

068

all ending

NEWS: Promos

TREGOFF - FINCH Sentence Promo # 1 (KLIF/KILT)

2PM
News

Keyes:

"The lengthy, bitter Finch-Tregoff testimony has ended. After two hung juries, both Dr. Finch and Carole Tregoff have been found guilty of murder in the death of Mrs. Finch. This Monday, the jury will decide whether the pair shall die in the gas chamber or spend their lives in prison. This is Don Keyes, and I'll be reporting to KLIF/KILT from the Press Bench in the Los Angeles County Courthouse, Monday morning. As soon as the sentence is announced, I'll flash it immediately to KLIF News. Be listening this Monday morning."

#

KEYES:

"This is Don Keyes. On Monday morning, I'll be KLIF/KILT's special correspondent reporting the Finch-Tregoff sentence from the Los Angeles County Courthouse. Twice, the juries have become hung but the third time, the verdict was guilty. And now the sentencing awaits Dr. Finch and his receptionist-mistress, Carole Tregoff. For first news first, be sure you're tuned to KLIF/KILT Monday morning when I'll be talking to you from Los Angeles."

#

TREGOFF - FINCH Sentence Promo # 3 (KLIF/KILT)

KEYES:

"Dr. Bernard Finch and his mistress Carole Tregoff have waited the long months from November, 1959, until this coming Monday, to learn their fates. Both have been found guilty of murder in the death of Finch's wife, Barbara. Under California law, the jury pronounces sentence. Will it be death in the gas chamber or life in prison? This is Don Keyes and I'll be in the Los Angeles Courtroom Monday to bring you that sentence instantly over KLIF/KILT. You'll hear it first on KLIF Monday morning."

#

TREGOFF - FINCH Sentence Promo # 4 (KLIF/KILT)

KEYES:

"Not since the Caryl Chessman execution has the nation been so very aware of a murder trial. This time, it's the Finch-Tregoff trial in Los Angeles. Both have been found guilty of murder in varying degrees and of conspiracy to commit murder. The latter crime can result in the death sentence for both Dr. Finch and his mistress, Carole Tregoff. This is Don Keyes and I'll be reporting the sentence from the Los Angeles County Courthouse direct to KLIF/KILT listeners this Monday morning. You'll hear it ahead of the wire services and all other news media, over KLIF/KILT Monday morning."

#

TREGOFF - FINCH Sentence Promo # 2 (KLIF/KILT)
TREGOFF - FINCH Sentence Promo # 1 (KLIF/KILT)

KLIF
NEWS

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KEYES:

"Not since the Caryl Chessman execution has the nation been so very aware of a murder trial. This time, it's the Finch-Tregoff trial in Los Angeles. Both have been found guilty of murder in varying degrees and of conspiracy to commit murder. The latter crime can result in the death sentence for both Dr. Finch and his mistress, Carole Tregoff. This is Don Keyes and I'll be reporting the sentence from the Los Angeles County Courthouse direct to KLIF/KILT listeners this Monday morning. You'll hear it ahead of the wire services and all other news media, over KLIF/KILT Monday morning."

#

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News

BK.
"Factors"

MEMORANDUM

TO: ALL MANAGER

3/5/62

FROM: Gordon McLendon

I would like you all to start working on this immediately.

Gordon McLendon

GBM:as
encl.
cc: Don Keyes

of the spacious Newcomb home south of Purcellville in
Ill Newcomb, 62, was found slain yesterday. His house-
th Boley, was critically slashed.—Star Staff Photo.

EASTERN'S WMAL BROADCASTS TO KEEP PASSENGERS ADVISED

A new radio service designed to help keep airline passengers advised on weather and other conditions which could affect their flight plans is being started here today.

Eastern Air Lines will start broadcasts over The Star Station WMAL (630 KC) at 6, 7 and 8 a.m., 10, 11 p.m., and midnight and on every even hour throughout the day.

Similar service will start in New York and in Boston.

Each "Flight Facts" broadcast will take about 60 seconds and will report current flying weather, air traffic and any other conditions which might affect operation of air service.

An Eastern spokesman said "as has happened many times this winter, passengers with or without reservations begin phoning for flight information as soon as fog sets in or snow starts falling. This often coincides with our own telephone attempts to notify passengers about flight cancellations or changes in departure schedules."

devices whose atmospheric or near-space effects American scientists wish to test before further development is possible.

A special task force has been preparing for Pacific Ocean testing for several months.

Russia exploded one nuclear weapon whose explosive strength was equivalent to 80 million tons of TNT or 80 megatons.

According to the analysis data from this shot, experts have concluded it was a relatively clean weapon which could have been made to 100-megatons if it had been wrapped with uranium.

INVESTORS

Continued From Page 1
late business in the public interest.

The regulation to be decided he went on, will prevent entry of obviously unqualified broker-dealers and so on. He pointed out that the regulations would cover character as well as experience.

To make sure that broker-dealers and their men are qualified, he said, the District Commission into a contract with the National Association of Securities Dealers to give separate examinations and

IRLINER

Is Worst

MEMORANDUM

KLIF NEWS

nye

TO: ALL KLIF NEWSMEN

FROM: DON KEYES

DATE: SEPTEMBER 8, 1961

Henceforth, let it be considered policy that "teaser" reports from Mobile News Units ("I am on my way to a shooting, stay tuned..", etc.) are not to be used unless the newsman is on his way to a really big story. A bomb scare, riot, large fire, and other stories of that nature will certainly fall in the category of big stories.

Don Keyes

ys

cc: Bill Morgan, Jack Sharp, Joe Long

Copy all

December 14, 1957

MEMORANDUM FOR THE DIRECTOR OF THE UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM

IS BY DONALD L. KEE

The Big Story -- that's what KLIIF newsmen are after -- and get --
reported the KLIIF accurately -- tops on the KLIIF crew of Professional
Management in Managing Editor David Muhlstein -- graduate of Stanford
University and the University of Missouri School of Journalism --

MEMORANDUM

KEEL

TO: Don Keyes
c.c. Gordon McLendon

DATE: May 15th, 1959

FROM: Harvey Tate

SUBJECT: News Teasers


not
news
1. once a week
2. traffic only
847-5717

Here's a "gimmick" I used today which I believe guarantees a loyal news audience for a particular newscast. Of course, this idea cannot be used too often and only on special occasions.

" " This is Harvey Tate in the KEEL News Terminal. Usually at this time, I tell you about one of the major stories coming up on the five oclock Expressway edition of KEEL news. Well, today, ~~this~~ this newscast is so check full of dynamic newsitems, that we simply cannot single ^(ONE) out, ~~one~~

suffice to say that the five oclock news will shock, inform and amuse you... ~~and present to you the best of the news~~

Don't miss the five oclock Expressway copy of the news

fifteen minutes from now. 
~~Hope you like it..~~

—Harvey

New ~~man~~ ^{for}
WAKY-7-12
Bobby
Newman
WAKY

Copy all

December 14, 1957

PROFESSIONAL NEWS UP AND UNDER

to be voiced by Ken Reed:

The Big Story -- that's what KLIF newsmen are after -- and get --
reported the KLIF accurately -- tops on the KLIF crew of Professional
newsman is Managing Editor David Muhlestein -- graduate of Stanford
University and the University of Missouri School of Journalism --
veteran newspaperman for the Roswell Daily Record, the El Paso Herald-
Post, formerly News Director at WNOE in New Orleans . . . winner of
two Associated Press Awards for outstanding journalistic achievements
David Muhlestein is but one of an entire staff of professional news reporters
that KLIF offers Dallas . . . another service of KLIF, first professional
news first . . .

WIRELESS EFFECT UP AND UNDER

to be voiced by Dave Muhlestein

For professional news reporting, you can depend on KLIF in D. U.S.
another of KLIF's professional news reporters is veteran newsmen
Ken Reed, graduate of Tulsa University, past News staffer of KVOO in
Tulsa, News Editor of WWVA in Wheeling and WIRW in Topeka. Ken Reed,
a highly-trained professional journalist, formerly correspondent for the
Voice of America . . . Ken Reed is another of KLIF's top staff of
professional reporters to whom news is a labor of love -- and companionship
KLIF, professional reporters for professional news reporting . . . American
First newspaper of the Air . . .

Promos.

December 14, 1957

NEWSPAPER PRESSES UP AND UNDER

1. To be voiced by Ken Reed:

The Big Story -- that's what KLIF newsmen are after -- and get -- reported for KLIF accurately -- tops on the KLIF crew of Professional journalists in Managing Editor David Muhlstein -- graduate of Stanford University and the University of Missouri School of Journalism ----- veteran newspaperman for the Roswell Daily Record, the El Paso Herald Post, formerly News Director at WNOE in New Orleans . . . winner of two associated Press Awards for outstanding journalistic achievements David Muhlstein is but one of an entire staff of professional news reporters that KLIF offers Dallas . . another service of KLIF, first professional news first

WIRELESS EFFECT UP AND UNDER

2. to be voiced by Dave Muhlstein

For professional news reporting, you can depend on KLIF in Dallas . . . another of KLIF's professional news reporters is veteran newsman Ken Reed, graduate of Tulsa University, past News staffer of KVOO in Tulsa, News Editor of WWVA in Wheeling and WIBW in Topeka. Ken Reed, a highly-trained professional journalist, formerly correspondent for the Voice of America Ken Reed is another of KLIF's top staff of professional reporters to whom news is a labor of love - - - and competence KLIF, professional reporters for professional news reporting - - - America's first newspaper of the Air

December 14, 1957

3. to be voiced by Lee Arthur

FILTER VOICE: This is police headquarters. Stan White there? We've a story for him.

When police headquarters asked for KLIF's Stan White with such confidence, they had a reason. Stan White is a veteran journalist, typical of the big KLIF staff. A journalism graduate of the University of Oklahoma, and post-graduate of North-Western, member of the NBC Presidential coverage staff, member of Stars and Stripes, Sports Editor of the Oklahoma Daily, and former correspondent of both UP and AP . . . this is Stan White, one of KLIF's big crew of professional news reporters . . . KLIF, Dallas' big powerful independent reporting professionally around the clock news. . . .

NEWS MACHINES IN BACKGROUND

4. to be voiced by Stan White

And so goes your 19th edition of KLIF news around the clock, Lee Arthur reporting.

END NEWS MACHINE

When you hear that voice, the voice of Lee Arthur, you're in tune with another of KLIF's big staff of highly skilled, professional newsmen. Like other KLIF reporters, Lee Arthur has had long journalistic experience, formerly publishing his own newspaper in the San Francisco Bay Area. A writer for aviation periodicals, KLIF's Lee Arthur has had professional reportorial experience in San Francisco, Savannah and Nashville before coming to KLIF. For news that's prepared, not just read, depend upon KLIF's professional news staff who prepare your independent and dependable daily newspaper of the air.

December 14, 1957

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KLIF AT THE OFFICE
FEB 21, 1956

PROMO #3

More and more people have a radio at work. And those radios are tuned to KLIF. Because Cliff's music and news entertains you and keeps you informed of what's going on in Dallas and around the world. Do you have a radio at your office? If not.. take one to work..and set it to KLIF. It's just good public relations!

KLIF AT THE OFFICE
FEB 21, 1956

PROMO #4

When you go to work every day are you completely cut off from the outside world? You needn't be. Not if you take a radio with you and keep that dial on KLIF. For KLIF NEWS keeps you up to the minute on all of the big events taking place in Dallas. And Cliff is entertaining, too. Try it - you'll buy it -- the idea of having a radio in your office.

KLIF AT THE OFFICE
FEB 21, 1956

PROMO #5

A good businessman keeps up with what's new. That's why
a good businessman keeps Cliff at his office. Do you?
KLIF keeps you posted all day long on business trends..
the stock market...news of vital interest to you. Keep
Cliff at your office...to keep up on what's new!

KLIF AT THE OFFICE
FEB 21, 1956

PROMO #6

Research has found that students study better with a radio.
So why not apply the same to your office? Take KLIF to work
with you every day. You'll find that the good music heard
each day on KLIF will tend to improve dispositions...cheer up
your fellow workers...and make for a better all around atmosphere.
And too, Cliff News keeps you posted on what's happening in
Dallas all day. So...get in the KLIF-at-work habit. You'll
like it!

KLIF AT WORK
FEB 21, 1956

PROMO #7

Don't be in the dark....just because you sit in an office all day long. Be up on things...by having KLIF at work. Take along a radio to your office...and keep that radio tuned to KLIF for the best working companion you ever had. Cliff lends an unobtrusive type of entertainment to your working hours with good music. And Cliff News keeps you up to date on what's happening in Dallas and in the world. Take Cliff to work with you... after all, all work and no play makes anyone a dull person.

NEWS PROMO
FEB 2-10, 1956

#1

In browsing through Cliff's Paper Clippings, we find
this rather baffling headline from a New York newspaper:
quote--"FATHER OF TEN SHOT--MISTAKEN FOR RABBIT." unquote.
But on KLIF RADIO NEWS .. you'll never hear such vague
news reporting. For Cliff News is Clear News..24 hours a day.

