, "Item One... Florida has big freeze.... the Miami weather bureau reported a few moments ago that....." "Item Two..... Los Angeles Police accused of brutality.....", and so on through the number of stories within the newscast. If there were 14 stories we would have occasion to say Item One through Item fourteen. While sounding dramatic and different, we agreed that it would soon get old and for that reason decided against its institution.

13.) The question was brought up -- Is it necessary to have one man on the air for 15 minutes; does it really hold down cost? Muhlstein pointed out that cost in this instance is not a factor. One man is on for 15 minutes followed by 45 minutes off during which time he must do rewrite, check the weather, take a five or ten minute break and then proceed with the last minute compilation of his upcoming newscast.

14.) A station break was corrected and supplemented. Break running was, "XTRA NEWS with stories you don't get on any other station.." Correction was the addition of the word news before stories. Another break was instituted with the word items replacing the word stories.

15.) A USP for the news format could be "....with a new newscast every ten minutes."

16.) Station break, "XTRA NEWS with continuous sports and weather..." was discontinued because it is not true.

17.) Back in October or November, spots were noticed on the air for Applevalley Inn in Applevalley, California. Muhlstein will check the contract to see just what that account was. As he recalled, at the time we received \$1,000.00 in cash and \$1,000.00 in trade-out. At the time it was a means of getting the \$1,000.00 cash.

18.) With unending administrative problems between San Diego and Tijuana, and such as the complete lack of a copywriter, poor production man, and the cumbersome method of delivery service, it was decided that the present production man be replaced with an individual who would actually hold the title of Production Director. This would free Russ Barnett for news and news alone, and in a

sense, this new man would be a type of Office Manager who could make many trips back and forth and handle the myriad of details which have of necessity fallen upon Barnett.

19.) Station was billboarding two football games which were of virtually no importance and were bad selections for billboard coverage. This point was covered along with the practice of giving backward scores (California 14 -- Notre Dame 20) on newscasts. Muhlstein and Barnett prefer to use their own score cards during football season rather than those provided.

20.) In November it was noticed that two P.I.'s ran back to back. This was a result of poor board operation.

21.) Phrasing of billboarding was generally lack-lustre. Rather than saying, "This is XTRA NEWS following reports that two Los Angeles newspapers are suspending publication," it was pointed out that more dramatic wordage could have been employed in the coverage of this story, "Following minute by minute the closing of two Los Angeles newspapers" or "Where in a very few minutes you'll hear the latest developments in the shutting down of two Los Angeles newspapers."

22.) It was noted that several newsmen are not reading with enough feeling and sense of understanding.

23.) A series of news intros will be constructed around the time of early-day Los Angeles. This is the "yesterday" and "today" approach but on a strictly local basis with accent on romantic, colorful items. These will be written from early-day Los Angeles through various eras, including the birth of the motion picture industry.

24.) At this meeting, announcement was made that very shortly we would go to a ten-minute newscast format.

25.) The need for celebrity station breaks was discussed but it was decided that there's not an awful lot we can do to obtain the type of station breaks that we need since we do not have L.A. recording facilities nor personnel in L. A. to cover studios, etc. It was shelved for the time being.

26.) Dave Muhlstein will investigate the merit of the idea of newsgrams in L. A. restaurants, particularly those frequented by agency people. I will send him a sample of one if I can find one.

27.) It was agreed that the weekly feature "Newsmaker of the Week" would be discontinued because of lack of response and the similarity of this feature to those on pop music stations.

28.) We never have subscribed to Reuters news service. Russ Barnett will pursue this once more. During our last attempt, we found that Reuters was not particularly interested in servicing us. They would rather restrict their clients to printed media.

January 13, 1962

29.) It was noticed that the station was only running one tourist NCSA per hour, that being on the hour. The removal of the NCSA on the half hour was attributed to the fact that the announcements were getting stale from constant repetition. Barnett was instructed to inform the newsmen that we would pay \$1.00 per spot submitted which was acceptable for recording. Additional spots will be written by those responsible for production.

I've discussed your objection to the ten-minute format with GBM but he wants to go ahead.

Somehow, I will make allowance for 16 availabilities in traffic time but only 14 during other times.

Please advise me what hours you wish specified as "traffic time" in L. A. and I will proceed.

Don Keyes

ya

Dave Muhlstein

Jan January 13, 1962

cc: Gordon McLendon

Don Keyes

I've discussed your objections to the ten-minute format with GBM but he wants to go ahead. His anyway.

Somehow, I will make allowance for 16 availabilities in traffic time but only 14 during other times. erted sales effort directed at their long-time advertisers? Switch from newspaper to
Please advise me what hours you wish specified as "traffic time" in L. A. and I will proceed.

Don Keyes

Don Keyes

ys
ys

X-TRA NEWS Los Angeles

TO: Don Keyes

DATE: January 16, 1962

FROM: Dave Muhlstein

SUBJECT: January 13, 1962

cc: Gordon McLendon

Traffic times for X-TRA are 6 - 9 am and 3:30 - 7 pm.

Don Keyes

Since you are on the scene you are probably way ahead of me on this thought, but here 'tis anyway.

Since the Examiner and Mirror are folding, wouldn't right now be an excellent time for a concerted sales effort directed at their long-time advertisers? Switch from newspaper to newsradio, etc?

Don Keyes

ys

In view of the above, Dave strongly urges that all future supplementary salary checks be listed or drawn as talent fee for some designation other than salary. This not only is proper, but the company does not have to pay taxes on it. Dorothy, please advise.

Another 3.) Also, Dorothy, Lic. Lebrija advises increasing the station capitalization because of tax situation in Mexico. The higher the capitalization in ratio to profits, the lower the taxes. This will be a long-term investment. (news)

Dave reports that according to Sr. Trevino, who was present at the Union settlement, Lic. Lebrija handled the meeting beautifully. A matter which the only reason he took the trouble to go to El Paso and settle this personally was because of his friendship with Lic. Lebrija. Lebrija will send bill for "Cancun Report". This should be in the vicinity of \$15,000.00 to \$18,000.00 per week.

X.P.B. X-TRA NEWS Los Angeles

TO: Don Keyes

DATE: January 16, 1962

FROM: Dave Muhlstein

SUBJECT:

Traffic times for X-TRA are 6 - 9 am and 3:30 - 7 pm.

DM/rd

Dux

In view of the above, Dave strongly urges that all future supplementary salary checks be listed or drawn as talent A moral or some designation other than salary. This not written in contract. If the company does well next year, announcers will be raised to \$2.00 Dorothy, please advise.

Another 3.) Also, Dorothy, Lic. Lebrija advises increasing be exchanged -- Station capitalization because of tax situation in Mexico. The higher the capitalization in ratio to profits, the lower the taxes. ers will be designated as "news reporters" ("news announcers").

Dave reports that according to Sr. Trevino, who was present at the Union settlement, Lic Lebrija handled the meeting beautifully. A matter which that the only reason he took the trouble to go to Tijuana and settle this personally was because of his friendship with Lic. Lebrija. Lebrija will send bill for Camacho's "trouble". This should be in the vicinity of \$10,000.00 to \$15,000.00 pesos.

- 2 -

SECRET AND CONFIDENTIAL

As you know, Union contracts are good for two years. There had not been a new contract agreement since 1959 which was extended for one year.

Gordon McLendon

February 14, 1962

The following items are included in the contract:

cc: B. R. McLendon, Dorothy Manning, Don Keyes

a.) Three Mexican announcers were raised from Yolanda Salas to \$1.93 an hour. (They asked for \$2.31).

b.) Lewall's salary was not raised. He gets \$2.31
Dave Muhlstein called me with the following information:
was not raised either.

1.) At this time, it would cost \$2800.00 USCy to get rid of Lewall. were raised from \$50.33 to \$60.00 week.

2.) Massey, one of our newsmen, was fired by Russ Barnett for incompetence. Massey went to the Mexican Union and showed them a letter by Russ which dismissed him. Massey also showed the Union a Texas Triangle check stub. Result: No legal problem but it is possible that the Labor Department from Mexico City might come up for an investigation. This, of course, is something the owners of the station do not want. (an't necessarily have to be an employee of XETRA) is limited to It would cost about \$400.00 USCy to pay Massey off.

g.) In case of death of one of the announcers, the (Dave called a day later--Massey was paid \$350.00 by Sr. Trevino. This problem was settled before the Mexican Labor Board).

h.) Savings fund was increased from 3% to 4%.

In view of the above, Dave strongly urges that all future supplementary salary checks be listed or drawn as talent

A moral or some designation other than salary. This not written in contract. If the company does well next year, announcers will be raised to \$2.00 Dorothy, please advise.

Another 3.) Also, Dorothy, Lic. Lebrija advises increasing Station capitalization because of tax situation in Mexico. The higher the capitalization in ratio to profits, the lower the taxes. Americans will be designated as "news reporters" ("news announcers").

Dave reports that according to Sr. Trevino, who was present at the Union settlement, Lic. Lebrija handled the meeting beautifully. A matter which that the only reason he took the trouble to go to Tijuana and settle this personally was because of his friendship with Lic. Lebrija. Lebrija will send bill for Camacho's "trouble". This should be in the vicinity of \$10,000.00 to \$15,000.00 pesos.