NEWS PROMO
FEB 2-10, 1956

#2

This news item from a Daily newspaper caught our attention. And we quote: "Refering to Mr. C. T. Williams, the magistrate said: "It's not everyone who has the courage to TICKLE an armed intruder".," -unquote. But such typographical errors are never heard on Cliff News! For Cliff News is accurate news .. reported in a clear-cut manner around the clock.

NEWS PROMO
FEB 2-10, 1956.

#3

Here's a rather amusing headline as found among the printed pages of The Chico, California Enterprise: quote-- "MRS. ROBERTSON IS HEAD OF COMMITTEE FOR CHEST DISPLAY." -unquote. However, on KLIF RADIO NEWS you'll never hear such misleading news reporting. For Cliff News is exacting news .. reported with clarity every hour on the hour.

NEWS PROMO
FEB 2-10, 1956

#4

Nebulous news reporting is never heard on Cliff Radio News! For instance..never on Cliff News will you hear such puzzling accounts as this one from the Washington Post. And we quote-- "Back from her wedding trip, Mrs. William Crawford Mundy is making her home in Washington with Mr. Mundy." unquote. No..such nebulous news reporting is never heard on CLIFF RADIO NEWS. For Cliff News is Clear News..reported hourly.

NEWS PROMO
FEB 2-10, 1956

#5

Out of Cliff's Paper Clippings comes this headline from
the Redondo Beach, California South Bay Daily Breeze:
and we quote-- "MANY ANTIQUES AT D.A.R. MEETING." -unquote.
But such vague news reporting is never heard on KLIF
RADIO NEWS. KLIF RADIO NEWS is easily understood..reported
with accuracy 24 hours a day. For KLIF RADIO NEWS is

explicit .. reported with clarity around the clock.

NEWS PROMO
FEB 2-10, 1956

#6

Discovered among the pages of the New York Times was this rather confusing news item: and we quote: "at the start of the race Yale went out in front, rowing at a terrific clip above 40. It had half a mile lead after the first quarter mile." - unquote. But such erroneous news reporting is never heard on CLIFF NEWS. For KLIF RADIO NEWS is explicit .. reported with clarity around the clock.

NEWS PROMO
FEB 2-10, 1956

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You never hear misprints on KLIF RADIO NEWS. For example, never will you hear on Cliff News such blunders as this headline item from the Springfield Leader-Press. quote-- "New ORLEANS POLICE WARM STRIP-TEASERS." -unquote. No... such erroneous news reporting as this is never heard on CLIF RADIO NEWS. For Cliff News is Clear News.. correctly reported night and day.

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NEWS PROMO
JAN 26-FEB 2, 1956

#1

Cliff News is CLEAR news! For instance, never will you hear typographical errors on Cliff News... such as this one that appeared in a Cleveland, Ohio newspaper. Quote:

"He had the privilege also of viewing a number of rare Egyptian tummies." Unquote.

Such a news reporting faux pas is never heard on Cliff news... for Cliff news is CLEAR news - 24 hours a day!

NEWS PROMO
JAN 26-FEB 2, 1956

#2

From Cliff's Paper Clippings we find this unusual newspaper report from the Philadelphia Record. Quote: "Wrap poison bottles in sandpaper and fasten with tape or a rubber band. If there are children in the house, lock them in a small metal box." Unquote. . . . But such ambiguous statements never occur on Cliff News. Cliff News is easy to understand. . . . reported clearly. . . . every hour on the hour.

Billboarding

NEWS PROMO
JAN 26-FEB 2, 1956

#3

An Illinois newspaper reported this news item. Quote: " A full charge of shot struck Mr. Cozard squarely in the back door of the henhouse." Unquote. But such vague news reporting is never heard on Cliff news. Cliff news is intelligible news... reported clearly and concisely around the clock.

Billboarding

NEWS PROMO
JAN 26-FEB 2, 1956

#4

Out of Cliff's Paper Clippings comes this humorous note printed in a Minnesota Newspaper. Quote: "Mr. and Mrs. Wally Burman of Sioux Falls have just arrived at their Lindau home where they will be HOUSEPESTS for several days." Unquote. But so much for the printed page. On KLIF RADIO NEWS... such typographical errors never occur. On Cliff News you get first news first... reported in a crystal-clear manner!

Billboard

NEWS PROMO
JAN 26-FEB 2, 1956

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Here is a rather perplexing news item we found among the printed pages of a Texas newspaper. Quote: "He had killed Nana once and she ignored it. To inexperienced perhaps to make anything of it." Unquote. But on KLIF RADIO NEWS you're never exposed to such bewildering news accounts. For Cliff News is Clear News 24 hours a day!

Billboard

NEWS PROMO
JAN 26-Feb 2, 1956

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Cliff's Paper Clippings unfold this amazing piece of news reporting
An item of local news in a Connecticut newspaper recently
intrigued our close inspection. To quote! "M.B. Lukes was
caught beneath the auto and taken to St. Josep's Hospital
with several fractured bones. The BONES were on their way
to Woonsocket to spend their ~~honey~~XXX holiday." Unquote.
But y'know...never do you hear such erroneo:is news reporting
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NEWS PROMO
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Philadelphia

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Cliff's Paper Clippings unfold this amazing piece of news reporting from a Colorado newspaper. To quote: "That hunting and fishing are good in Colorado is shown by the fact that of 100-thousand hunters out during the recent game season there were 80-thousand killed. This is a record that cannot be equalled in the United States." Unquote. But on KLIF RADIO NEWS you never hear such perplexing news reporting. For Cliff News is Clear News - quick - concise - ~~xxxx~~ reported hourly.

NEWS PROMO
Jan 3, 1956

#1

KLIF believes that Texans are interested in what's happening in Texas. That's why Cliff keeps on top of and stresses local and Texas news on its hourly newscasts around the clock. Texas news is what we

phatise on KLIF. KLIF has news every hour on the hour with our Mobile News Units covering the local scene, 24 hours a day.

Billboard

NEWS PROMO
JAN 3, 1956

#2

KLIF NEWS is presented in a clear, simple, concise manner
Dallasites want to know what's going on in Dallas .. for
and in Texas. So Dallas and Texas news is what we em-
phasize .. on KLIF. KLIF has news every hour on the hour
with our Mobile News Units covering the local scene, 24
hours a day.

KLIF NEWS

NEWS PROMO
Jan 3, 1956

#3

KLIF NEWS is presented in a clear, simple, concise manner
every hour on the hour. For local and Texas News .. for
national and international happenings.. you can't beat
Cliff's 5-minutes news on the hour!

Billboard

NEWS PROMO
JAN 3, 1956

#4

For busy Dallasites .. Cliff reports clear, concise
News every hour, on the hour: Five minutes covering
the top Dallas, Texas and worldwide stories with the
mobile News Units on hand to report from the scene of
any important local happening.

Billboarding

NEWS PROMOS
JAN 3, 1956

#5

Every minute of every day, Cliff News knows what's
going on in Dallas..in Texas...in the nation..and in
the world. That's why your best bet for clear, concise
news coverage is KLIF... with five minutes of news
every hour on the hour.. around the clock.

NEWS...not history!

Billboard

NEWS PROMO
JAN 3, 1956

#6

The KLIF Mobile News Units are in service all day - all
nite - reporting local happenings to Dallasites. ..

Cliff's Mobile News Units are the eyes and ears of the news
at any hour on the clock.. bringing you news when it's
NEWS...not history!

Billboard

NEWS PROMO
JAN 3, 1956

#7

Cliff News know-how culls out the pertinent news every hour on the hour for a succinct 5-minute newscast. Dallas - state - national - world news... all are outlined hourly in a tight and timely package on Cliff's on-the-hour News! Supplement this with bulletins and Cliff's 3 Mobile News Units covering local news as it happens from where it happens... and you have FIRST NEWS FIRST..from the KLIF News Department..where the paper never goes to bed.

Billboarding

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Jan 3, 1956

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USE MONDAY, JULY 1st.

#1. Beginning tomorrow! KLIF's NEW Fishing Forecasts! More information...more facts to make YOUR fishing successful! KLIF's NEW Fishing Forecasts...beginning TOMORROW!

USE WEDDAY, JULY 3rd.

#1. More information...more facts to make YOUR fishing more successful! KLIF's NEW Fishing Forecasts.....Monday thru Friday 6:15 AM and 6:15 PM.....and throughout the weekend!

SM
FISHING FORECAST PROMOS

6/27

USE THURSDAY, FRIDAY, SATURDAY, SUNDAY

- #1. Beginning Tuesday, July 2nd.....KLIF's NEW Fishing Forecasts!
More information.....more facts to make YOUR fishing successful.
KLIF's NEW Fishing Forecasts...beginning Tuesday, July 2nd!
- #2. More information....more facts...to make YOUR fishing more
successful! KLIF's NEW Fishing Forecasts....beginning Tuesday,
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Every business has to have an objective, and we have one here at KLIF. Our objective is to create a radio station specializing in immediate news--a radio station of such sparkle and opportunism that listeners can't afford to turn it off for fear they'll miss something. We are creating a station that has life and vivid color and excitement--the radio station of tomorrow. Now KLIF is adding a second mobile news unit to cover better the news of big, booming Dallas. KLIF is the only Dallas radio station with two national news wires--UP and INS. KLIF has two mobile news units, the only Dallas station with mobile news on-the-spot. KLIF is tomorrow's newspaper now!

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Billboarding

MEMORANDUM

News: "Moon Shot"

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: GORDON McLENDON
DATE: SEPTEMBER 16, 1959

I know you all considered and executed various promotional angles on the Russian moon shot Sunday afternoon but I thought you would be interested in what Don Keyes and I pulled off in Louisville along with the people at WAKY.

When we first received news of the moon shot and the fact that it was expected to come in contact with the moon at 4:02 PM Central Daylight Time, we began the "WAKY Moon Shot Count Down". For the first few hours, we concentrated on breaking in with announcements from the news room every 15 minutes with this format - "WAKY Moon Shot Count Down, WAKY Moon Shot Count Down.....the Russian rocket is expected to hit the moon at 4:02 this afternoon - just three hours and 16 minutes from now. Stay tuned for progress reports on the WAKY moon shot count down, three hours and 16 minutes to go". In the last two hours, we did this after every other record and during the last hour, after every record. Bill Gill, News Director of WAKY, even had it timed out within his four o'clock newscast and had a beautiful story prepared for that time. As the news intro ended, and he went into the opening minute of the four o'clock news, excitement kept rising in his delivery until 4:02 when he all but came apart with the news that, pending official notification, man had made his first contact with the moon. Gill has a staccato, Walter Winchell-like delivery which made the whole thing doubly effective. WAKY received a great deal of comment from its listeners on this and the whole thing is an example of some excellent promotion that didn't cost us one cent.

I am confident that you all did similar things with this story in your markets but I thought you would be interested in what we did with it in Louisville.

Gordon McLendon

Billboarding

This is the Old Scotchman, Gordon McLendon. Where do you hear baseball scores first? On radio, of course. Where do you get election news first? On radio, of course? Where did you first hear of the big robbery at the Chase National Bank? On radio. KLIF has showed the radio world that it can actively compete with newspapers as a news reporting medium. Radio is hours faster and it has the warmth and emphasis of the human voice. We at KLIF thank the competition of television for forcing us to turn to our great potential in the field of news. If you are one who doesn't have time to spend hours, or even minutes, pouring over a paper, turn to radio. And if you want your news while it's news, and not history in print, turn to radio, and KLIF in particular, your newspaper of the air.

* * * * *

What would you give to have a copy of tomorrow's front page now? You can have it, by listening to KLIF. KLIF news is faster than a newspaper by hours, sometimes a full day faster. KLIF news has the impact and emphasis of the human voice. KLIF news is news while it is still news, not history. Look at tomorrow's newspaper front page. It is all news you could have heard on KLIF yesterday. Radio, these days, is challenging newspapers as a source of news. It is a new development in radio. If you want tomorrow's newspaper right now, turn to radio, and KLIF in particular. If you don't have time to read yesterday's news tomorrow, hear tomorrow's news today on KLIF, your newspaper of the air.

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This is the Old Scotchman, Gordon McLendon. Who would have ever thought that radio would offer newspapers a serious challenge as a news reporting medium? Yet, due to the competition of television, radio has turned much attention to its news potential. Radio is now offering a complete news service. All the important stories you find in tomorrow's newspaper were on radio today, hours earlier. If you don't want to be behind the times, if you don't like to take the time to read yesterday's news tomorrow, turn to radio, and KLIF in particular. KLIF gives you that latest Formosan developments, the latest Washington news, the latest sports news, the latest local news--all of the news that you have to wait until tomorrow to read in the newspapers. Join the swing to America's foremost news medium, radio, tomorrow's newspaper today!

April 14, 1955

Primer

When you take the time to read the front page of your newspaper, do you have the feeling that you've heard all that news before? Well, it probably is old news to you--you've heard it on radio, and we hope on KLIF. News on KLIF is many hours ahead of any newspaper. By listening to KLIF, you truly get tomorrow's newspaper now. By keeping that dial tuned to KLIF, you get all of the important stories that are going to be in tomorrow's newspaper--and you get them while they are fresh. If you don't have time to read yesterday's news tomorrow, listen to KLIF, the pulse of Dallas, and get tomorrow's newspaper now.

The news of a new development in the Irving School Board fight, the news of a murder in Oak Cliff, the news of a traffic death--where do you hear these stories first? The answer is, on radio, and KLIF in particular. Most people are just beginning to form a habit new to Americans--the habit of depending on radio for their news. In the first place, radio news is so much faster--a day ahead of newspapers, and in the second place radio news is brief and has the emphasis of the human voice. If you are one of these people who don't have time to waste reading about events that are really history in print, listen to radio in its new role as America's number one news medium. KLIF is the pulse of Dallas.

That story about the resignation of Winston Churchill, that item about the tornado in that tiny Texas town, the story of Cary Middlecoff's victory in the Master's tournament--where did you hear them first? On radio, that's where. Since the coming of television, radio has had to find a new place in the sun, and that place is in the field of news. Radio, and KLIF in particular, is tomorrow's newspaper now. Why have to take the time tomorrow to read about what you could have heard about today, on KLIF? Cliff, the pulse of Dallas, has the same news today that newspapers will have tomorrow--only briefer and easier to digest.

Did you ever wonder why we call KLIF tomorrow's newspaper now? Well, it's because KLIF broadcasts the same news stories today that you'll find in your newspaper tomorrow. Listening to KLIF is just like getting your newspaper a day early. It's all part of a new concept forced on radio by television--the concept of radio as America's dominant news medium. Why not? Radio news comes many hours, sometimes a whole day ahead of newspapers. Radio news is brief, you have no trouble finding the story, and radio news has the impact of the human voice. If you want to stay on the ball, get your news by radio and in particular by KLIF, the pulse of Dallas and the only Dallas radio station with two national news services.

Billboarding

When you're reading that newspaper front page, does it remind you of a song you've heard somewhere before? You know the reason for that feeling? It's because it is something you've heard before. Being on top of things, you heard the news of that bank robbery, the news of that movie star's arrival, the news of that new development on Formosa-- you heard them yesterday on KLIF. Radio, and in particular Cliff, is just like getting a copy of tomorrow's newspaper a day early-- and KLIF news, while complete, is brief and easy to take. Don't have to search for any story. Get tomorrow's newspaper now by keeping that dial on the pulse of Dallas, KLIF.

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Let me ask you a question. Where did you first get the news when Marilyn Monroe and Joe DiMaggio were divorcing? Where did you first get the news when the Salk polio vaccine was announced as effective? Where did you first get the news that the Chase National Bank in New York had been robbed? The chances are that you heard it on radio, and on KLIF in particular because Cliff is the pulse of Dallas. KLIF is your newspaper of the air, and as such Cliff is a day ahead of regular newspapers. If you like first news first, stick that dial on KLIF and stay. You'll get tomorrow's newspaper now, if you do.

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You know, there's seldom a story of any importance in any newspaper in the area that wasn't on KLIF yesterday. KLIF news is fresh and hours, sometimes a full day ahead of newspapers. That's the reason we call KLIF tomorrow's newspaper now. Cliff is the pulse of Dallas, and brings you Dallas news as it is happening, not a day late. If you are one of those people who likes to keep on top of things, KLIF is a must on your schedule--people who listen to KLIF are a day ahead of people who depend on the newspapers for their news. It's a new American habit--news by radio, in keeping with a faster, wide-awake America.

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On Wednesday afternoon, April 13, Judge Charles E. Long in District Court in Dallas issued a temporary restraining order important in the Irving school crisis. That bulletin was on KLIF almost immediately. Yet it was a news event you couldn't read about in newspapers until the next morning. It was just another example of radio's new role as America's number one news medium. For news of elections, international events, fires, crimes, all important news--radio is tomorrow's front page. Stay a day ahead of the Joneses by listening to KLIF and getting tomorrow's news today. It saves you the trouble of reading yesterday's news tomorrow. Keep that dial on KLIF, the Pulse of Dallas.

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Last week, the addition of the International News Service! This week, KLIF announcing the addition of a second mobile news unit. Already ~~the number one~~ independent radio station in all America in audience surveys, KLIF continues its ceaseless work to better itself--to offer you programming of such immediacy and opportunism that you will want KLIF with you as constantly as a wrist watch. If you want to know what's happening in Dallas and the world today, instead of waiting to root it out of a newspaper tomorrow, keep that dial glued to the pulse of Dallas, KLIF, tomorrow's newspaper now.

Have you enjoyed the reports from KLIF's mobile news unit? Have you enjoyed Cliff's on the spot coverage of Dallas news--as it happens? If you have, you'll be glad to hear that KLIF is now adding a second mobile news unit and is right now making plans to add still a third mobile news unit. Things are happening every day in the KLIF news department. Just last week we added the International News Service and became the only Dallas radio station with two national news wires. Now, with the addition of a second mobile news unit, KLIF becomes even more clearly the pulse of Dallas. Don't waste time searching for yesterday's news in a newspaper when you can hear tomorrow's news today on KLIF!

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Say, how's your memory? Remember when ~~radio was the only way~~ you depended on radio for the big dramatic shows, the variety shows, the comedy and mystery entertainment? Chances are you've turned to television for that type of entertainment now. We in radio believe that we must do things that TV either cannot do or cannot do as well. Two of those things are music and news--more and more, in the public identity, radio is music and news and music and news is radio. KLIF, already the number one rated independent radio station in the United States, continues each day to improve its music and news programming--now KLIF adds a second mobile news unit. More and more every day, KLIF is the pulse of Dallas!

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We here at KLIF hope that you'll join the everygrowing parade of Dallasites who've learned to get their news by radio. In busy and pulsating Dallas, thousands of people every day are learning that they can save the time of reading and still stay a day ahead of the Joneses--by listening to KLIF. The only trouble with that is that most likely the Joneses also listen to KLIF. Toward improving our news service, KLIF just last week added the big, clattering teletypes of the International News Service. This week KLIF adds a second mobile news unit for on-the-spot reporting and announces plans for a third. Keep that dial on KLIF and get the news today that you can read tomorrow. For news when it's news, not history, KLIF, the pulse of Dallas!

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In the last seven days, KLIF six different times scored major news beats in Dallas. This week it will be the same, and next week, and the week after that. Every day KLIF makes major improvements in its news department. Last week it was the addition of the International News Service, this week it's the addition of a second mobile news unit for on-the-scene reporting. An aggressive, resurgent radio is now actively challenging the long news leadership of newspapers--and radio news is quicker by a whole day most times, and has the inflection and understandability of the human voice. For ~~news~~ first news first, news while it's news and not history, keep that dial on KLIF, the pulse of Dallas.

Billboarding

Things are happening heck-bent for election in the KLIF News Department. Last week, we told you that KLIF was now the only radio station in Dallas to add the International News Service. Now, something else--KLIF is adding a second mobile news unit and plans to add still a third mobile news unit soon. KLIF's mobile news unit number two will be manned by a long-time Cliff newsman, Les Vaughan. Even more now, KLIF will offer you today the same news that you read in newspapers tomorrow. KLIF, the pulse of Dallas, the only Dallas radio station with two national news services, the only Dallas radio station with mobile news units on-the-spot.

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Every business has to have an objective, and we have one here at KLIF. Our objective is to create a radio station specializing in immediate news--a radio station of such sparkle and opportunism that listeners can't afford to turn it off for fear they'll miss something. We are creating a station that has life and vivid color and excitement--the radio station of tomorrow. Now KLIF is adding a second mobile news unit to cover better the news of big, booming Dallas. KLIF is the only Dallas radio station with two national news wires--UP and INS. KLIF has two mobile news units, the only Dallas station with mobile news on-the-spot. KLIF is tomorrow's newspaper now!

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In the past couple of weeks, we've been telling you of radio's future--we at KLIF feel that radio, not newspapers, is right fully America's number one news medium--radio news is many hours ahead of newspapers and has the impact of the human voice. Why waste time reading yesterday's news tomorrow in a newspaper, when you can get it on KLIF today. Last week we added the service of INS, the International News Service, to the teeming KLIF newsroom. This week KLIF proudly announces the addition of a second mobile news unit with plans being made to add still a third. The KLIF news department, ever expanding, is more and more tomorrow's newspaper now. KLIF, the pulse of Dallas.

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Last week, the addition of the International News Service! This week, KLIF announcing the addition of a second mobile news unit. Already ~~KLIF is the~~ the number one independent radio station in all America in audience surveys, KLIF continues its ceaseless work to better itself--to offer you programming of such immediacy and opportunism that you will want KLIF with you as constantly as a wrist watch. If you want to know what's happening in Dallas and the world today, instead of waiting to root it out of a newspaper tomorrow, keep that dial glued to the pulse of Dallas, KLIF, tomorrow's newspaper now.

✓ Hello, everybody, everywhere, the Old Scotchman, Gordon McLendon....
~~You know~~ How many radios have been sold since TV came in? Surprise
~~do~~ to know, maybe, that there ~~are~~ over 100% more radios than there
were ten years ago, before TV came in. Two-thirds of American homes
have more than one radio, ~~xxxxxxx~~ a third of American homes now
have three or more radios--we can understand it here in Dallas where
you can hear KLIF news--~~the~~ an exciting new concept in journalism,
as new as tomorrow; ~~thank things that~~ KLIF news is radio's future!

✓ Hello, everybody, the Old Scotchman, Gordon McLendon. Ever noticed
that when you drive home in Dallas everybody seems to have KLIF on
in the cars? Twenty-two percent of all radio listening is done in
cars in Dallas. And you notice--the cars--they're tuned to KLIF. It
because of KLIF news--you know that what happens in Dallas, you're
going to hear it first on KLIF. KLIF is tomorrow's newspaper while
the ink is still wet...KLIF is the big reason ~~Dallas is the average~~
~~Dallas is the average~~ that in Dallas over nine out of 10 homes
tune in their radio each week...KLIF news, that is.

✓ Hello, everybody, everywhere, the Old Scotchman. Another quick
quiz? ~~At what time of the day would you say that~~ Between what
hours of the day would you say the ~~largest~~ greatest number of
people are listening to their radios? The answer will surprise you.
Despite television, the biggest single listening hour during the day
is between six and seven in the evening. And evening hours, on the
average, still have far more radio listeners than daytime hours. ~~Here~~
We can understand it--with Cliff's big, blattering newsroom blanketing
Dallas during the evening hours. If you want to hear the new radio,
radio's pattern of the future, it's KLIF news!

✓ Hello, everybody, the Old Scotchman. ~~In the~~ The size and
immensity of radio never ceases to amaze me--you know there are almost
as many radios in cars alone as all the TV sets put together. You
know radio sets in America outnumber TV sets more than three to one?
You know one-third of American homes have more than three radios?
Here in Dallas we think it's due to KLIF news--the new concept of
journalism. Big, exciting news coverage--that's KLIF news..

✓ Hello, everybody, this is the Old Scotchman. Here's another strange
fact about radio...believe it or not...despite television, the radio
listening audience continues to grow at night...did you know that
there are far more ~~radio~~ people listening to the radio between
seven and nine at night than listen from seven to nine in the
morning? It's a fact...and here in Dallas we think KLIF news is one
of the big answers...big, aggressive, dominating Dallas is KLIF news,
other service of Cliff, now America's number one rated radio
station, network or independent...

✓ Hello, everybody, this is the Old Scotchman. Have you ever heard the expression When the Paper Goes to Bed? Well, newspapers do go to bed, but KLIF never does. Cliff is your newspaper of the air, on the air 24 hours a day, covering news while the iron is hot, while it's news and not tomorrow's dry ink. ~~KLIF has Americanism~~ KLIF's big, alert news staff is the pulse of Dallas--which is one reason that ~~thirty-nine percent of all the morning listeners in the Dallas area~~ Cliff is now America's number one radio station, network or independent.

✓ *Rocky*

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✓ Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. You know, 97% of all Dallas homes have radios, and ~~the~~ all the other three percent have to do is to stick their heads out of the window to get KLIF, now America's number one rated radio station, network or independent. We here at KLIF--that stands for TV without eyestrain--think the big reason is KLIF news--fast, alert, on the air 24 hours a day..exciting...that's the word for Cliff news...exciting.

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✓ Hello, everybody, the Old Sootchman. I can't help but get excited when I tell you about KLIF news. Big alert staff, Jack Peart on crime, ~~city editor~~ *city editor* Edd Routt on civic and political news, ~~Dick~~ *Dick* Richmond and Bob Childers covering other beats, Jimmy Fidler KLIF's special Hollywood correspondent, ~~big~~ *big* exclusive International News Service, and UP, exclusive mobile news coverage. KLIF's big, bustling newsroom crackles 24 hours a day with electric excitement that we hope communicates itself to you. We hope you, ~~ax~~ too, are excited by KLIF NEWS--a new concept in journalism.