The workers wanted the station to pay for their Social Security. Lebrija spoke up and said he was one of the Directors of Social Security and that the company would be run by the company. You don't want this. The workers agreed.

The following items are included in the contract:

a.) Three Mexican announcers were raised from \$1.43 to \$1.93 an hour. (They asked for \$2.31).

b.) Lewall's salary was not raised. He gets \$2.31 per hour. Juan's (I believe he's a "helper") salary was not raised either.

c.) Two "helpers" were raised from \$50.33 to \$60.00 week.

d.) They were given their birthdays as an added holiday. This give them eight days per year.

e.) They were given one more day vacation which gives them 16 week days with one to five years seniority, and 21 week days with over five years.

f.) The Union delegate (who doesn't necessarily have to be an exmployee of XETRA) is limited to 12 days off per year.

g.) In case of death of one of the announcers, the station pays the family of the deceased \$4,000.00 pesos.

h.) Savings fund was increased from 3% to 4%.
(They had asked for 5%).

A moral compromise was made between Lebrija and Camacho. This not written in contract. If the company does well next year, announcers will be raised to \$2.00 per hour.

Another item not written in contract but instead letters will be exchanged -- Station agrees to give Union \$20.00 per month for their magazine.

American announcers will be disignated as "news reporters" ("news announcers").

According to Sr. Trevino, Sr. Camacho made it very clear to everyone that the only reason he took the trouble to go to Tijuana and settle this personally was because of his friendship with Lic. Lebrija. Lebrija will send bill for Camacho's "trouble". This should be in the vicinity of \$10,000.00 to \$15,000.00 pesos.

The workers wanted the station to pay for their Social Security. Lebrija spoke up and said he was one of the Directors of Social Security and that the workers shouldn't want the company to pay this. "Social security belongs to the workers; when the company pays for this, then it belongs to the company and will be run by the company. You don't want this." The workers agreed.

Another thing Lebrija told the workers when they kept asking for as much money as the American announcers... "You train your sons and let them make this kind of money. You are not trained to do this work -- train your sons for jobs like these."

Sr. Trevino was very favorably impressed with Lic. Lebrija's way of handling the meeting.

Lebrija suggests that token raises be given to:

The Major (now making \$136.05 wk)
Pepe Marques (now making \$195.08 wk)
Josefina (now making \$245.57 mo)

Yolanda Salas

-/ys

MEMORANDUM

TO: ALL X-TRA NEWS NEWSMEN

FROM: RUSS BARNETT

DATE: FEBRUARY 22, 1962

The following notes pertain to the ten-minute format and will explain some details not evident in the 'clock face' diagram or in the instructions on "Format Procedure".

PROMO TIME -- The shaded areas on the 'clock face' diagram between the two grouped commercials represent time devoted to promotional material. Though not indicated due to a problem of space, 'weather' and the 'time check' will be included there as well. The time actually allocated for 'promos', 'station i.d.'s', etc, is 20 seconds. This is a flexible area. One time it may be a simple station break running six seconds, another time it may be a promo running 20 seconds. Your log will indicate specifically which item is to be used there at any given time.

TIME -- All times noted on the "Format Procedure" instructions are approximate and can vary a few seconds.

TIME CHECK -- Always give the time as specified even if you are over 30 seconds off. Hourly tone will be at beginning of GMT news intro tape as before.

MISCELLANEOUS -- News intros will be held to 12 to 15 seconds.

Your headlines and 'live intro' are estimated at 8 seconds.

Weather is estimated at ten seconds, time check at 5 seconds.

Be sure you understand what is required in the writing of the teaser before the Center Commercial and the nature of the material to be used for same.

Be sure you understand what is required in the writing of headlines.

CENTER COMMERCIAL -- The inclusion of this item allows us to present a ten-minute format without sacrificing one of our present 16 availabilities. During those times where we do not have commercials, you will simply

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 1 (ten minute format)

proceed through the newscast eliminating the appropriate items which precede the various commercials. To wit, the "live intro", the "teaser" and the "weather teaser". The "live intro" will be adapted to read approximately like so, "This is _____ reporting X-TRA NEWS, and here are the stories behind these headlines." Then you will go directly into the headlines and proceed through the newscast.

TIME	CODE	ITEM
00:00:00	R	News Intro - Greenwich Mean Time
00:00:12	L	(Three headlines followed by "live intro # 1")
00:00:22	R	Commercial
00:00:22	L	Newscast - 1st portion) Russ Barnett
00:04:10	R	Center-Commercial, preceded by "time check" and "teaser"
00:05:10	L	Newscast 2nd portion -- opening item should be one "teased" previously
00:06:23	R	Commercial
00:09:23	L	Weather
00:09:25	R	Phone, station i.d., etc.
00:09:34	L	Time -- "X-TRA NEWS 10:00 minutes past _____ o'clock."

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 1 (ten minute format)

NEWSCAST # 1 -- From 00:00:00 to 00:10:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:00:00	R	News Intro - Greenwich Mean Time
00:00:12	L	{ Three headlines followed by "live intro # 1 " }
00:00:22	R	Commercial
00:01:22	L	Newscast (1st portion)
00:04:30	R	Center Commercial, preceded by "time check" and "teaser".
00:05:30	L	Newscast (2nd portion -- opening item should be one "teased" previously.)
00:08:25	R	Commercial
00:09:25	L	Weather
00:09:35	R	Promo, station i. d., etc.
00:09:55	L	Time -- <u>"XTRA NEWS time, 10 minutes past o'clock."</u>

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 1 (ten minute format)

NEWSCAST # 1 -- From 00:00:00 to 00:10:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:00:00	R	News Intro - Greenwich Mean Time
00:00:12	L	{ Three headlines followed by "live intro # 1 " }
00:00:22	R	Commercial
00:01:22	L	Newscast (1st portion)
00:04:30	R	Center Commercial, preceded by "time check" and "teaser".
00:05:30	L	Newscast (2nd portion -- opening item should be one "teased" previously.)
00:08:25	R	Commercial
00:09:25	L	Weather
00:09:35	R	Promo, station i. d., etc.
00:09:55	L	Time -- <u>"XTRA NEWS time, 10 minutes past o'clock."</u>

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 2 (Ten Minute Format)

NEWSCAST # 2 -- from 00:10:00 to 00:20:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:10:00	R	News intro - "Foreign Language"
00:10:12	L	(3 headlines followed by "live intro # 2")
00:10:22	R	Commercial
00:11:22	L	Newscast (1st Portion)
00:14:30	R	Lee Tower I.D. (preceded by "time check" and "teaser")
00:14:45	L	Newscast (2nd portion -- opening item should be one "teased" previously)
00:18:25	R	Commercial
00:19:25	L	Weather
00:19:35	R	Promo, station i.d., etc.
00:19:55	L	<u>Time - "XTRA NEWS Pacific Standard Time, 20 minutes past...o'clock"</u>

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 3 (ten minute format)

NEWSCAST # 3 -- From 00:20:00 to 00:30:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:20:00	R	News Intro - "Distance"
00:20:12	L	(3 headlines followed by "live" intro # 3)
00:20:22	R	Commercial
00:21:22	L	Newscast (1st portion)
00:24:30	R	Commercial, preceded by "time check" and "teaser"
00:25:30	L	Newscast (2nd portion -- opening item should be one "teased" previously)
00:28:15	R	Commercial
00:29:15	L	Weather
00:29:25	R	Tijuana Break & Tourist NCSA
00:29:55	L	Time -- <u>"Los Angeles time at at XTRA NEWS, exactly thirty."</u>

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST #4 (Ten Minute format)

NEWSCAST # 4 -- from 00:30:00 to 00:40:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:30:00	R	News Intro - "Big Hand at 30"
00:30:12	L	(3 headlines followed by "live intro # 4)
00:30:22	R	Commercial
00:31:22	L	Newscast (1st portion)
00:34:30	R	Commercial, preceded by "time check" and "teaser"
00:35:30	L	Newscast (2nd portion -- opening item should be one "teased" previously)
00:38:25	R	Commercial
00:39:25	L	Weather
00:39:35	R	Promo, Station i.d., etc.
00:39:55	R	<u>Time- "X-TRA NEWS Time,</u> <u>20 minutes before ... o'clock"</u>

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 5 (1 minute format)

NEWSCAST # 5 -- From 00:40:00 to 00:50:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:40:00	R	News Intro "Foreign Airline Stewardess"
00:40:12	L	(3 headlines followed by "live intro # 5")
00:40:22	R	Commercial
00:41:22	L	Newscast (1st portion)
00:44:30	R	Guest Editorial preceded by "time check"
		(<u>Intro and close will be included on same tape</u>)
00:45:30	L	Newscast (2nd portion)
00:48:25	R	Commercial
00:49:25	L	Weather
00:49:35	R	Promo, station i.d., etc.
00:49:55	L	Time -- " <u>Los Angeles Time at X-TRA NEWS, 10 minutes before</u>
		<u>..... o'clock</u> "

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 6 (ten minute format)

NEWSCAST # 6 -- From 00:50:00 to 00:00:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:50:00	R	News Intro -- "N-E-W-S"
00:50:12	L	(3 headlines followed by "live intro # 6")
00:50:22	R	Commercial
00:51:22	L	Newscast (1st portion)
00:54:30	R	Commercial, preceded by "time check" and "teaser"
00:55:30	L	Newscast (2nd portion -- opening item should be one "teased" previously)
00:58:15	R	Commercial
00:59:15	L	Weather
00:59:25	R	Tijuana Break & Tourist NCSA
00:59:05	L	Time -- <u>"At the X-TRA NEWS harmonic tone, the correct Pacific Standard Time will be exactly AM/PM"</u>

In short, I think the happy medium has been reached. Further details will follow on small points in format, handling, etc.