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✓ Hello, everybody, Gordon McLendon. KLIF now has within a percentage point as many morning listeners as all four Dallas network stations put together. We here at Cliff think the big reason is KLIF news--all the delicate morsels of gossip, all the ripples of social tides and currents, what's in the wind, what's the good word and what's Midway Airport doing these days. KLIF News is big and exciting--Jack Peart, Edd Routt, Dick Richmond, Bob Childers and others--KLIF news is radio at its exhilarating best. ~~KLIF~~ Just like baseball scores--KLIF never delays them. We're the game of the Day, not the game of the day later.

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✓ Hello, everybody, Gordon McLendon. Here's a quickie quiz? Who's Jack Peart? He's the guy who covers ~~KLIF's~~ crimes ~~and incidents~~ from and incidents of violence for you on ~~KLIF~~ one of KLIF's three mobile news units. Who's Edd Routt? He's KLIF's civic and political reporter. Who's ~~Bob Childers~~ Dick Richmond? He's KLIF's night news editor...who's Bob Childers? He's KLIF's daytime city editor...it's big and exciting, Cliff's news department...and we never close...24 hours a day.

Dallas Times Herald
5101 Jackson Street

Gordon B. McLendon

Billboarding

✓ Hello, everybody, everywhere, this is the Old Scotchman,
Gordon McLendon. Somebody once said that women without principle
draw considerable interest. On the contrary, news coverage without
principle has little interest. For thorough news coverage, with
principle and interest, glue that dial to KLIF, now America's No. 1
rated radio station, independent or network. *Katuckiana*

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✓ Hello, everybody, this is Gordon McLendon. Who was it said
early to bed and early to rise and your girl goes out with other
guys. Couldn't have been any of us at KLIF because KLIF never goes
to bed--Cliff is on the air 24 hours a day covering news right
through the wee small hours. Keep tuned ~~for~~ to KLIF for news cover-
age around the clock, at a dizzy tempo..we never close.

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✓ Hello, everybody, this is Gordon McLendon. Ever heard of
seven-league boots. That's what KLIF wears when we cover the news.
Maybe you didn't know it but KLIF never signs off like other
stations--we stay on the air 24 hours every day, and if there's
something going on at 3 in the morning, just tune in KLIF. KLIF's
big ~~new~~ local news staff, plus ~~United Press and the exclusive INS~~
~~wire~~, make KLIF ~~xxxxxxxx~~ exciting news 24 hours a day.

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○ Hello, everybody, this is Gordon McLendon. If you don't have
time to read that morning newspaper, if you have to get your news
quick as you can say Metro-Goldwyn-Mayer, keep tuned to Cliff. Cliff
gives you the news in one 5-minute gulp--financial news, local news,
sports news--all in the tick of a clock ~~and~~ with quicksilver speed.
That's what's made KLI F Dallas' nationally-famous ~~independent~~ radio
station, now number one rated station in America, independent or
network. *Katuckiana*

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Hello, everybody, this is Gordon McLendon. This announcement has
thirty seconds to go if anybody has to. We here at Marconi's Folly
are very proud of our news distinction of being America's number one
~~metropolitan~~ radio station, network or independent--~~just~~ and we're
particularly proud of our quick-stepping news coverage around the
clock--with Jack Peart, Edd Routt, Dick Richmond and Bob Childers
covering Dallas like the smog covers LA. Keep that dial tuned to
KLIF for news--now America's number one ~~independent~~ metropolitan
radio station, network or independent.

✓ ~~quick~~ fast as a minnow swimmin' a dipper,
Here's a good description of KLIF News: /clear as a bell, crisp as a new
bank note, thorough as a customs inspector, cautious as a flag-pole sitter,
fresh as a dew-kissed daisy, as unerring as a leopard's leap and quicke r'n a
fleeze--that's a ~~thin~~ hangnail sketch of KLIF news, ~~the~~ a spectacular new
development in journalism...if to keep up with Dallas today ~~and tomorrow~~
instead of tomorrow, keep tuned to KLIF news... (2)

✓ We ^{at} ~~are~~ KLIF are proud of the development of today's radio. ..radio is
not only the only ~~medium~~ entertainment medium not showing old movies, but
radio ~~is now fulfilling its role in the~~ has now discovered its place in the
sun as a great news medium...tomorrow's newspaper stories were on radio
today...if you want your news fresh, whether it's a story about a mah biting
a dog or a bull throwing a Congressman, keep that dial on KLIF, the pulse of
Dallas (2)

✓ If you are one of those people who like your news dead as a ten-day old
streetcar transfer, limp as a cold storage chicken, ~~about~~ as exciting as
a ride on a stone camel, about as original as a sardine, with all the
personality of a dental drill and cold as the north side of a January
gravestone ~~in the~~ by moonlight, KLIF news is not for you...because KLIF news,
with Jack Peart, Edd Rutt, Bob Childers, Dick Richmond, Jimmie Fidler and
the rest of the big KLIF news staff, is vibrant as an E string, alive, fresh,
throbbing with excitement...it's the new concept of radio, KLIF News...

9
Jimmy Braxton

April 14, 1955

When you take the time to read the front page of your newspaper, do you have the feeling that you've heard all that news before? Well, it probably is old news to you--you've heard it on radio, and we hope on KLIF. News on KLIF is many hours ahead of any newspaper. By listening to KLIF, you truly get tomorrow's newspaper now. By keeping that dial tuned to KLIF, you get all of the important stories that are going to be in tomorrow's newspaper--and you get them while they are fresh. If you don't have time to read yesterday's news tomorrow, listen to KLIF, the pulse of Dallas, and get tomorrow's newspaper now.

The news of a new development in the Irving School Board fight, the news of a murder in Oak Cliff, the news of a traffic death--where do you hear these stories first? The answer is, on radio, and KLIF in particular. Most people are just beginning to form a habit new to Americans--the habit of depending on radio for their news. In the first place, radio news is so much faster--a day ahead of newspapers, and in the second place radio news is brief and has the emphasis of the human voice. If you are one of those people who don't have time to waste reading about events that are really history in print, listen to radio in its new role as America's number one news medium. KLIF is the pulse of Dallas.

That story about the resignation of Winston Churchill, that item about the tornado in that tiny Texas town, the story of Cary Middlecoff's victory in the Master's tournament--where did you hear them first? On radio, that's where. Since the coming of television, radio has had to find a new place in the sun, and that place is in the field of news. Radio, and KLIF in particular, is tomorrow's newspaper now. Why have to take the time tomorrow to read about what you could have heard about today, on KLIF? Cliff, the pulse of Dallas, has the same news today that newspapers will have tomorrow--only briefer and easier to digest.

Did you ever wonder why we call KLIF tomorrow's newspaper now? Well, it's because KLIF broadcasts the same news stories today that you'll find in your newspaper tomorrow. Listening to KLIF is just like getting your newspaper a day early. It's all part of a new concept forced on radio by television--the concept of radio as America's dominant news medium. Why not? Radio news comes many hours, sometimes a whole day ahead of newspapers. Radio news is brief, you have no trouble finding the story, and radio news has the impact of the human voice. If you want to stay on the ball, get your news by radio and in particular by KLIF, the pulse of Dallas and the only Dallas radio station with two national news services.

Billboarding

When you're reading that newspaper front page, does it remind you of a song you've heard somewhere before? You know the reason for that feeling? It's because it is something you've heard before. Being on top of things, you heard the news of that bank robbery, the news of that movie star's arrival, the news of that new development on Formosa-- you heard them yesterday on KLIF. Radio, and in particular Cliff, is just like getting a copy of tomorrow's newspaper a day early-- and KLIF news, while complete, is brief and easy to take. Don't have to search for any story. Get tomorrow's newspaper now by keeping that dial on the pulse of Dallas, KLIF.

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Let me ask you a question. Where did you first get the news when Marilyn Monroe and Joe DiMaggio were divorcing? Where did you first get the news when the Salk polio vaccine was announced as effective? Where did you first get the news that the Chase National Bank in New York had been robbed? The chances are that you heard it on radio, and on KLIF in particular because Cliff is the pulse of Dallas. KLIF is your newspaper of the air, and as such Cliff is a day ahead of regular newspapers. If you like first news first, stick that dial on KLIF and stay. You'll get tomorrow's newspaper now, if you do.

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You know, there's seldom a story of any importance in any newspaper in the area that wasn't on KLIF yesterday. KLIF news is fresh and hours, sometimes a full day ahead of newspapers. That's the reason we call KLIF tomorrow's newspaper now. Cliff is the pulse of Dallas, and brings you Dallas news as it is happening, not a day late. If you are one of those people who likes to keep on top of things, KLIF is a must on your schedule--people who listen to KLIF are a day ahead of people who depend on the newspapers for their news. It's a new American habit--news by radio, in keeping with a faster, wide-awake America.

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On Wednesday afternoon, April 13, Judge Charles E. Long in District Court in Dallas issued a temporary restraining order important in the Irving school crisis. That bulletin was on KLIF almost immediately. Yet it was a news event you couldn't read about in newspapers until the next morning. It was just another example of radio's new role as America's number one news medium. For news of elections, international events, fires, crimes, all important news--radio is tomorrow's front page. Stay a day ahead of the Joneses by listening to KLIF and getting tomorrow's news today. It saves you the trouble of reading yesterday's news tomorrow. Keep that dial on KLIF, the Pulse of Dallas.

Hello, everybody, everywhere, this is the Old Scotchman, Gordon McLendon. You know, Dallas lives with KLIF. One morning about two or three o'clock a man called from his home in Farmer's Branch to ask if we at Cliff had any reports of a storm in the Farmer's Branch area. About fifteen minutes later a man called from Pleasant Grove to say that he also had been waked up by a high wind. He also wanted to know if KLIF had any news of local storm activity. KLIF news had no reports of a storm but called the weather bureau. The weather bureau told KLIF that a line squall had just passed through Farmer's Branch and east of Dallas through Pleasant Grove. KLIF broadcast that information. Point was the callers had actually looked to Cliff even though, at three in the morning, they had their radios turned off. Yessir, Dallas lives with KLIF.

Here's another interesting story of how Dallas lives with Cliff. In the middle of one hot night last summer, KLIF's all-night desk answered the telephone to hear a woman sobbing and crying that she wanted someone to talk to. It seems that her neighbors had given her until sundown the next day to get rid of some of the thirteen cats she owned. Continuing to sob, she said that she just called KLIF so she could have someone to commiserate with her. KLIF news helped the lady promptly by giving her cats away over the air. It was just another example of how Dallas lives with Cliff.

You know, it's amazing the questions that KLIF is asked by Dallas listeners, who live with Cliff. Who won the game? Who was Woody Herman's female trumpet player in 1939? What is the weight of a bowling ball? Was Walter Reuther ever a cabinet member under the present administration? Would you explain the sum-of-digits method of depreciation to me? Why does WFAA operate on two frequencies all at once some of the time? Those are just examples of some of the questions KLIF is asked by listeners in Dallas, which lives with Cliff.

Just wanted to give you another illustration of how Dallas lives with KLIF. Other day a lady called KLIF to find out if a storm might have caused a power failure in her neighborhood. Said her lights were off but this lady told KLIF she'd gone to bed with the light on and her radio tuned to our all-night show. She said she always did that while she was waiting for her husband to come home around two or three in the morning. KLIF suggested to her that if the street lights were still burning that she probably had just blown a fuse in her house. She said she'd check. Pretty soon, she called back and said she had figured out the so-called power failure. Seems her husband had come home, undressed, turned KLIF off, doused the lights and climbed into bed with her. The interesting thing to us was that when darkness and silence awoke her, she called KLIF first--just another little interesting tidbit to show how Dallas lives with KLIF!

Among the many examples of how Dallas lives with KLIF, we've had some pretty horrifying ones. One Saturday evening, KLIF broadcast an exclusive mobile unit story of a tragic murder-suicide. By midnight the story was complete and it was the lead story on our midnight newscast. At midnight plus ten the phone rang--an excited young man's voice asked for a repeat of what he had just heard on his car radio. When we read it again, we asked if he knew the principals involved. He said, in an agony-filled voice, "that's my mom!" His mother had been slashed to death by a man tenant in their home and the man had then killed himself. We were able to advise the boy that his little sister, who was at the scene of the tragedy, was all right and was at an aunt's house. We were also able to tell him that his mother's body was at a certain funeral home as well as supply him with some of the other answers that he needed to know so badly. It was another example, albeit horrifying, of the way Dallas lives with KLIF!