Marlin Hamlin

February 23, 1962

cc: Dave Muhlstein, Russ Barnett

Don Keyes

Dave Muhlstein and I have conferred on your duties and while you probably have assumed many of an administrative nature, you are also responsible for the following of a decidedly creative nature. You probably are aware of this already, but I thought I'd jot it down for the records.

Note that 16 availabilities have been retained not including the Lee Tower NEWS INTROS -- Keep searching for new ideas for an individual intro or a series.

PROMOS -- Read periodicals, library research, newspapers, trade journals, keeping your mind open for thoughts of a new, fresh individual promo or a series. grouped around time check, promos, station ids are located on the hour, at 10, 20, 30, 40 and 50 past the hour. I refer to

STATION I. D.'s -- Keep them changing every few weeks. Make sure the new ones say something and are not just words. To guide your thinking in this, please read "Reality and Advertising" by Rosser Reeves, paying particular attention to the definition of a "U.S.P". Once you understand it, you will have a clearer picture of what is a good station i.d. and what isn't.

Exceptions are newscast # 2 which carries the Lee Tower I. D. and LIVE MATERIAL -- Matters of format now read live by newsmen.

MISCELLANEOUS

I am always available for consultation on any of these matters.

Note that 40 1/2 minutes of actual news is broadcast. This amounts to 66 2/3% of the entire hour which isn't bad. It's far more than the original format allowed, but not as much as the present 15-minute format. However, the life that the station will assume is Don Keyes sacrifice.

Some newscasts vary in length due to the brevity of the Lee Tower I. D., the inclusion of the Tijuana I. D., etc.

Newscast # 1 -- 6 1/2 minutes of news
Newscast # 2 -- 7 1/4 minutes of news
Newscast # 3 -- 6 1/4 minutes of news
Newscast # 4 -- 6 1/2 minutes of news
Newscast # 5 -- 7 1/2 minutes of news
Newscast # 6 -- 6 1/4 minutes of news

In short, I think the happy medium has been reached. Further details will follow on small points in format, handling, etc.

Dave Muhlstein

February 23, 1962

cc: Russ Barnett

Don Keyes

Attached is a copy of my "clock face" diagram representing the ten-minute format.

Note that 16 availabilities have been retained not including the Lee Tower I.D. which is naturally logged as commercial. So actually, you have 17 avails.

CLUSTERS

Two commercials grouped around time check, promos, station ids are located on the hour, at 10, 20, 30, 40 and 50 past the hour. I refer to them as clusters although they are actually contained within separate newscasts.

CENTER SPOTS

One commercial located in the center (4 1/2 minutes deep) of each newscast. Exceptions are newscast # 2 which carries the Lee Tower I.D. and newscast # 5 which carries the Guest Editorial.

MISCELLANEOUS

Note that 40 1/2 minutes of actual news is broadcast. This amounts to 66 2/3% of the entire hour which isn't bad. It's far more than the original format allowed, but not as much as the present 15-minute format. However, the life that the station will assume is worth some sacrifice.

Some newscasts vary in length due to the brevity of the Lee Tower I.D., the inclusion of the Tijuana I.D., etc.

Newscast # 1 -- 6 1/2 minutes of news
Newscast # 2 -- 7 1/4 minutes of news
Newscast # 3 -- 6 1/4 minutes of news
Newscast # 4 -- 6 1/2 minutes of news
Newscast # 5 -- 7 1/2 minutes of news
Newscast # 6 -- 6 1/4 minutes of news

MEMORANDUM

In short, I think the happy medium has been reached. Further details will follow on small points in format, handling, etc.

DATE: FEBRUARY 22, 1962

The following notes pertain to the ten-minute format and will explain some details not evident in the "clock face" diagram or in the instructions on "Format Procedure".

PROMO TIME -- The shaded areas on the "Don Keyes face" diagram between the two grouped commercials represent time devoted to promotional material. Though not indicated due to a problem of space, "weather" and the "time check" will be included there as well. The time actually allocated for "promos", "station i.d.'s", etc., is 20 seconds. This is a flexible area. One time it may be a simple station break running 30 seconds, another time it may be a promo running 20 seconds. Your log will indicate specifically which item is to be used there at any given time.

TIME -- All times noted on the "Format Procedure" instructions are approximate and can vary a few seconds.

TIME CHECK -- Always give the time as specified even if you are over 30 seconds off. Hourly tone will be at beginning of GMT news intro tape as before.

MISCELLANEOUS -- News intros will be held to 12 to 15 seconds.

Your headlines and "live intro" are estimated at 8 seconds.

Weather is estimated at ten seconds, time check at 5 seconds.

Be sure you understand what is required in the writing of the teaser before the Center Commercial and the nature of the material to be used for same.

Be sure you understand what is required in the writing of headlines.

CENTER COMMERCIAL -- The inclusion of this item allows us to present a ten-minute format without sacrificing one of our present 16 availabilities. During those times where we do not have commercials, you will simply

MEMORANDUM

TO: ALL X-TRA NEWS NEWSMEN

FROM: RUSS BARNETT

DATE: FEBRUARY 22, 1962

The following notes pertain to the ten-minute format and will explain some details not evident in the "clock face" diagram or in the instructions on "Format Procedure".

PROMO TIME -- The shaded areas on the "clock face" diagram between the two grouped commercials represent time devoted to promotional material. Though not indicated due to a problem of space, "weather" and the "time check" will be included there as well. The time actually allocated for "promos", "station i.d.'s", etc., is 20 seconds. This is a flexible area. One time it may be a simple station break running six seconds, another time it may be a promo running 20 seconds. Your log will indicate specifically which item is to be used there at any given time.

TIME -- All times noted on the "Format Procedure" instructions are approximate and can vary a few seconds.

TIME CHECK -- Always give the time as specified even if you are over 30 seconds off. Hourly tone will be at beginning of GMT news intro tape as before.

MISCELLANEOUS -- News intros will be held to 12 to 15 seconds.

Your headlines and 'live intro' are estimated at 8 seconds.

Weather is estimated at ten seconds, time check at 5 seconds.

Be sure you understand what is required in the writing of the teaser before the Center Commercial and the nature of the material to be used for same.

Be sure you understand what is required in the writing of headlines.

CENTER COMMERCIAL -- The inclusion of this item allows us to present a ten-minute format without sacrificing one of our present 16 availabilities. During those times where we do not have commercials, you will simply

proceed through the newscast eliminating the appropriate items which precede the various commercials. To wit, the "live intro", the "teaser" and the "weather teaser". The "live intro" will be adapted to read approximately like so, "This is _____ reporting X-TRA NEWS, and here are the stories behind those headlines." Then you will go directly into the headlines and proceed through the newscast.

Russ Barnett

XTRA
mg

In short, I think the happy medium has been reached. Further details will follow on small points in format, handling, etc.

Russ Barnett

February 23, 1962

cc: Dave Muhlstein, Marlin Hamlin

Don Keyes

Attached is a copy of my "clock face" diagram representing the 60-minute hour. Please inform LaVerne that since we only have four promo availabilities per hour, (those on the half hour and hour are taken up with the Mexican Tourist NCSA) these four should be split between "Station I.D.s X-TRA NEWS" and Promos. In other words, two station i.ds. should be logged per hour, and the other two avails should contain promos.

It will be Hamlin's duty to see to it that we have one or more series of promos on at all times and to inform LaVerne of their names, etc.

Two commercials grouped around time chart, previous, should be located on the hour, at 10, 20, 30, 40 and 50 past the hour. These are spots although they are usually contained within separate newscasts.

CENTER SPOTS

Don Keyes

One commercial located in the center (4 1/2 minutes deep) of each newscast. Exceptions are newscast #2 which carries the Lee Tower I.D. and newscast #5 which carries the Guest Editorial.

MISCELLANEOUS

Note that 40 1/2 minutes of actual news is broadcast. This amounts to 66 2/3% of the entire hour which isn't bad. It's far more than the original format allowed, but not as much as the present 15-minute format. However, the life that the station will assume is worth some sacrifice.

Some newscasts vary in length due to the brevity of the Lee Tower I.D., the inclusion of the Tijuana I.D., etc.

Newscast #1 -- 6 1/2 minutes of news
Newscast #2 -- 7 1/4 minutes of news
Newscast #3 -- 6 1/4 minutes of news
Newscast #4 -- 6 1/2 minutes of news
Newscast #5 -- 7 1/2 minutes of news
Newscast #6 -- 6 1/4 minutes of news

C
O
P
Y

In short, I think the happy medium has been reached. Further details will follow on small points in format, handling, etc.

Dave Muhlstein

February 23, 1962

cc: Russ Barnett

Don Keyes

Attached is a copy of my "clock face" diagram representing the ten-minute format.

Note that 16 availabilities have been retained not including the Lee Tower I.D. which is naturally logged as commercial. So actually, you have 17 avails.

CLUSTERS.

Two commercials grouped around time check, promos, station ids are located on the hour, at 10, 20, 30, 40 and 50 past the hour. I refer to them as clusters although they are actually contained within separate newscasts.

CENTER SPOTS

One commercial located in the center (4 1/2 minutes deep) of each newscast. Exceptions are newscast # 2 which carries the Lee Tower I.D. and newscast # 5 which carries the Guest Editorial.

MISCELLANEOUS

Note that 40 1/2 minutes of actual news is broadcast. This amounts to 66 2/3% of the entire hour which isn't bad. It's far more than the original format allowed, but not as much as the present 15-minute format. However, the life that the station will assume is worth some sacrifice.

Some newscasts vary in length due to the brevity of the Lee Tower I.D., the inclusion of the Tijuana I.D., etc.

- Newscast # 1 -- 6 1/2 minutes of news
- Newscast # 2 -- 7 1/4 minutes of news
- Newscast # 3 -- 6 1/4 minutes of news
- Newscast # 4 -- 6 1/2 minutes of news
- Newscast # 5 -- 7 1/2 minutes of news
- Newscast # 6 -- 6 1/4 minutes of news

MEMORANDUM

- 2 -

In short, I think the happy medium has been reached. Further details will follow on small points in format, handling, etc.

FROM: RUSS SAWYER

SUBJECT: FORMAT WITHIN THE NEWSCAST

DATE: FEBRUARY 11, 1952

In order to give the station a more distinct, clear sound, the following items shall become policy and will be adhered to by all newscasters. You'll find that they are actually very simple and will give you no trouble.

Don Keyes

HEADLINES: Immediately following the News Intro (tape) you will open with three headlines. Don Keyes will determine what stories are deserving of this attention. They will naturally change during the course of a shift. Headlines must be brief, dramatic and must tell the story. They are not to be written as teasers of headlines. To wit, after the News Intro, you might come in with....

Enclosure - 1

"Ereza hits Florida"

"Canadian Ernie Kovacs is Dead"

"New Five in Hollywood Hills"

LIVE INTROS: After a very slight pause you will go to the "live intro" specified for that newscast. Be especially careful to use the specified intro for your particular newscast. They all say the same thing but are written differently to avoid too much "sameness" in the over-all sound. In order, they are:

Live Intro # 1 -- "This is _____
I'll have the full stories in a moment."

Live Intro # 2 -- "Reporting for X-TRA
NEWS, _____ Complete details
in a moment."

Live Intro # 3 -- "Your XTRA NEWS reporter,
_____ I'll have full details in a
moment."

Live Intro # 4 -- "_____ speaking. In
a moment, the complete stories."

Live Intro # 5 -- "This is _____"

COPY

PB

MEMORANDUM

Prog.

TO: ALL X-TRA NEWS NEWSMEN

FROM: RUSS BARNETT

SUBJECT: FORMAT WITHIN THE NEWSCAST

DATE: FEBRUARY 27, 1962

In order to give the station a more distinct, alert sound, the following items shall become policy and will be adhered to by all newscasters. You'll find that they are actually very simple and will give you no trouble.

HEADLINES: Immediately following the News Intro (tape) you will open with three headlines. Shift Editors will determine what stories are deserving of this attention. They will naturally change during the course of a shift. Headlines must be brief, dramatic and must tell the story. They are not to be written as teasers of headlines. To wit, after the News Intro, you might come in with.....

"Freeze hits Florida"

"Comedian Ernie Kovacs is Dead"

"New Fires in Hollywood Hills"

LIVE INTROS : After a very slight pause you will go to the "live intro" specified for that newscast. Be especially careful to use the specified intro for your particular newscast. They all say the same thing but are written differently to avoid too much "sameness" in the over-all sound. In order, they are:

Live Intro # 1 -- "This is _____,
I'll have the full stories in a moment."

Live Intro # 2 -- "Reporting for X-TRA
NEWS, _____. Complete details
in a moment."

Live Intro # 3 -- "Your XTRA NEWS reporter,
_____. I'll have full details in a
moment."

Live Intro # 4 -- "_____ speaking. In
a moment, the complete stories."

Live Intro # 5 -- "This is _____"

reporting X-TRA NEWS. In a moment, the last story and just before the full details on those headlines."

Live Intro # 6 -- "This is
Stand by for the complete stories."

Headlines will also be required preceding each story throughout the newscast with the "teaser" story the only exception.

At this point, cue your board operator for the commercial. The numbering system used for these "live intros" is correlated to the numbers of the newscast. The procedure to follow when there is no commercial logged is outlined in another directive.

TIME CHECK: Note that the Format Instructions call for a "time check" just before the "teaser" and "center commercial." When you finish your last news story before the "center commercial", deliver the following time check:

"X-TRA NEWS Time (hit chime) _____
minutes past/before _____ o'clock."

The time check will always be included regardless of the presence or absence of a "center commercial". Then.....

TEASER: This is something we've never done before. Something that will add warmth and occasional intrigue to our presentation. It is actually a headline that is written to provoke interest in the upcoming story. For this requirement, your best source will be "kickers" or at least different and unusual stories, perhaps from our daily clippings. Your leads into the "teaser" will be:

"In a moment, the story of....."
"In one minute, a story about....."
"In 60 seconds, you'll hear about....."

If, for example, you have selected a story about a lady who found \$10,000.00 in cash in an old mattress, your "teaser" might be written in this manner --
"In a moment, the story of... a restless night on a lumpy mattress." It's provocative....it makes the listener wonder, "What the hell??" and he will stay tuned to hear it.

Or if your story concerns President Kennedy falling into his pool, your "teaser" might read -- "In 60 seconds you'll hear about.... a report from Washington that indicates the President is all wet!"

After the "center commercial", go directly to the "teaser" story. No headline is required for this story. Then, proceed with the remainder of the newscast. You will not include the "teaser" when there is no center commercial or in Newscast # 5 where we have the "Guest Editorial".

WEATHER TEASER : At the end of your newscast, after the last story and just before the commercial, simply say....

"Next item, X-TRA NEWS Weather"

Then, go directly to the last commercial. After the commercial, come back with.....

"X-TRA NEWS Weather for Greater Los Angeles....(give forecast ending with present temperature as we are now doing).."

That's it. You are now through the newscast itself. After the promo or station i. d., you come back and read the time check. At a future time, we will resolve the matter of who does the time check.

Russ Barnett

123
X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 1 (ten minute format)

NEWSCAST # 1 -- From 00:00:00 to 00:10:00

TIME	CODE	ITEM
00:00:00	R	News Intro - Greenwich Mean Time
00:00:12	L	{ Three headlines followed by "live intro # 1 " }
00:00:22	R	Commercial
00:01:22	L	News cast (1st portion)
00:04:30	R	Center Commercial, preceded by "time check" and "teaser".
00:05:30	L	News cast (2nd portion -- opening item should be one "teased" previously.)
00:08:25	R	Commercial
00:09:25	L	Weather
00:09:35	R	Promo, station i. d., etc.
00:09:55	L	Time -- "XTRA NEWS time, 10 minutes past o'clock."

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 2 (Ten Minute Format)

NEWSCAST # 2 -- from 00:10:00 to 00:20:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:10:00	R	News intro - "Foreign Language"
00:10:12	L	(3 headlines followed by "live intro # 2")
00:10:22	R	Commercial
00:11:22	L	Newscast (1st Portion)
00:14:30	R	Lee Tower I. D. (preceded by "time check" and "teaser")
00:14:45	L	Newscast (2nd portion -- opening item should be one 'teased' previously)
00:18:25	R	Commercial
00:19:25	L	Weather
00:19:35	R	Promo, station i. d., etc.
00:19:55	L	Time - <u>"XTRA NEWS Pacific Standard Time, 20 minutes past... o'clock"</u>

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 3 (ten minute format)

NEWSCAST # 3 -- From 00:20:00 to 00:30:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:20:00	R	News Intro - "Distance"
00:20:12	L	{ 3 headlines followed by "live" intro # 3" }
00:20:22	R	Commercial
00:21:22	L	Newscast (1st portion)
00:24:30	R	Commercial, preceded by "time check" and "teaser"
00:25:30	L	Newscast (2nd portion -- opening item should be one "teased" previously)
00:28:15	R	Commercial
00:29:15	L	Weather
00:29:25	R	Tijuana Break & Tourist NCSA
00:29:55	L	Time -- <u>"Los Angeles time at XTRA NEWS, exactly thirty."</u>

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST #4 (Ten Minute format)

NEWSCAST # 4 -- from 00:30:00 to 00:40:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:30:00	R	News Intro - "Big Hand at 30"
00:30:12	L	(3 headlines followed by "live intro # 4)
00:30:22	R	Commercial
00:31:22	L	Newscast (1st portion)
00:34:30	R	Commercial, preceded by "time check" and "teaser"
00:35:30	L	Newscast (2nd portion -- opening item should be one "teased" previously)
00:38:25	R	Commercial
00:39:25	L	Weather
00:39:35	R	Promo, Station i.d., etc.
00:39:55	R	Time- <u>"X-TRA NEWS Time,</u> <u>20 minutes before ... o'clock"</u>