Among the examples of how Dallas lives with Cliff, we've had some awfully pleasant ones. One night a 12-year old boy called our all-night desk and told us how much he enjoyed our all-night show when he wasn't in school. We asked why he was up so late and he told us that he was building a radio set with a radio kit his father had given him. He said he wanted to be an engineer when he grew up. This 12-year old boy called us every night to let us know how his do-it-yourself radio was coming along. We were able to give him a few pointers from night to night. Finally the big night came! The lad called us and proudly demonstrated his finished product by playing the phone receiver up to his boy-built radio set and allowing us to hear our own KLIF Nightbeat show on the telephone. Another wonderful example of how Dallas lives with KLIF!

We've been talking about how Dallas lives with KLIF! Lots of people outside Dallas and Fort Worth live with Cliff, too. Not long ago, a business woman flying from Los Angeles to New York had stopped over in Dallas on business for a couple of days. About the time she got ready to leave Dallas to go to New York, Hurricane Diane was threatening the east coast. The porter at the motel where the business woman was staying called the station at regular intervals to check on our reports of the storm so that the lady could get a few winks of sleep. During the night, Cliff got the word that the storm had veered out to sea. Planes were landing again at LaGuardia in New York. The porter then woke the lady and she caught her plane but not before calling Cliff to thank us for keeping her posted while she got her forty winks--another example of how Dallas lives with KLIF!

You know, there are many interesting ways in which Dallas lives with Cliff. Some listeners supply the answers as well as ask questions. One moonlight summer night our KLIF Nightbeat man remarked about the beautiful full moon outside. And, on an inspiration, our Cliff man played a few choice musical numbers about beautiful moons--the Moon of Manakura, Moon over Miami, Harvest Moon, and so forth. All of a sudden the phone rang! A jet pilot at 36,000 feet over KLIF relayed a message through the Hensley Field Tower that the moon, and the KLIF music, were every bit as pretty as Cliff had remarked they were. A wonderful illustration of how Dallas lives with Cliff!

Dallas lives with KLIF, but listeners outside Dallas live with Cliff, too. One night a listener in Greenville called to ask if we knew how the local wrestling match had ended that night at the Sportatorium between Lou Thesz, the heavy-weight champion, and his challenger. For once, Cliff was caught napping and didn't have the result, so we had to tell the Greenville listener over the air that we frankly didn't know who won the wrestling match. We had no sooner got the words out of our mouth than the daughter of the wrestling promoter was on the phone with the information that Thesz had kept his title...and Cliff kept its title, too, with that listener in Greenville by immediately airing the result...it's another little illustration of the way Dallas lives with KLIF!

tomorrow what you can expect from KLIF, in particular, we urge your attention to KLIF, radio's first newspaper of the air.

This is the old Scotchman, Gordon McLendon. After thirty-five years of existence, radio has finally found out that it has been completely over-calling its foremost ability--news. Radio news is better, sometimes a full day, better than newspaper news. Radio news has the clarity and accent of the human voice. The evening news on radio is better than the front page of the newspaper. If you don't have time to read yesterday's news tomorrow, hear it today on radio, and on KLIF in particular. Get the news on the stock market today, hear tomorrow's news the results of that trial, today, get those sports scores today. Get first news first on radio, the first serious rival to newspapers. Don't waste your time--listen to the radio!

This is the Old Scotchman, Gordon McLendon. Have you ever heard anybody say, "Oh, what I'd give to see a copy of tomorrow's newspaper now". What a lot of money I could make. Well, now you can do it. In the last few years, television competition has forced radio to find things it can do better than television. One of these is news. We in radio have found that we're really competing now with newspapers, not TV. And KLIF has showed the radio world that radio has never before even begun to achieve its potential in the field of news. Radio news is indisputably faster than newspapers and far briefer. And radio saves you the time of sitting down, reading and searching. Radio's new role is the first real challenge ever offered to the news supremacy of newspapers. Join the swing to America's foremost news medium, radio.

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This is the Old Scotchman, Gordon McLendon. This is by way of being a vote of thanks to television. When television came in to being, and seized the lead in comedy shows, mystery shows, drama, etc., radio had to find new programming or else go out of business. Television literally forced radio to discover its advantages in the field of news--radio news is faster than newspapers, briefer than newspapers, more emphatic than newspapers. Radio now, thanks to television, is an active competitor of newspapers. Get your tomorrow morning's newspaper right now--on radio. Don't spend hours reading tomorrow what you can learn today--on radio. In particular, we urge your attention to KLIF, radio's first newspaper of the air.

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This is the Old Scotchman, Gordon McLendon. After thirty-five years of existence, radio has finally found out that it has been completely overlooking its foremost ability--news. Radio news is hours, sometimes a full day, faster than newspapers. Radio news has the clarity and accent of the human voice. The news you see on tomorrow's front page was on radio yesterday. If you don't have time to read yesterday's news tomorrow, hear it today on radio, and on KLIF in particular. Get the news of that stock market trend today, not tomorrow; hear the results of that trial, today; get those sports scores today. Get first news first on radio, the first serious rival to newspapers. Don't waste your time--listen to the radio!

This is the Old Scotchman, Gordon McLendon. KLIF is now the talk of the radio world, and for a rather understandable reason. KLIF has given radio an entirely new place in the scheme of things. KLIF has showed radio stations everywhere that radio, not newspapers is America's fundamental news medium. Radio news has a time advantage on newspapers, and it has the advantage of emphasis of the human voice. KLIF is showing, and will show more and more, that an awakened radio is America's number one news medium. Now, you don't have to spend hours pouring over your daily newspaper--and still get yesterday's news. Get the news while it's still news--on radio.

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This is the Old Scotchman, Gordon McLendon. Can you remember when everybody used to say that television was going to put radio out of business? Not only did that not prove to be true, but nowadays we think television is the greatest friend radio ever had. The reason for that is that TV made radio turn to the things it could do better than TV, and one of them is news. For the first time, radio is now America's dominant news medium. News on radio is fresh, timely, and personal. KLIF, in particular, is your newspaper of the air, and gives you tomorrow's front page now. Since the advent of Television, radio has developed for the first time into a full-fledged rival to the long supremacy of newspapers. Do as thousands of Dallasites are doing every day--join the swing to radio for your news while it is still news.

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This is the Old Scotchman, Gordon McLendon. Where did you hear the first word of Winston Churchill's resignation? Radio. Where do you hear the first news of a big crime in Dallas? Radio. The coming of television has forced radio for the first time to capitalize on its advantage in the field of news. We here at KLIF are being credited with showing the whole radio world that radio does not compete with TV, it competes now with newspapers. Radio news is first. That story you read in a newspaper was on radio hours before. Join the national swing that KLIF has started--the swing to radio news. Get your tomorrow's newspaper now. And it's so much quicker.

Billboarding

This is the Old Scotchman, Gordon McLendon. KLIF is now the talk of the radio world, and for a rather understandable reason. KLIF has given radio an entirely new place in the scheme of things. KLIF has showed radio stations everywhere that radio, not newspapers is America's fundamental news medium. Radio news has a time advantage on newspapers, and it has the advantage of emphasis of the human voice. KLIF is showing, and will show more and more, that an awakened radio is America's number one news medium. Now, you don't have to spend hours pouring over your daily newspaper--and still get yesterday's news. Get the news while it's still news--on radio.

* * * * *

This is the Old Scotchman, Gordon McLendon. Can you remember when everybody used to say that television was going to put radio out of business? Not only did that not prove to be true, but nowadays we think television is the greatest friend radio ever had. The reason for that is that TV made radio turn to the things it could do better than TV, and one of them is news. For the first time, radio is now America's dominant news medium. News on radio is fresh, timely, and personal. KLIF, in particular, is your newspaper of the air, and gives you tomorrow's front page now. Since the advent of television, radio has developed for the first time into a full-fledged rival to the long supremacy of newspapers. Do as thousands of Dallasites are doing every day--join the swing to radio for your news while it is still news.

* * * * *

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Billboarding

This is the Old Scotchman, Gordon McLendon. Have you ever heard anybody say, "Oh, what I'd give to see a copy of tomorrow's newspaper now". What a lot of money I could make. Well, now you can do it. In the last few years, television competition has forced radio to find things it can do better than television. One of these is news. We in radio have found that we're really competing now with newspapers, not TV. And KLIF has showed the radio world that radio has never before even begun to achieve its potential in the field of news. Radio news is indisputably faster than newspapers and far briefer. And radio saves you the time of sitting down, reading and searching. Radio's new role is the first real challenge ever offered to the news supremacy of newspapers. Join the swing to America's foremost news medium, radio.

* * * * *

This is the Old Scotchman, Gordon McLendon. This is by way of being a vote of thanks to television. When television came in to being, and seized the lead in comedy shows, mystery shows, drama, etc., radio had to find new programming or else go out of business. Television literally forced radio to discover its advantages in the field of news--radio news is faster than newspapers, briefer than newspapers, more emphatic than newspapers. Radio now, thanks to television, is an active competitor of newspapers. Get your tomorrow morning's newspaper right now--on radio. Don't spend hours reading tomorrow what you can learn today--on radio. In particular, we urge your attention to KLIF, radio's first newspaper of the air.

* * * * *

This is the Old Scotchman, Gordon McLendon. After thirty-five years of existence, radio has finally found out that it has been completely overlooking its foremost ability--news. Radio news is hours, sometimes a full day, faster than newspapers. Radio news has the clarity and accent of the human voice. The news you see on tomorrow's front page was on radio yesterday. If you don't have time to read yesterday's news tomorrow, hear it today on radio, and on KLIF in particular. Get the news of that stock market trend today, not tomorrow; hear the results of that trial, today; get those sports scores today. Get first news first on radio, the first serious rival to newspapers. Don't waste your time--listen to the radio!

This is the Old Scotchman, Gordon McLendon. Where do you hear baseball scores first? On radio, of course. Where do you get election news first? On radio, of course? Where did you first hear of the big robbery at the Chase National Bank? On radio. KLIF has showed the radio world that it can actively compete with newspapers as a news reporting medium. Radio is hours faster and it has the warmth and emphasis of the human voice. We at KLIF thank the competition of television for forcing us to turn to our great potential in the field of news. If you are one who doesn't have time to spend hours, or even minutes, pouring over a paper, turn to radio. And if you want your news while it's news, and not history in print, turn to radio, and KLIF in particular, your newspaper of the air.

* * * * *

What would you give to have a copy of tomorrow's front page now? You can have it, by listening to KLIF. KLIF news is faster than a newspaper by hours, sometimes a full day faster. KLIF news has the impact and emphasis of the human voice. KLIF news is news while it is still news, not history. Look at tomorrow's newspaper front page. It is all news you could have heard on KLIF yesterday. Radio, these days, is challenging newspapers as a source of news. It is a new development in radio. If you want tomorrow's newspaper right now, turn to radio, and KLIF in particular. If you don't have time to read yesterday's news tomorrow, hear tomorrow's news today on KLIF, your newspaper of the air.

* * * * *

This is the Old Scotchman, Gordon McLendon. Who would have ever thought that radio would offer newspapers a serious challenge as a news reporting medium? Yet, due to the competition of television, radio has turned much attention to its news potential. Radio is now offering a complete news service. All the important stories you find in tomorrow's newspaper were on radio today, hours earlier. If you don't want to be behind the times, if you don't like to take the time to read yesterday's news tomorrow, turn to radio, and KLIF in particular. KLIF gives you that latest Formosan developments, the latest Washington news, the latest sports news, the latest local news--all of the news that you have to wait until tomorrow to read in the newspapers. Join the swing to America's foremost news medium, radio, tomorrow's newspaper today!

ac h

This is the Old Scotchman, Gordon McLendon...in these fantastic days
when ~~the whole~~ ^{on the Sands of Asia} whole civilizations are at death grips in the valley of the
Nile, KLIF News is but electronic seconds from the middle eastern tinderbox...
you can depend on KLIF round-the-clock news for news from troubled areas of the
world first...

* * * * *

This is the Old Scotchman, Gordon McLendon...again, for the third time in
three decades, KLIF News sees ^{Corn} Europe and the Middle East burst into a sheet of
flame, and ^{the remainder of the world} American itself fighting to avoid being caught up in the whirlpool...
as the world divides itself into factions, then frictions, then fractions, you
can depend on KLIF round-the-clock news for ^{traditional} ~~first news~~ KLIF excellence...

* * * * *

This is the Old Scotchman, Gordon McLendon...again ^{all of the Near East is} Americans are watching
the good old days of peace drain away, and KDIF News has prepared itself to
report to you news of attacks and bold strokes ^{very important move as great nations maneuver} and as great nations are locked
in battle near the traditional home of the Garden of Eden...KLIF round the
clock news, already nationally famous, ^{will continue its policy of bringing the} ~~as American as apple pie~~
world to your fingertips 24 hours each day...