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 5 (ten minute format)

NEWSCAST # 5 -- From 00:40:00 to 00:50:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:40:00	R	News Intro "Foreign Airline Stewardess"
00:40:12	L	{ 3 headlines followed by "live intro # 5" }
00:40:22	R	Commercial
00:41:22	L	Newscast { 1st portion }
00:44:30	R	Guest Editorial preceded by "time check" (<u>Intro and close will be included on same tape</u>)
00:45:30	L	Newscast { 2nd portion }
00:48:25	R	Commercial
00:49:25	L	Weather
00:49:35	R	Promo, station i.d., etc.
00:49:55	L	Time -- " <u>Los Angeles Time at X-TRA NEWS, 10 minutes before</u> <u>.....o'clock</u> "

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 6 (ten minute format)

NEWSCAST # 6 -- From 00:50:00 to 00:00:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:50:00	R	News Intro -- "N-E-W-S"
00:50:12	L	{ 3 headlines followed by "live intro # 6" }
00:50:22	R	Commercial
00:51:22	L	Newscast (1st portion)
00:54:30	R	Commercial, preceded by "time check" and "teaser"
00:55:30	L	Newscast (2nd portion -- opening item should be one "teased" previously)
00:58:15	R	Commercial
00:59:15	L	Weather
00:59:25	R	Tijuana Break & Tourist NCSA
00:59:05	L	Time -- <u>"At the X-TRA NEWS harmonic tone, the correct Pacific Standard Time will be exactly AM/PM"</u>

Key Copy

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 1 (Ten Minute Format)

NEWSCAST # 1 -- From 00:00:00 to 00:10:00

1' 2"
3' 8"

2' 55"

1' 0"

6' 13" news

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:00:00	R	News Intro - Greenwich Mean Time
00:00:12	L	(Three headlines followed by "live intro # 1")
00:00:22	R	Commercial
00:01:22	L	News (1st portion)
00:04:30	R	Center Commercial, preceded by "time check" and "teaser".
00:05:30	L	News (2nd portion -- opening item should be one "teased" previously.)
00:08:25	R	Commercial
00:09:25	L	Weather
00:09:35	R	Promo, station i. d., etc.
00:09:55	L	Time -- "XTRA NEWS time, 10 minutes past o'clock."

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 2 (Ten Minute Format)

NEWSCAST # 2 -- from 00:10:00 to 00:20:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:10:00	R	News intro - "Foreign Language"
00:10:12	L	{ 3 headlines followed by "live intro # 2" }
00:10:22	R	Commercial
00:11:22	L	News cast (1st Portion)
00:14:30	R	Lee Tower I. D. (preceded by "time check" and "teaser")
00:14:45	L	News cast (2nd portion -- opening item should be one "teased" previously)
00:18:25	R	Commercial
00:19:25	L	Weather
00:19:35	R	Promo, station i. d., etc.
00:19:55	L	Time - <u>"XTRA NEWS Pacific Standard Time, 20 minutes past... o'clock"</u>

6:58" news
7:08"

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 3 (ten minute format)

NEWSCAST # 3 -- From 00:20:00 to 00:30:00

	<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
	00:20:00	R	News Intro - "Distance"
10"	00:20:12	L	(3 headlines followed by "live" intro # 3)
	00:20:22	R	Commercial
3'08"	00:21:22	L	Newscast (1st portion)
	00:24:30	R	Commercial, preceded by "time check" and "teaser"
2'45"	00:25:30	L	Newscast (2nd portion -- opening item should be one "teased" previously)
	00:28:15	R	Commercial
10"	00:29:15	L	Weather
	00:29:25	R	Tijuana Break & Tourist NCSA
	00:29:55	L	Time -- <u>"Los Angeles time at XTRA NEWS, exactly thirty."</u>

6'03" news

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST #4 (Ten Minute format)

NEWSCAST # 4 -- from 00:30:00 to 00:40:00

	<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
	00:30:00	R	News Intro - "Big Hand at 30"
10"	00:30:12	L	(3 headlines followed by "live intro # 4)
	00:30:22	R	Commercial
3'08"	00:31:22	L	Newscast (1st portion)
	00:34:30	R	Commercial, preceded by "time check" and "teaser"
2'55"	00:35:30	L	Newscast (2nd portion -- opening item should be one "teased" previously)
	00:38:25	R	Commercial
10"	00:39:25	L	Weather
	00:39:35	R	Promo, Station i.d., etc.
	00:39:55	R	Time- <u>"X-TRA NEWS Time,</u> <u>20 minutes before ... o'clock"</u>

6'23" news

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 5 (ten minute format)

NEWSCAST # 5 -- From 00:40:00 to 00:50:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:40:00	R	News Intro "Foreign Airline Stewardess"
10" 00:40:12	L	{ 3 headlines followed by "live intro # 5" }
00:40:22	R	Commercial
4:08 00:41:22	L	News cast (1st portion)
00:44:30	R	Guest Editorial preceded by "time check" (<u>Intro and close will be included on same tape</u>)
7'03" 00:45:30	L	News cast (2nd portion)
00:48:25	R	Commercial
10" 00:49:25	L	Weather
00:49:35	R	Promo, station i.d., etc.
00:49:55	L	Time -- " <u>Los Angeles Time at X-TRA NEWS, 10 minutes before</u> <u>.....o'clock</u> "

7'23" news

X-TRA NEWS FORMAT PROCEDURE -- NEWSCAST # 6 (ten minute format)

NEWSCAST # 6 -- From 00:50:00 to 00:00:00

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
00:50:00	R	News Intro -- "N-E-W-S"
10" 00:50:12	L	(3 headlines followed by "live intro # 6")
00:50:22	R	Commercial
3'08" 00:51:22	L	Newscast (1st portion)
00:54:30	R	Commercial, preceded by "time check" and "teaser"
2'45" 00:55:30	L	Newscast (2nd portion -- opening item should be one "teased" previously)
00:58:15	R	Commercial
10" 00:59:15	L	Weather
00:59:25	R	Tijuana Break & Tourist NCSA
00:59:05	L	Time -- "At the X-TRA NEWS harmonic tone, the correct Pacific Standard Time will be exactly AM/PM"

6'03" news

P.B.
MEMORANDUM

TO: ALL X-TRA NEWS NEWSMEN
FROM: RUSS BARNETT
DATE: FEBRUARY 28, 1962

Some time ago, it was resolved that our format is lacking in color and excitement. In attempting to devote more time to actual news, we have gone a bit too far and the station tends to sound dull.

Effective immediately, the format is being revised to the happy medium of ten minute newscasts. The attached information explains most facets of this change. Study it carefully and ask me questions about it anytime.

I think this will serve as a hypodermic stimulant to our over-all sound and that the expected benefits will follow.

Russ Barnett

P.B. ✓

MEMORANDUM

TO: ALL X-TRA NEWS NEWSMEN

FROM: RUSS BARNETT

DATE: FEBRUARY 28, 1962

SUBJECT: REVISION

Some time ago, it was resolved that our format is lacking in color and excitement. In attempting to devote more time to actual news, we have gone a bit too far and the station tends to sound dull.

Effective immediately, the format is being revised to the happy medium of ten minute newscasts. The attached information explains most facets of this change. Study it carefully and ask me questions about it anytime.

I think this will serve as a hypodermic stimulant to our over-all sound and that the expected benefits will follow.

Russ Barnett

M E M O R A N D U M

TO: ALL X-TRA NEWS NEWSMEN
FROM: RUSS BARNETT
SUBJECT: REVISION
DATE: FEBRUARY 28, 1962

The portion of the instructions pertaining to the 10 minute format as regards the time check and teaser before the Center Commercial has been revised. The new procedure of events will be, in this order:

1. teaser
2. time check
3. commercial

This method will result in smoother board operation, utilizing the gong as a cue.

Russ Barnett

MEMORANDUM

FOREIGN AIRLINE STEWARDESSES

NEWS INTRO

XTRA NEWS

Dave Muhlstein

February 28, 1962

cc: Russ Barnett

XTRA NEWS POLICY BOOK

FROM: RUSS BARNETT

Don Keyes

DATE: FEBRUARY 28, 1962

Control: (Recip engine start, fade for stewardess)

Russ, LaVerne and I got on the phone today and discussed the triple spot situation prevailing from 9:00 to Midnight. "Station I. D. X-NEWS" as opposed to "Station I. D. Lee Tower") and are to be logged (tape cartridge) alternating We feel we have resolved it by double spotting around the Center Commercial in Newscasts 1, 2, 3, 4, and 6, giving us 5 avails, and by deleting the guest editorial in favor of a double spot bringing the total to 7 new avails.

"This is X-TRA NEWS... X-TRA... the

From 9 to 10 last night you had 23 spots, seven over the 16 avail limit which can be accommodated in the above manner. The same situation existed between 10 and 11. "This is X-TRA NEWS... X-TRA... the

all-news station where you receive the addition-

Preference will be given to 30-second spots in this situation.

five minutes. "Daily via X-TRA NEWS...

Russ and LaVerne are working out the details. Feel free to present these knotty problems to us at anytime.