* * * * *

This is the Old Scotchman, Gordon McLendon...the burning, blinding sands
of ^{Libya} Egypt, where a whole nation ^{lays squeezed} ~~is locked~~ in a triangular trap, is but a second
away from KLIF News...and KLIF news is on duty round the clock--~~24~~ ²⁴ hours a day..
at KLIF, the paper never goes to bed...and KLIF will bring you first news ~~first~~
from the ancient land of Pharoah and Philip...from Hungary, where Communism again
reads like a red stain...in these trying days, KLIF News will prove again that
while there are pictures worth a thousand words, there are still sounds worth a
thousand pictures...keep tuned to KLIF ~~xxxx~~ round-the-clock news for history in
the making...

Billboarding

This is the old Scotchman, Gordon McLendon...these are solemn hours in
middle east, incredible hours when traditional ~~and~~ friends turn upon each
other and enemies alike...days when ~~the whole Egyptian nation~~ blood mixes with ~~rainwater~~ sand in the
Egyptian gutters...keep tuned to KLIF round-the-clock News and you can tell
your grandchildren that you heard history being made...we at KLIF News are on
duty 24 hours each day to report to you news from the bleak skies of Hungary, ~~from~~
the frozen streets of Poland, ~~the~~ ^{from the} mortally wounded ~~nations~~ on the Sahara
sands...KLIF news, ~~is~~ nationally famous as radio's first news department, stands
ready to report to you with customary competence from ^{all} troubled areas of the ^{world.}

* * * * *

This is the old Scotchman, Gordon McLendon...KLIF was born on November 9,
1947, and in these nine busy years has made a national reputation as America's
~~first~~ first newspapers of the air, ~~the~~ nation's finest radio news medium...now,
for the first time, KLIF ~~is~~ news is faced by a world again at war...keep tuned to
round-the-clock
KLIF ~~news~~ news for twice-hourly reports of developments of vital
interest to you...for America's east coast is the west coast of the Nile, and
the defense of ^{Philadelphia} ~~Washington~~ begins in Cairo...keep your dial tuned to KLI F News,
where a troubled world is at your fingertips...

Billboarding

1 KLIF vs. Newspaper City Zone Combined Unduplicated
Circulation

YOU be the doctor! Check our circulation and you'll agree that
KLIF is astorishingly healthy! For in a single day, KLIF actually
reaches 60-percent of all homes in the city zone of Dallas --
almost as many homes (by six percent) as the unduplicated circulation
of BOTH Dallas newspapers combined! Healthy! You said it ... for
we repeat ... KLIF -- Dallas' number one radio station -- reaches
almost, by a hair, as many homes daily in the city zone as the
unduplicated circulation of BOTH Dallas newspapers combined!

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almost, by a hair, as many homes daily in the city zone as the
unduplicated circulation of BOTH Dallas newspapers combined!

2 KLIF Circulation vs. News and Times Herald

TALK ABOUT CIRCULATION?... KLIF gets around! Reaching in a single day more -- six percent more -- Dallas city zone homes than our city's morning newspaper. KLIF almost -- by seven tenths of one-percent -- reaches as many homes in the city zone as the Dallas evening newspaper. With this astronomical city zone circulation -- more than one newspaper -- almost equal to the other -- no wonder station KLIF is the healthiest and number one station in radio -- Dallas' biggest circulating medium!

2 KLIF Circulation vs. News and Times Herald

TALK ABOUT CIRCULATION!... KLIF sets around: Reaching in a single day more -- six percent more -- Dallas city zone homes than our city's morning newspaper. KLIF almost -- by seven tenths of one-percent -- reaches as many homes in the city zone as the Dallas evening newspaper. With this astronomical city zone circulation -- more than one newspaper -- almost equal to the other -- no wonder station KLIF is the healthiest and number one station in radio -- Dallas' biggest circulating medium?

3 Dallas Radio Circulation vs Newspaper Circulation
(City Zone)

Radio Dallas is on the go, with a circulation encompassing 99.2% of Dallas City Zone Homes. No newspaper can match it -- singly or combined. For our city's biggest newspaper just isn't delivered to -- and misses -- one out of three Dallas city zone homes. Our other Dallas newspaper misses almost one out of two homes in the city zone -- it's just not subscribed to. And the unduplicated circulation of BOTH Dallas newspapers combined misses one out of three homes in the Dallas city zone. More and more -- radio is everywhere -- in 99.2% of Dallas homes, with 15-millions radio sets sold in America last year alone. Radio in Dallas -- today's dominant news medium with a circulation far greater than both Dallas newspapers COMBINED?

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4 KLIF Coverage vs. Newspaper Coverage

Have you heard of circulation? ... Not the type of circulation that sends blood coursing through your veins. I mean circulation that means a count of radio sets in your homes and newspapers-on your doorsteps. Radio station KLIF alone is dominant in 43 counties of the rich Dallas trading area ... twice the 21 county area dominantly served by the two Dallas newspapers. In a single day, KLIF actually reaches more than 141,000 family homes in Dallas County ALONE. Wherever you go there's radio -- and KLIF gets around MORE -- reaching more homes MOST.

This edition of the news has been brought to you through
the courtesy of # 4 KLIF Coverage vs. Newspaper Coverage
Shopping for a bargain. It's always best to compare.
Check carefully for quality, for your own, and the
responsibility. For those shopping for good listening.

Have you heard of circulation? ... Not the type of circulation
that sends blood coursing through your veins. I mean circulation
that means a count of radio sets in your homes and newspapers-on
your doorsteps. Radio station KLIF alone is dominant in 43
counties of the rich Dallas trading area ... twice the 21 county
area dominantly served by the two Dallas newspapers. In a single
day, KLIF actually reaches more than 141,000 family homes in
Dallas County ALONE. Wherever you go there's radio -- and KLIF
gets around MORE -- reaching more homes MOST.

Billboarding

This edition of the news has been brought to you through the courtesy of your REX JONES SHOW. When you're shopping for a bargain, it's always best to compare. Check carefully for appeal, for long wear, and for dependability. For those shopping for good listening, WNOE offers the REX JONES SHOW - and among other features, heard elsewhere when the REX JONES SHOW is on ... you'll find

Strike It Rich

Florida Calling

Phrase that Pays ... or

Our Gal Sunday

May we invite your careful comparison - and earnestly solicit your patronage on the merit of the product we offer on the Even Newer WNOE. It is our sincere belief that your best bargain in music today is the REX JONES SHOW.

This edition of the news has been brought to you through the courtesy of your REX JONES SHOW. When you're shopping for a bargain, it's always best to compare. Check carefully for appeal, for long wear, and for dependability. For those shopping for good listening, WNOE offers the REX JONES SHOW - and among other features, heard elsewhere when the REX JONES SHOW is on ... you'll find

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May we invite your careful comparison - and earnestly solicit your patronage on the merit of the product we offer on the Even Newer WNOE. It is our sincere belief that your best bargain in music today is the REX JONES SHOW.

Here's news of a sensational Home Demonstration Offer,
from our sponsor, The BILL ELLIOTT SHOW. Shop from
the comfort of your own home, or in the convenience of
your own car. The BILL ELLIOTT SHOW makes a strong
bid in a competitive field, by giving you the opportunity
to check, compare; feature-for-feature. Check the
market - and then ask yourself whether, in your own
opinion, the BILL ELLIOTT SHOW doesn't offer you MORE
good listening - MORE good music - MORE good features.
Simply dial around, any morning between 6:30 and 10:00 AM.
Listen to such programs as:

Get Up and Go

Cowboy Chapel

Beams of Life ... or

Ladies First

Then go to your radio, simply dial 1060, for a demonstration,
absolutely without charge, of the BILL ELLIOTT SHOW. See
how the weather, the temperature, the music and news are
blended for your enjoyment. This Home Demonstration is for
a limited time only. Take advantage of it TOMORROW morning.

Here's news of a sensational Home Demonstration Offer,
from our sponsor, The BILL ELLIOTT SHOW. Shop from
the comfort of your own home, or in the convenience of
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how the weather, the temperature, the music and news are
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a limited time only. Take advantage of it TOMORROW morning.

The news has been brought to you by the JEFF HUG SHOW, offering you wide selection, quality products and courteous service. Open each evening from seven to midnight for your shopping convenience, the JEFF HUG SHOW features for your pleasure, the very latest in headlines, every hour on the hour. You are invited to browse through the spacious, well-stocked selections of the newest record hits - and in addition to discs and data, you're always assured of getting First news First from the Mobile News Unit. Compare these features with other competing shows such as:

Goodnight Mother

How to Fix It

Thoughts and Themes ... or

E.Z. Headown

We believe you'll learn WHY more and more people are insisting on the JEFF HUG SHOW.

The news has been brought to you by the JEFF HUG SHOW,
offering you wide selection, quality products and
courteous service. Open each evening from seven to
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SHOW features for your pleasure, the very latest in
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other competing shows such as:

Goodnight Mother

How to Fix It

Thoughts and Themes ... or

E.Z. Headown

We believe you'll learn WHY more and more people are
insisting on the JEFF HUG SHOW.

This edition of the news has been brought to you by the BILL STEWART SHOWS of AMERICA, offering you a money-back guarantee on good listening from 3:05 PM until 6, Mondays through Saturdays. Listen! Either you completely agree that the BILL STEWART SHOW is the biggest and best deal on the dial, or your admission price will be cheerfully refunded; no questions asked. Here's how the offer works: Try the BILL STEWART SHOW. Compare it with such competing products as:

Second Mrs. Burton

Record Breakers

Ernie the Whip ... or

Stella Dallas

After a fair trial period, simply send the unused portion, together with your own name and address, to:

BILL STEWART, W H O E, New Orleans. This is your personal guarantee of good listening!

5) *PB*
KLIF'S FREEWAY FORECASTER HAS MOVED A *News* *right* SOON FOR EXPRESSWAY TRAVELERS - AND HERE'S SOMETHING BRAND NEW FOR ALL OF YOU ---- THE EXCLUSIVE NEW KLIF TEMPRA-TONE (sound) INSTANT

1) TEMPERATURE REPORTS - COMING SOON ON BIG KLIF VERY SOON - ANOTHER KLIF FIRST. YOU'LL BE ABLE TO TELL BY THE SOUND WHETHER THE TEMPERATURE IS GOING UP (sound) OR DOWN. (sound)

2) KLIF LEADS THE WAY - AS ALWAYS! SOON THE KLIF TEMPRA-TONE WILL TELL YOU AT A SOUND WHICH WAY THE TEMPERATURE IS GOING.

3) SHOULD YOU WEAR THE TOP COAT? KLIF WILL LET YOU KNOW IN SOUND, STARTING VERY SOON. THIS ELECTRONIC SOUND WILL TELL YOU THAT THE TEMPERATURE IS GOING UP. (sound) THIS SOUND (sound) WILL TELL YOU IT'S GOING DOWN. KEEP YOUR EAR OPEN FOR THE KLIF TEMPRA-TONE,

4) KLIF, THE STATION THAT FIRST BROUGHT YOU MOBILE NEWS AND "INSTANT TOP 40" SCORES AGAIN WITH THE EXCLUSIVE NEW KLIF TEMPRA-TONE. IT'LL TELL YOU INSTANTLY IF THE TEMPERATURE IS GOING UP (sound) OR DOWN. (sound) ANOTHER KLIF EXCLUSIVE, COMING SOON.

News repl- "Intros"

FOREIGN LANGUAGE NEWS INTRO FORMAT

Control: (electronic s.e.)

Annecr 1: "The world reports the news to ^{WYSL.} ~~XTRA NEWS!~~"

Annecr 2: "From Radio _____"

Control: (appropriate voice track)

Annecr 1: "From Radio (above) and all points, news
comes to Radio Buffalo, WYSL"
~~is received at Radio Pacific, XTRA NEWS, over~~
~~Los Angeles!~~

Rec. Control: (fade everything out)

B'Cast Control: (go directly into newscast)

#

Billboarding

ny
NEWS

REJECTED COPY (Ron Ruth, Sales Manager, WYSL)

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

###

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

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

###

PROMOTION (Johnny Borders, Program Director, KLIF)

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

###

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

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

###

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

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

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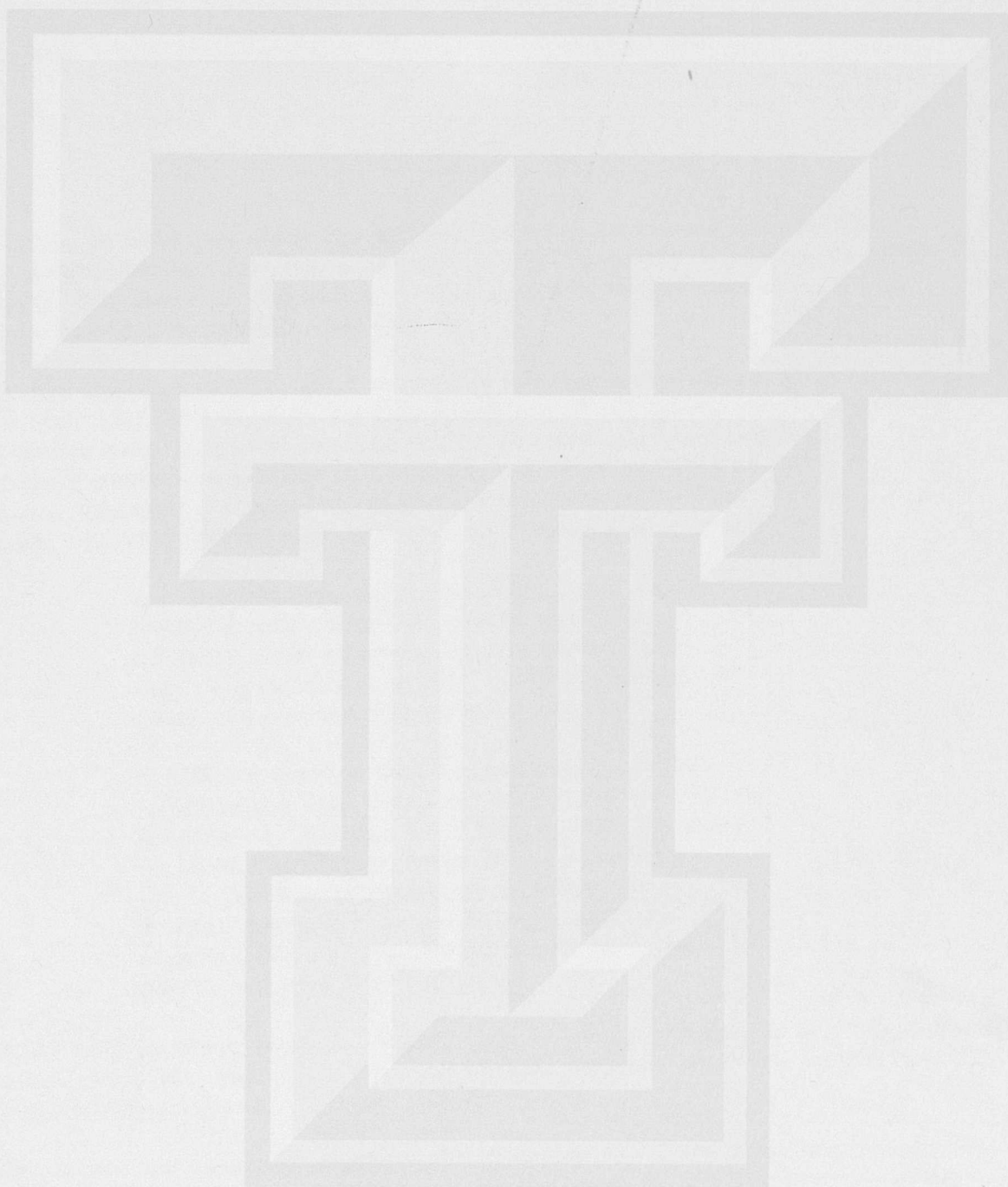
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###



Billboarding

MEMORANDUM

BILLBOARDING

TO: ALL McLENDON STATION MANAGERS

cc: All Managing Editors

FROM: DON KEYES

DATE: JUNE 7, 1963

I wish to remind you about the practice of what we choose to call "billboarding", which a few years ago was a vital mainstay of our on-the-air sound. For those of you who are relatively new to the operation, I will take a moment to explain what this is.

It is the constant and frequent mention (whether by ad lib or by prepared live copy) by your disc jockeys on a subject of relatively great magnitude or immediacy, in which some of your listeners might be interested. Billboarding applies to usually two sources--promotions that require, by their nature, continuing emphasis, such as Scotch Dollars, Rear Window, Flaggpole Sitter, Mystery Telephone, etc; and news stories that are:

a.) Sensational and immediate, such as the hourly developments in a trial that is of extreme local interest; a news story, let's say, of a plane crash that would require frequent reports from the scene; etc.

b.) News stories that are not being carried by other media. Usually you will know of these in advance, such as (and this particular story we have used many times in the past) the Davis Cup tennis matches; an important football game that is not being broadcast locally (Notice this should not be just any game, but an important game); etc.

There may be other types of stories you will wish to apply to this business of billboarding but, basically, this pretty well outlines what you should look for as a billboard subject.

After you have chosen the topic to be billboarded, there should be a specific place set aside in your control room for the posting of billboard material-- suggested lines to use, ad lib suggestions for your disc jockey to pick up on-- and this place should be inviolate. That is, it should never be used for any other purpose. KILT in Houston, for example, has a blackboard hanging in the control room upon which is written in chalk the items worth billboarding.

(continued)

Billboarding

M E M O R A N D U M

TO: ALL McLENDON STATION MANAGERS

cc: All Managing Editors

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(continued)

T - N - T
Texas-News-
Triangle

Now that you know what is to be billboarded, and how it is to be presented to the announcers, there are only two other facts to cover, both most important:

- 1.) The copy must be kept fresh and in many instances, literally up-to-the-minute.
- 2.) Announcers should be instructed to billboard an item after every other record.

Without the latter, particularly, you cannot begin to gain the immediacy and the excitement which you are trying to generate.

Don Keyes

ys
3/7/64 (re-issued)

T - N - T
Texas-News-
Triangle

M E M O R A N D U M

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

FROM: DON KEYES

DATE: JANUARY 8, 1964

On June 7, 1963, I issued a memo to all of you on the subject of "billboarding". I felt that this expression should be explained more fully for the benefit of newer employees and I thought I had done so. But from some of the subjects listed under billboarding in the Managing Editor's Weekly Reports, it appears that the aforementioned memo on the subject is a well-kept secret. I suggest you get this memo of policy out of your files and discuss it fully with your department heads at your next meeting. Point out to them why the following stories do not qualify for billboarding.

- 1.) Pope's visit to the Holy Land.
- 2.) Commissioners' Court budget hearing.
- 3.) Adenauer's resignation.
- 4.) \$1,000 winner in Mystery Home Buyer Contest.
- 5.) Plan making for "Freedom Day" school boycott.
- 6.) Exceptionally warm weather and record drought.
- 7.) Kennedy's planned visit to Army-Air Force game and cancellation.
- 8.) President Johnson's pledge to act on Civil Rights.
- 9.) President Johnson at the Texas White House.

A story to be billboarded must be, as pointed out previously, sensational and immediate or, at least, exclusive. The above stories, obviously, are none of these things. I take this opportunity to caution you on this subject because the type of stories mentioned above can only add more talk to your station without injecting any excitement.

Don Keyes

ys

T-N-T
Texas-News-
Triangle

M E M O R A N D U M

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

FROM: DON KEYES

DATE: JANUARY 8, 1964

On June 7, 1963, I issued a memo to all of you on the subject of "billboarding". I felt that this expression should be explained more fully for the benefit of newer employees and I thought I had done so. But from some of the subjects listed under billboarding in the Managing Editor's Weekly Reports, it appears that the aforementioned memo on the subject is a well-kept secret. I suggest you get this memo of policy out of your files and discuss it fully with your department heads at your next meeting. Point out to them why the following stories do not qualify for billboarding.

- 1.) Pope's visit to the Holy Land.
- 2.) Commissioners' Court budget hearing.
- 3.) Adenauer's resignation.
- 4.) \$1,000 winner in Mystery Home Buyer Contest.
- 5.) Plan making for "Freedom Day" school boycott.
- 6.) Exceptionally warm weather and record drought.
- 7.) Kennedy's planned visit to Army-Air Force game and cancellation.
- 8.) President Johnson's pledge to act on Civil Rights.
- 9.) President Johnson at the Texas White House.

A story to be billboarded must be, as pointed out previously, sensational and immediate or, at least, exclusive. The above stories, obviously, are none of these things. I take this opportunity to caution you on this subject because the type of stories mentioned above can only add more talk to your station without injecting any excitement.

Don Keyes

ys

T-N-T
Texas-News-
Triangle

PROMOTION (Barbara Thielman, Office Manager, WYSL)

billboarding

The jocks ask for the names of area servicemen that are in Viet Nam. On November 24, WYSL will compile a list of all the names we have received and make those lists available to anyone who wants to remember the guys in Viet Nam with Christmas cards, etc.

Strong reaction!

###

THANKSGIVING PROMOTION (Bill Jenkins, Program Director, WYSL)

WYSL Turkey Shoot -- WYSL sets up a shooting gallery in the parking lot of a shopping center, or in front of a store. Anyone who presents a sales slip from the shops in the center, or the particular store, gets a chance to shoot. Every bullseye wins a turkey.

###

COMPETITOR'S COMMERCIAL (Ron Ruth, Sales Manager, WNUS)

Local auto dealer is offering free driving lessons with purchase of new car. It might be a cute idea to tie this in with a personality and let him teach the first 2 or 3 buyers of new cars at a particular dealer.

###

INCREASED EFFICIENCY (Bill Weaver, General Manager, KILT)

In order to insure the "billboarding" practice by the deejays, the news-men will now post a "billboarded" story each day to give the deejays an assist.

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STATION BREAK (Bob White, Program Director, KILT)

"KILT...an all day pep rally...we root for you...!"

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nrb

M E M O R A N D U M

TO: ALL McLENDON STATION MANAGERS

cc: All Managing Editors

FROM: DON KEYES

DATE: JUNE 7, 1963

I wish to remind you about the practice of what we choose to call "billboarding", which a few years ago was a vital mainstay of our on-the-air sound. For those of you who are relatively new to the operation, I will take a moment to explain what this is.

It is the constant and frequent mention (whether by ad lib or by prepared live copy) by your disc jockeys on a subject of relatively great magnitude or immediacy, in which some of your listeners might be interested. Billboarding applies to usually two sources--promotions that require, by their nature, continuing emphasis, such as Scotch Dollars, Rear Window, Flagpole Sitter, Mystery Telephone, etc; and news stories that are:

- a.) Sensational and immediate, such as the hourly developments in a trial that is of extreme local interest; a news story, let's say, of a plane crash that would require frequent reports from the scene; etc.
- b.) News stories that are not being carried by other media. Usually you will know of these in advance, such as (and this particular story we have used many times in the past) the Davis Cup tennis matches; an important football game that is not being broadcast locally (Notice this should not be just any game, but an important game); etc.

There may be other types of stories you will wish to apply to this business of billboarding but, basically, this pretty well outlines what you should look for as a billboard subject.

After you have chosen the topic to be billboarded, there should be a specific place set aside in your control room for the posting of billboard material--suggested lines to use, ad lib suggestions for your disc jockey to pick up on--and this place should be inviolate. That is, it should never be used for any other purpose. KILT in Houston, for example, has a blackboard hanging in the control room upon which is written in chalk the items worth billboarding.

(continued)

T-N-T
Texas-News-
Triangle

Now that you know what is to be billboarded, and how it is to be presented to the announcers, there are only two other facts to cover, both most important:

1.) The copy must be kept fresh and in many instances, literally up-to-the-minute.

2.) Announcers should be instructed to billboard an item after every other record.

Without the latter, particularly, you cannot begin to gain the immediacy and the excitement which you are trying to generate.

Don Keyes

ys
3/7/64 (re-issued)

T-N-T
Texas-News-
Triangle

293
Billboarding

MEMORANDUM

March 13, 1964

From: John Borders

Subject: Billboarding

This will be the procedure on billboarding for your program:

1. The newsman will be given instructions to leave two or three items for use by you.
2. Further, and most important....KEEP AN EYE ON THE WIRE for stories of significant size to warrant billboarding. When you see an item on the wire you can use, hand-write your own billboard (perhaps a little more sensational) around the wire copy.....and after billboarding the bit, follow through with your news from the wire. Also, notify, by note or in person, the morning newsman so that if necessary he may follow-up on the story with fresh billboards, tapes from the scene, or what-have-you.

Thanks for your interest, Dan. I hope this is explanation enough to let you know exactly what we want to accomplish, and what is expected on your program re: billboarding....if there are any more questions, see me.

- 1. Plan making for "Freedom Day" school boycott.
- 2. Exceptionally warm weather and record drought.
- 3. Kennedy's planned visit to Army-Air Force game and cancellation.
- 4. President Johnson's pledge to act on Civil Rights.
- 5. President Johnson at the Texas White House.

A story to be billboarded must be, as pointed out previously, sensational and exclusive. The above stories, obviously, are none of these things. I take this opportunity to caution you on this subject because the type of stories mentioned above can only add more talk to your station without

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Texas-News-
Triangle

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Don Keyes

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

ALL NEWS DIRECTORS

FROM: DON KEYES

T - N - T
TEXAS - NEWS - TRIANGLE

DATE: MAY 1, 1962

Joe Long and I have mapped out the following format for our 'TNT Election Returns Broadcast' this coming Saturday night. Note that all times indicated are approximate. Depending upon the activity in the RNC headquarters, they could run anywhere from one to five minutes late.

COMMERCIALS

You will have six available slots between 6:15 and 7:00 PM, six slots between 7:00 and 8:00, and 4 per hour through to the conclusion of the broadcast.

STATION I.D.'S

These will be done on the network so you won't have to cut in for them.