"This is X-TRA NEWS... X-TRA... where

you hear a new, fresh newscast every ten

minutes."

DCK:lr

NOTE:

"This is X-TRA NEWS... X-TRA... where

you are never more than sixty seconds from

the big news of the moment."

"This is X-TRA NEWS... X-TRA... the all-news station where you hear news in depth, not just headlines."

"This is X-TRA NEWS... X-TRA... the all-news station, unique in all the world."

"This is X-TRA NEWS... X-TRA... the all-news station, the only one of its kind in the whole world."

"This is X-TRA NEWS... X-TRA... where you can tune in and hear the latest news any minute of the day or night."

C

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M E M O R A N D U M

FOREIGN AIRLINE STEWARDESS NEWS INTRO XTRA NEWS

TO: X-TRA NEWS POLICY BOOK

Annex 1: "XTRA NEWS circles the globe"
FROM: RUSS BARNETT

DATE: FEBRUARY 28, 1962

Control: (Recip engine start, fade for stewardess

voice track, fade for....)

The following I. D. 's are to be logged as "Station I. D. X-NEWS" as opposed to "Station I. D. Lee Tower ") and are to be logged (tape cartridge) alternating with promos, in the space provided which is indicated on the directive "X-TRA NEWS Format Procedure."the world grows smaller, News

"This is X-TRA NEWS...X-TRA...the all-news station."

Annex 2:

"This is X-TRA NEWS...X-TRA...the all-news station where you receive the additional service of an accurate time check every five minutes."ntly via XTRA NEWS...."

"This is X-TRA NEWS....X-TRA....where you hear a new, fresh newscast every ten minutes."

NOTE:

"This is X-TRA NEWS....X-TRA....where you are never more than sixty seconds from the big news of the moment."

"This is X-TRA NEWS....X-TRA....the all-news station where you hear news in depth, not just headlines."

"This is X-TRA NEWS....X-TRA...the all-news station, unique in all the world."

"This is X-TRA NEWS....X-TRA....the all-news station, the only one of its kind in the whole world."

"This is X-TRA NEWS....X-TRA....where you can tune in and hear the latest news any minute of the day or night."

MEMORANDUM

FOREIGN AIRLINE STEWARDESS

NEWS INTRO

XTRA NEWS

TO: Multicasts X-TRA NEWS POLICY BOARD

Annex 1: "XTRA NEWS circles the globe"

FROM: Russ Barrett

DATE: FEBRUARY 23, 1962

Control: (Recip engine start, fade for stewardess

voice track, fade for....)

The following L.D. is to be used as "Station L.D. X-NEWS" as opposed to "Station L.D. Lee Tower" and are to be logged (tape cartridge) alternating with promo, in the space provided which is indicated on the directive "X-TRA NEWS Format Procedures".

Annex 1: "As the world grows smaller, News

comes closer..." X-TRA...the all-news station.

The newsmen will give the anchor, the time check and as will come out commercial. It will seem to "This is X-TRA NEWS... X-TRA... the I don't think the average will call news station where you receive the additional ask it up by using a station, at service of an accurate time check every second like 2 spots for the same five minutes."

Annex 2: "News of all the world is reported to you

constantly via XTRA NEWS...."

Why don't you... This is X-TRA NEWS... X-TRA... where you get together and talk about it. If you hear a new, fresh newscast every five minutes."

NOTE: (Some 70-odd voice tracks are available for you are never more than sixty seconds from the big news of the moment. insert)

"This is X-TRA NEWS... X-TRA... the all-news station where you hear news in depth, not just headlines."

"This is X-TRA NEWS... X-TRA... the all-news station, unique in all the world."

"This is X-TRA NEWS... X-TRA... the all-news station, the only one of its kind in the whole world."

"This is X-TRA NEWS... X-TRA... where you can tune in and hear the latest news any minute of the day or night."

MEMORANDUM

MEMORANDUM

TO: Muhlstein X-TRA NEWS POLICY BOOK 28, 1962

FROM: RUSS BARNETT NEWS NEWSMEN

DATE: FEBRUARY 28, 1962

SUBJECT: REVISION

Regarding our telephone conversation of yesterday on the subject of the following I.D.'s are to be logged as "Station I.D. X-NEWS" as opposed to "Station I.D. Lee Tower") and are to be logged (tape cartridge) alternating with promos, in the space provided which is indicated on the directive "X-TRA NEWS Format Procedure." gram, it seems to me we could put these in the Center Commercial position and not bother to treat them as a double spot at all. "This is X-TRA NEWS... X-TRA... the all-news station."

The newsmen will give the teaser, the time check and on will come the commercial. It will seem to me that I don't think the average listener will notice all-news station where you receive the addition-break it up by using a station service of an accurate time check every sound like 2 spots for the same amount of time. Back, hence, boresome?

Why don't you instead of X-TRA NEWS... X-TRA... where you get together and talk about it. If you hear a new, fresh news cast every five minutes.

DCK: method will result in smoother board operation, utilizing the gang as a cue.

"This is X-TRA NEWS.... X-TRA.... where you are never more than sixty seconds from the big news of the moment."

"This is X-TRA NEWS.... X-TRA.... the all-news station where you hear news in depth, not just headlines."

"This is X-TRA NEWS.... X-TRA... the all-news station, unique in all the world."

"This is X-TRA NEWS.... X-TRA.... the all-news station, the only one of its kind in the whole world."

"This is X-TRA NEWS.... X-TRA.... where you can tune in and hear the latest news any minute of the day or night."

prog.

MEMORANDUM

Dave Muhlstein

February 28, 1962

TO: ALL X-TRA NEWS NEWSMEN

Don Keyes RUSS BARNETT

SUBJECT: REVISION

Regarding our telephone conversation of yesterday on the subject of Thriftmart spots and the other chain store account that uses spots longer than 60 seconds...

Looking at the clock face diagram, it seems to me we could put these in the Center Commercial position and not bother to treat them as a double spot at all. portion of the instructions pertaining to the 10 minute format

as regards the time check and teaser before the Center Commercial. The newsman will give the teaser, the time check and on will come the commercial. It will seem to sound longer if you're listening closely but I don't think the average listener will notice it. As a matter of fact, if we attempted to break it up by using a station break in the middle of it, wouldn't it tend to sound like 2 spots for the same account back to back, hence, boresome?

2. time check

Why don't you instruct Marlin to do this, at least until we can get together and talk about it. If we don't like it, we can do something else.

DCK:lr method will result in smoother board operation, utilizing the gong as a cue.

Russ Barnett

C
O
P
Y

173
MEMORANDUM

TO: ALL X-TRA NEWS NEWSMEN
FROM: RUSS BARNETT
SUBJECT: REVISION
DATE: FEBRUARY 28, 1962

The portion of the instructions pertaining to the 10 minute format as regards the time check and teaser before the Center Commercial has been revised. The new procedure of events will be, in this order:

1. teaser
2. time check
3. commercial

This method will result in smoother board operation, utilizing the gong as a cue.

Russ Barnett

prog.

X-TRA NEWS Los Angeles

TO: Dave Muhlstein
cc: Russ Barnett

DATE: March 1, 1962

FROM: Dave Muhlstein
Don Keyes

SUBJECT:

Don:

Russ, LaVerne and I got on the phone today and discussed the triple spot situation prevailing from 9:00 to Midnight.

We feel we have resolved it by double spotting around the Center Commercial in Newscasts 1, 2, 3, 4, and 6, giving us 5 avails, and by deleting the guest editorial in favor of a double spot bringing the total to 7 new avails.

From 9 to 10 last night you had 23 spots, seven over the 16 avail limit which can be accommodated in the above manner. The same situation existed between 10 and 11.

Preference will be given to 30-second spots in this situation.

Russ and LaVerne are working out the details. Feel free to present these knotty problems to us at anytime.

DCK:lr

With a maximum of only slightly more than two and one-half minutes available in each segment of news, it is apparent we will drastically curtail details and depth. This brings up a vital question: Are we providing a service for those who want more news than is now available elsewhere, or are we shooting at the same people who are satisfied with the extent of Top 40 newscasts? It seems to me our present format contains some concessions to both groups, while the proposed format will eliminate that portion of our audience seeking more depth.

3. LENGTH OF TUNE-IN

Again, our present format guarantees a longer tune-in. The very nature of the proposed format calls for repetition of headlines and top stories every ten minutes. I am satisfied the majority of our present listeners, even though they do not always stay with us for the entire period, feel that they start hearing the same news after one hour.

R.P.B.

X-TRA NEWS Los Angeles

TO: Don Keyes
cc/ Gordon McLendon

DATE: March 1, 1962

FROM: Dave Muhlstein

SUBJECT:

Don:

I have given much study to the proposed ten minute format and would like to make these observations:

1. LENGTH OF TIME ALLOTTED FOR NEWS

Your memo states this is 40 1/2 minutes per hour. However, your procedure chart allows a maximum of only 36 minutes. Actually, with musical curtains around each spot this should be reduced further to a maximum of 35 minutes.

This does not take into account two long-term schedules of 12 and 13 spots per day of one and one-half minutes in length, reducing some news times further still.

2. CONTENT OF NEWSCASTS

With a maximum of only slightly more than two and one-half minutes available in each segment of news, it is apparent we will drastically curtail details and depth. This brings up a vital question: Are we providing a service for those who want more news than is now available elsewhere, or are we shooting at the same people who are satisfied with the extent of Top 40 newscasts? It seems to me our present format contains some concessions to both groups, while the proposed format will eliminate that portion of our audience seeking more depth.

3. LENGTH OF TUNE-IN

Again, our present format guarantees a longer tune-in. The very nature of the proposed format calls for repetition of headlines and top stories every ten minutes. I am satisfied the majority of our present listeners, even though they do not always stay with us for the entire period, feel that they start hearing the same news after one hour.

X-TRA NEWS Los Angeles

TO: Don Keyes, Page 2

DATE: March 1, 1962

FROM:

SUBJECT:

4. COMMERCIAL FLEXIBILITY

Our present format allows a minimum of five minutes of news in each segment. Thus, occasionally when we need room for another 30-second or 10-second commercial, we are able to triple spot without much difficulty. Under the proposed format, we would be running the risk of our commercial break equaling or exceeding the amount of time devoted to news. (By the way, we do not gain an availability from your handling of the Lee Tower I.D. since we already are treating it as a promotion I.D. and not as a commercial.)

5. PRESENT COMMERCIAL COMMITMENTS

A. Folger's Coffee:

This was sold as though the client had a 15-minute newscast. Folger's is paying \$60.00 per day. The schedule expires March 16th, with the possibility of more business on the same basis.

B. SAC Accounts:

As you know, we are triple spotting these between 9 and midnight each night. It seems to me if you double spot as you have suggested, you will run the risk outlined above under commercial flexibility.

These are my main criticisms of the ten minute format. There is no doubt the proposed format should greatly enhance the pace of the station, but I wonder if the same thing cannot be accomplished with modifications or additions to the present format without sacrificing commercial flexibility and the amount of time actually spent on news.

Whatever we do, I'm with you one hundred per cent.

DJM/rd

prog.

Gordon McLendon

March 21, 1962

cc: Bill Dunagan

cc: Don Keyes

Don Keyes

COPY

Bill Dunagan has come up with what I feel is one helluva ad line for X-TRA. He'll be able to explain the billboard more fully, but essentially, it is built around the familiar question "WHAT IN THE WORLD IS GOING ON??"

Find out right now thru X-TRA News. However, it couldn't be done" has indeed been done many times. The idea previously noted "What in the world is going on" might somehow be adapted for this.

GBM

GBM:us

1/16
Dave Muhlstein

cc: Don Keyes

April 3, 1962

cc: Don Keyes

Gordon McLendon

This morning I discussed with Russ the various format changes suggested Dave, with reference to your letter of March 30th. I question point Re yours of March 28th, on the X-TRA NEWS anniversary. I agree that it might be a good idea to use some of this space for our anniversary advertising and particularly if we can get transmitter support on promotional spots - which I certainly don't see why they wouldn't do.

However, I don't care for the approach too much. "They say it couldn't be done" has indeed been done many times. The idea previously noted "What in the world is going on" might somehow be adapted for this.

GBM

GBM:us

6.) Yes, I feel that the use of the headline would detract from the teaser promo and, therefore, we have eliminated all headlines except the first three which open each newscast.

7.) I was very pleasantly surprised to read your comments about Stan Seane's reception in L. A. It is indeed remarkable when you stop to contemplate that the station is in Los Angeles.

8.) Your idea about promos built upon topical items are not somewhat pertinent. The example you gave has to do with

1/2
Dave Muhlstein
cc: Don Keyes

April 3, 1962

Gordon McLendon

This morning I discussed with Russ the various format changes suggested Dave, with reference to your letter of March 30th, I question point four. It seems to me that instead of "maps", letters on such subject might well be sent to the advertiser with no connection to X-TRA NEWS. I simply hate to have X-TRA associated in any way with per inquiry advertising.

1.) Each man will use his own name to open and close this newscast. I agree with you on your suggestion for "live" letters.

GBM

2.) Each man will close his newscast with a promo line for the following newscast including the name of the following newscast.

GBM:us

3.) The Mexican NCSA's will remain on their present schedule of 2 per hour. I think you notice them more now on because you listen more intently and for longer periods of time.

I agree with virtually everything he says with the exception of the elimination of the 4.) Russ reports that sports scores are now being given in the manner you suggested. It is minute detail.

Russ was 5.) You will note by the preceding memo for the 15-minute from his newscast that I have agreed with one of your suggestions about commercial placement; that being the double-spot in the middle of the newscast. Yes, I do think we would tend to clutter up the quarter hour breaks if we double-spotted toward the end of the newscast. What with a single spot at the beginning of the following newscast, the whole procedure would sound awfully commercial with very little news.

Don Keyes

6.) Yes, I feel that the use of the headline would detract from the teaser promo and, therefore, we have eliminated all headlines except the first three which open each newscast.

7.) I was very pleasantly surprised to read your comments about Stan Evans' reception in L. A. It is indeed remarkable when you stop to contemplate that the station cannot be heard in Los Angeles.

8.) Your idea about promos built upon topical items has me somewhat perplexed. The example you gave has to do with

XTRA
Prog

"This is Stan Evans. One of the top stories of the moment is the Billie Sol Estes scandal in Texas. I'll be bringing you complete details....." This is not Dave Muhlstein. This is billboarding July 24, 1962. I don't think you explained your idea fully enough because I don't understand it.

Don Keyes

I think our promos should not be built around topical. This morning I discussed with Russ the various format changes suggested by your memo, his memo, and my own thoughts. With a topical flavor to them would not stand out and call attention. For the record, the following was resolved. You'll recognize many of these points from your own suggestions. colorful as we have tried to make them in the past.

- 1.) Each man will use his own name to open and close this newscast, free with you on your suggestion for "live intro" utilizing the expression "As I see it, these are
- 2.) Each man will close his newscast with a promo line for the following newscast including the name of the following newsmen.

- 3.) The Mexican NCSA's will remain on their present schedule of 2 per hour. I think you notice them more because you listen more intently and for longer periods of time.

I agree with virtually everything he says with the exception of the elimination of the first 4.) Russ reports that sports scores are now being given in the manner you suggested. I am sure you have a win in the manner you suggested. it in minute detail.

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Don Keyes

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"This is Stan Evans. One of the top stories of the moment is the Billie Sol Estes scandal in Texas. I'll be bringing you complete details....." This is not

Dave M. a promo. This is billboarding and it is my understanding that we have been billboarding all along. I don't think you explained your idea fully enough because I don't understand it.

Don Keyes

I think our promos should not be built around topical items because, actually, the entire station is topical by its very nature. Therefore, promos with a topical flavor to them would not stand out and call attention to the unique service offered by X-TRA NEWS. I think these promos should be imaginative and colorful as we have tried to make them in the past.

1.) Each man will use his own name to open and close
9.) I do not agree with you on your suggestion for "live intro" utilizing the expression "As I see it, these are the top stories of the moment." Can you imagine what this announcement would do to Logan Stewart's ego?
following newsmen.

3.) The Mexican NCSA's will remain on their present schedule of 2 per hour. I think you notice them more
Now on to Russ's suggestions. re intently and for longer periods of time.

I agree with virtually everything he says with the exception of the elimination of the first three headlines which I have mentioned previously. I am sure you have a copy of this so I won't go into it in minute detail.

Russ was so shocked to hear of your misfortune and you'll quite likely be hearing from him shortly. I have agreed with one of your suggestions

about commercial placement; that being the double-spot
Needless to say, the girls at the "El Baron" are in a lateral flap!
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Don Keyes

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XTRA
prog

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Dave Muhlstein July 24, 1962

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I don't think you explained your idea fully enough because I don't understand it.

Don Keyes

This morning I discussed with Russ the various format changes suggested by your memo, his memo, and my own thoughts.

For the record, the following was resolved. You'll recognize many of these points from your own suggestions.

1.) Each man will use his own name to open and close his newscast.

2.) Each man will close his newscast with a promo line for the following newscast including the name of the following newsman.

3.) The Mexican NCSA's will remain on their present schedule of 2 per hour. I think you notice them more because you listen more intently and for longer periods of time.

4.) Russ reports that sports scores are now being given in the manner you suggested.

5.) You will note by the preceding memo for the 15-minute newscast that I have agreed with one of your suggestions about commercial placement; that being the double-spot in the middle of the newscast. Yes, I do think we would tend to clutter up the quarter hour breaks if we double-spotted toward the end of the newscast. What with a single spot at the beginning of the following newscast, the whole procedure would sound awfully commercial with very little news.

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X-TRA NEWS Los Angeles

TO: Don Keyes
FROM: Dave Stewart
SUBJECT: FORMAT CHANGE

"This is Stan Evans. One of the top stories of the moment is the Billie Sol Estes scandal in Texas. I'll be bringing you complete details...." This is not a promo. This is billboarding and it is my understanding that we have been billboarding all along. I don't think you explained your idea fully enough because I don't understand it.

I think our promos should not be built around topical items because, actually, the entire station is topical by its very nature. Therefore, promos with a topical flavor to them would not stand out and call attention to the unique service offered by X-TRA NEWS. I think promos should be imaginative and colorful as we have tried to make them in the past.

- 9.) I do not agree with you on your suggestion for "live intro" utilizing the expression "As I see it, these are the top stories of the moment." Can you imagine what this announcement would do to Logan Stewart's ego?

"This is Stan Evans . . . next X-TRA News up-coming . . . Logan Stewart reports on (here would go a provocative headline on a feature story in Logan's newscast, not his lead story. This story would be given after Logan's middle break.

Now on to Russ' suggestions.

I agree with virtually everything he says with the exception of the elimination of the first three headlines which I have mentioned previously. I am sure you have a copy of this so I won't go into it in minute detail.

Russ was so shocked to hear of your misfortune and you'll quite likely be hearing from him shortly.

4. I would like for the sports scores to come at the same spot in Needless to say, the girls at the "El Baron" are in a lateral flap! we should give a complete rundown on all baseball scores at that time, giving final scores the minute they come in.

I have some questions concerning headlines and commercial breaks. It may be possible to drop the headlines altogether as suggested by Russ, with the exceptions he notes. However, it is possible that this is one of the programming gimmicks that we should retain for showmanship. If so, I would suggest the news intro starting at exactly on the hour or quarter hour, followed by headlines, then a commercial, then news. We can double-spot in the middle of the newscast as we once did, or we can put a commercial immediately before the intro to the next newscast. This would be the fourth commercial. The third commercial would be separated with the weather report and we would single-spot in the middle of the newscast. I would like your thoughts on whether or not we would tend to clutter up the quarter hours too much if we followed this.

Don Keyes

ys

File

X-TRA NEWS Los Angeles

TO: Don Keyes

DATE: July 21, 1962

FROM: Dave Muhlstein

SUBJECT: FORMAT CHANGE

Dear Don:

I told Gordon I hoped to make these changes by a week from Monday, if possible. There are certain features that I think we definitely should include. These would be:

1. Each man intro's with his own name and closes his newscast using his own name.
2. Each man closes with a promo for the up-coming newscast, including the name of the next man:

"This is Stan Evans . . . next X-TRA News up-coming . . . Logan Stewart reports on (here would go a provocative headline on a feature story in Logan's newscast, not his lead story. This story would be given after Logan's middle break. He will tease this story with the identical headline that Stan used, giving the next line just before the middle break.)."
3. I would like to try to get by with the Mexican tourist spots on only once an hour on the hour. Regardless of how many different spots we have, they tend to get to be "old hat" twice an hour.
4. I would like for the sports scores to come at the same spot in every newscast, possibly just before the weather promo. Also, we should give a complete rundown on all baseball scores at that time, giving final scores the minute they come in.

I have some questions concerning headlines and commercial breaks. It may be possible to drop the headlines altogether as is suggested by Russ, with the exceptions he notes. However, it is possible that this is one of the programming gimmicks that we should retain for showmanship. If so, I would suggest the news intro starting at exactly on the hour or quarter hour, followed by headlines, then a commercial, then news. We can double-spot in the middle of the newscast as we once did, or we can put a commercial immediately before the intro to the next newscast. This would be the fourth commercial. The third commercial would be separated with the weather report and we would single-spot in the middle of the newscast. I would like your thoughts on whether or not we would tend to clutter up the quarter hours too much if we followed this.

X-TRA NEWS Los Angeles

TO: Don Keyes

DATE: July 21, 1962

FROM: Dave Muhlstein

SUBJECT: FORMAT CHANGE, Page 2

I have another question. If we use headlines, would they detract from the teaser promo which closes out the previous man's newscast? I am sold completely on the idea of these teaser promos.

Don, I also think it extremely important that we use the newsmen's names as often as possible. First, it is a matter of morale for the men, but even more important it gives out station personality to an extent.

You might be interested to know that last Saturday I flew Stan Evans to Los Angeles to read the news at a shopping center convention. I think Stan was pleasantly surprised the night before at Frascati's Restaurant to find that many people in the restaurant knew who he was and where he worked, recognizing his name. The same thing held true the following day at the convention. I know I couldn't have been more pleased.

I have some ideas as far as promo's that need to be smoothed out. These would be first person promo's built around topical items. For example,

"This is Stan Evans. One of the top stories of the moment is the Billy Sol Estes scandal in Texas. I'll be bringing you complete details on this story as well as all the news here at 690 on your dial, X-TRA News."

Also, Don, perhaps you can come up with either a rejection or an extension of this idea for a headline presentation to each newscast:

"Logan Stewart reporting. As I see it, these are the top stories of the moment. Headlines . . . (give three headlines). I'll have full details for you in a moment."

Don, Gordon wants to heavily promote this as "news in depth." I wish we could come up with some other phrase that means perhaps the same thing. This particular phrase has been worked to death and is practically the slogan of KABC, the conversationalists.

I am forwarding with this a copy of Russ' memo on his ideas and will await both your memo and phone call.

Dave /rk

FIFTEEN MINUTE FORMAT

MEMORANDUM

00:00

NEWSCAST....INTRO "C" TC 21

RECEIVED

(approx

00:06-~~00:07~~)

DATE:

COMMERCIAL 1962
STATION ~~1962~~ *Promo*
(COMMERCIAL)

JUL 20 1962

RADIO X-TRA NEWS
By.....

(approx 00:13)

COMMERCIAL
STA BK

1.) ~~COMMERCIAL~~ *TEASER* -- As each
man ~~news~~ *news*cast, he identifies himself and

TIME CHECK

00:15

NEWSCAST....INTRO "C" TC 22 is teased
before the double-spot cluster (00:07:30) and is
given ETC. ~~diately~~ thereafter.

I SUGGEST LEAVING THE NEWS INTROS ON FOR COLOR.

LEE TOWER IDS AND TIJUANA IDS REMAIN IN SAME POSITIONS

EDITORIAL CAN TAKE THE PLACE OF THE MIDDLE COMMERCIAL (FIRST COMMERCIAL
IF THERE ARE TWO) IN THE FOURTH NEWSCAST. IT CAN BE DELETED IN
HEAVY COMMERCIAL PERIODS.

I SUGGEST WE ELIMINATE THE FIRST THREE HEADLINES WE NOW USE AND
USE HEADLINES ONLY ON IMPORTANT CONTINUITY CHANGES. *plus 1st story*

MARKET REPORTS ONCE IN EACH NEWS CAST WOULD GIVE US FOUR PER HOUR....
WE CAN INCREASE THIS TO TWICE PER ~~NEWS~~ DURING DRIVE PERIODS IF
YOU FEEL IT IS ADVISABLE.

COMPLETE BASEBALL SCORES IN EVERY NEWSCAST....WITH INNING BY INNING SCORES
AS THEY COME IN.

WE WILL HAVE A STANDARD POLICY REGARDING INCREASING THE NUMBER OF TIMES
AN IMPORTANT STORY OR "HOT-RUNNING" STORY IS USED IN EACH NEWSCAST.

FRANKLY, I THINK YOU WILL FIND FEWER ANNOUNCER AND BOARDMAN GOOFS ON
THIS FORMAT AND I'M SURE YOU WILL HAVE MUCH MORE RE-WRITE AND BETTER
EDITING. I'M FULLY IN FAVOR OF THE CHANGE.

ONE MORE POINT I'M SURE YOU ARE AWARE OF, LAVERNE WILL HAVE LESS TROUBLE
SEPARATING COMMERCIALS OF ~~THE~~ CONFLICTING SPONSORS.

M E M O R A N D U M

TO: X-TRA NEWS POLICY BOOK

DATE: JULY 24, 1962

Note that the basic procedure for the 15-minute newscast is almost identical with the 10-minute format with the following exceptions.

1.) Name Credits and Billboard Teaser -- As each man finishes his newscast, he identifies himself and announces the name of the next newscaster and the feature story he will be using. This story is teased before the double-spot cluster (00:07:30) and is given immediately thereafter.

Hamlin should write several variations but a sample would be "This is Stan Evans...next X-TRA NEWS up-coming... Logan Stewart reports on....(feature story headline)."

Note again that this story is not any of the lead headlines but is saved for the middle of the newscast.

2.) Headlines will be eliminated except for the three that open each newscast.

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

<u>TIME</u>	<u>CODE</u>	<u>ITEM</u>
TO:		X-TRA NEWS POLICY BOOK

00:00:00	R	News Intro (Tape)
00:00:12	L	(Three headlines followed by "live intro ")

Note that the basic procedure for the 15-minute newscast is almost identical with the 10-minute format with the following exceptions.

00:07:30	R	1.) Name Credits and Billboard Teaser -- As each man finishes his newscast, he identifies himself and announces the name of the next newscaster and the feature story he will be using. This story is teased before the double-spot cluster (00:07:30) and is given immediately thereafter.
00:08:30	R	
00:08:40	R	
00:09:40	L	

Hamlin should write several variations but a sample would be "This is Stan Evans...next

00:13:15	R	X-TRA NEWS up-coming... Logan Stewart reports on.... (feature story headline).
----------	---	--

00:14:15	R	Note again that this story is not any of the lead headlines but is saved for the middle of the newscast.
00:14:25	R	
00:14:35	R	
00:14:55	L	

2.) Headlines will be eliminated except for the three that open each newscast.

C
O
P
Y