CUTAWAYS

As agreed previously, you may cut away from the set at random to keep on top of your local returns. Nevertheless, there are two firmly scheduled cutaways each hour after 7:30. Each cutaway will be exactly 7 minutes in length. Suggest you begin cutaway with commercial, give five minutes of coverage and end with another 7 minute commercial. Regardless whether you have a commercial scheduled, you will have 7 minutes to fill and the set will be dead for exactly that period of time!

Please note carefully: The first 6 breaks by the net involve commercials only. First seven minute cutaway isn't until 7:30.

Since the Texas Election Bureau gives a fresh report of State-wide totals on the hour and half hour, your cutaways will come after that information has been broadcast. Joe figures that this information should be over with by 10 minutes past the hour and again at 40 minutes past. At that time, be listening for your cue and cutaway for seven minutes.

T - N - T
Texas-News-
Triangle

NEWS Rpt

"TNT"

MEMORANDUM

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

FROM: DON KEYES

DATE: MAY 1, 1962

Joe Long and I have mapped out the following format for our 'TNT Election Returns Broadcast' this coming Saturday night. Note that all times indicated, except the Sign - On, are approximate. Depending upon the activity in the KLIF auditorium, they could run anywhere from one to five minutes late.

COMMERCIALS

You will have six availabilities between 6:15 and 7:00 PM, six avails between 7:00 and 8:00, and 4 per hour through to the conclusion of the broadcast.

STATION I. D. 'S

These will be done on the network so you won't have to cut in for them.

CUTAWAYS

As agreed previously, you may cut away from the net at random to keep on top of your local returns. Nevertheless, there are two firmly scheduled cut aways each hour after 7:30! Each cutaway will be exactly 7 minutes in length. Suggest you begin cutaway with commercial, give five minutes of returns and end with another 1 minute commercial. Regardless whether you have a commercial scheduled, you will have 7 minutes to fill and the net will be dead for exactly that period of time!

Please note carefully: The first 8 breaks by the net involve commercials only. First seven minute cutaway isn't until 7:30.

Since the Texas Election Bureau gives a fresh count of State-wide totals on the hour and half hour, your cutaways will come after that information has been broadcast. Joe figures that this information should be over with by 10 minutes past the hour and again at 40 minutes past. At that time, be listening for your cue and cutaway for seven minutes.

FORMAT 6:15 PM to 8:00 PM

6:15 PM Sign-On. Intro and opening remarks by Joe Long and GBM. Taped, interviews. This will go on for ten minutes at which time you will be given an obvious cue for your first commercial.

6:25 PM First commercial

6:30 PM Second commercial (Cue will be station i. d. for all three stations)

6:35 PM Third Commercial

6:40 PM Fourth commercial

6:50 PM Fifth commercial

6:59 PM Sixth commercial (cue will be station i. d. for all three stations)

7:10 PM Seventh commercial

7:20 PM Eighth commercial

7:30 PM CUTAWAY (including ninth and tenth commercial -- cue will be station i. d. for all three stations)

7:37 PM (rejoin TNT net)

7:45 PM Eleventh commercial

7:59 PM Twelfth commercial (cue will be station i. d. for all three stations)

FORMAT 8:00 PM to conclusion

8:10 PM CUTAWAY (includes two commercials, total time, 7 minutes)

8:40 PM CUTAWAY (includes two commercials, total time, 7 minutes)

Joe will now provide you with remarks pertinent to the broadcast, cue lines, etc.

Since I will be either in San Antonio or Houston during the week, any further questions should be addressed to Joe. He did a superb job on this last year and if you follow his instructions closely, you can share the success this year.

FROM: DON KEYES

DATE: MAY 1, 1962

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Joe Long and I have mapped out the format for our "TNT Election Returns Broadcast" this coming Saturday. Note that all times indicated suggest the Signal City are approximate. Depending upon the activity in the KLLS studios, they could run anywhere from one to five minutes late.

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You will have six availabilities between 5:15 and 7:00 PM, six avail's between 7:00 and 8:00, and 4 per hour through to the conclusion of the broadcast.

STATION L.D.'S

There will be done on the network as you want to have to cur in for them.

CUTAWAYS

As agreed previously, you may cut away from the net at random to keep on top of your local returns. Please note, however, that you must be ready to rejoin the net within 7 minutes in length. Please note that you may not cut away from the net if you are in the middle of a commercial. Please note that you may not cut away from the net if you are in the middle of a commercial. Please note that you may not cut away from the net if you are in the middle of a commercial.

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DATE: MAY 1, 1962

You are to cut away from me with the "This is UNT, The Texas News Triangle." Please remain alert for any wordings you please but suggest you have a line and use it all night. Don't say "We're back in Gordon McLennan (or the Long)" we do not know who will go on when you return.

Don Keyes

ys
You may find yourself with a pretty long 7 minutes sometime through the night. Suggest you get several backup comments with local candidates and have them ready to use. Necessary comments will be best, such as "What Joe DeLoach thinks about the general conduct of the campaign" etc.

As is to be expected, we will have to do some playing-by-ear in Dallas, but any amendments to the overall instructions will probably be minor and you will be notified by phone or in an obvious way on the air.

News rpb - " TNT "

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
ALL NEWS DIRECTORS

FROM: JOE LONG

DATE: MAY 1, 1962

Your cue to cut away from net will be, "This is TNT, The Texas News Triangle." Please remain alert for this cue! You can return to net with any wording you please but suggest you standardize a line and use it all night. Do not say, "Now back to Gordon McLendon (or Joe Long) "; we do not know who will go on when you return.

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Joe Long

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NEWS *reel*
"TNT"

"T. N. T." PROMO

CUT #1 (Common Ownership)

Ann cr 1: "Ladies and gentlemen... right now... at this very moment, you are listening to the most vital communications link in the history of Texas broadcasting. This is ~~KLIF in Dallas~~, a member of ~~KLIF in Houston~~ T. N. T.!!" *KTSA IN S.A.*

Control: (EXPLOSION, CROSS FADE TO APPROPRIATE MUSIC)

Ann cr 1: "T. N. T... those explosive letters stand for the Texas News Triangle. T. N. T., the Texas News Triangle... the three top rated radio stations in *S.A.* *DALLAS* ~~Dallas~~, ~~Houston~~, and ~~San Antonio~~ and all owned by the same corporation."

Ann cr 1: "For the first time, important news stories from bustling ~~Houston~~ *Houston* and mushrooming ~~San Antonio~~ *Dallas* are just split seconds away."

Ann cr 1: "T. N. T., The Texas News Triangle. Three stations in common ownership in Texas' three biggest cities linking together for the dissemination of important Texas news."

Ann cr 1: "It's still another first for ~~KLIF~~ *KTSA* and the McLendon Stations. A vital service to Texans everywhere. T. N. T., the Texas News Triangle."

Control: (CURTAIN)

"T.N.T." PROMO

CUT #2 (News Coverage)

100%

Ann-cr 1: "If you live in Texas, this announcement is of utmost ^{significance} importance to you. One of your most ^{important} necessary needs has been fulfilled. We are proud to offer you... T.N.T.!!!"

Control: (EXPLOSION, CROSS FADE TO APPROPRIATE MUSIC FOR..)

Ann-cr 2: "T.N.T., a service that is as vital as your wristwatch. T.N.T., the Texas News Triangle."

Ann-cr 2: ^{"The Texas News Triangle, formed by"} "The McLendon Corporation is the only organization which has ever owned radio stations in the top 3 Texas cities, Dallas, Houston and San Antonio. And now this unique trio of top rated stations link together to keep you better informed."

Ann-cr 2: "Through T.N.T., the Texas News Triangle, you'll hear direct news reports from all over the state. News reports of interest to you here in ^{S.A.} ~~Dallas~~ ~~Houston~~."

Ann-cr 2: "Remember, for constant, direct reports of Texas news, keep that dial right where it is... ^{KTSA IN S.A.} ~~KLIF~~ in Dallas, a proud member of ~~KLIF~~ ~~in Houston~~ T.N.T., the Texas News Triangle."

Control: (CURTAIN)

"T.N.T." PROMO

CUT #3 (Common Ownership)

Annecr 1: (ECHO) "No other company could do it!" (OFF ECHO) No other company could bring to Texans the invaluable service of T.N.T."

Control: (EXPLOSION, CROSS FADE TO APPROPRIATE MUSIC FOR...)

Annecr 2: "T.N.T., the Texas News Triangle, could only be organized by the McLendon Corporation because in the history of radio, no other company has ever owned stations in ^{S.A.} Dallas, Houston and ^{Dallas} San Antonio, the top 3 Texas cities."

Annecr 1: "T.N.T., the Texas News Triangle, a most unique radio network devoted to serving Texans everywhere by constant, direct news reporting from Texas' largest cities."

Annecr 1: "T.N.T., the Texas News Triangle, a service that cannot be duplicated by any other company, and ~~KLIF~~ ^{KUT in Houston} in Dallas is proud to be a member." ^{KTS4 in S.A.}

Annecr 2: "For important news from ^{Dallas} Houston and ^{Houston} San Antonio, keep that radio dial on ^{61 KHE} ~~190~~ ^{55, KTS4} Cliff, the ^{Dallas} ~~northernmost~~ ^{southeasternmost} corner of T.N.T., the Texas News Triangle."

Control: (CURTAIN)

"TNT" PROMO

CUT #1 (30-Seconds)

Ann cr 1: "T.N.T. has come to ^{S.A.}~~Dallas!~~
~~Houston~~"

Control: (EXPLOSION, CROSS FADE TO APPROPRIATE MUSIC, FADE FOR..)

Ann cr 2: "T.N.T., the Texas News Triangle has come to ^{S.A.}~~Dallas.~~ T.N.T.,
~~Houston~~
the most unique radio network ever devised."

Ann cr 1: "The McLendon Stations in Dallas, Houston and San Antonio have
linked together to perform a remarkable service."

Ann cr 2: "A service of constant, direct news reporting from Texas' largest
cities."

Ann cr 1: "To keep in touch with Texas, keep that dial on ⁶⁴~~1190~~, ^{KHET}~~KLIF~~,
~~55~~, ^{KTSA}
a member of T.N.T., the Texas News Triangle."

Control: (CURTAIN)

"T.N.T." PROMO

CUT #2 (30-Seconds)

Annrcr 1:

^{KLIF}
(ECHO) "KLIF has added a new dimension to ^{S.A.} Dallas radio with ^{Houston}
^{KTSA}
T.N.T.!" (OFF ECHO)

Aoncto

Control:

(EXPLOSION, CROSS FADE TO APPROPRIATE MUSIC, FADE FOR..)

Annrcr 1:

^{KLIF}
"KLIF and the other McLendon Stations in ^{Dallas} Houston and ^{Houston} San Antonio
^{KTSA}
are now linked together in the most unusual radio network in history.
T.N.T., the Texas News Triangle. A network of direct, constant
news reports from Texas' largest cities."

Annrcr 2:

"The Texas News Triangle ~~stations are not only linked together in~~
~~news stature but in ownership as well.~~ A communications triangle link
no other company has been able to effect."

Annrcr 1:

"When it's news of Texas you want, keep that dial on ^{KLIF} KLIF, an
^{KTSA}
outlet of T.N.T., the Texas News Triangle."

Control:

(CURTAIN)

80 85 90
"T. N. T." PROMO

CUT #3 (30-Seconds)

Ann cr 1: (ECHO) "Listen to ^{RTS} ~~Cliff~~ ^{Kate} for the sound of T. N. T." (OFF ECHO)

Control: (EXPLOSION, CROSS FADE TO APPROPRIATE MUSIC FOR...)

Ann cr 2: "T. N. T., the Texas News Triangle, a brand new unique radio network devoted to the dissemination of important Texas news."

Ann cr 1: "Never anything like it before! Only the McLendon Corporation could organize it because no other company has ever owned radio stations in all three top Texas cities, Dallas, Houston and San Antonio. And top rated stations at that!"

Ann cr 2: "Direct news reporting from ^{Dallas} ~~Houston~~ and ^{Houston} ~~San Antonio~~. News of importance to us here in ^{Dallas} ~~Dallas~~ ^{San Antonio} ~~Houston~~." ^{Joe Long}

Ann cr 1: "A vital service to Texans everywhere. T. N. T., the Texas News Triangle."

Control: (CURTAIN)

State Democratic & Republican Primary Election

ELECTION PROMO

TNT STATIONS

CUT # 1

Control:

(Fanfare)

Ann cr 1: "Mark this date on your calendar!"

Ann cr 2: (echo) "Saturday, May 5th, 6:15 PM" (echo)

Ann cr 1:

DRUM

"On Saturday, May 5th at 6:15 PM, ~~KLIF~~ and the ~~RTSA~~

Control:

Texas News Triangle will present its first network
State Dem + Rep. Primary election
news broadcast. The ~~Gubernatorial~~ Election returns."

Control:

(appropriate music, fade for....)

Ann cr 2:

"Direct from Dallas, the headquarters of the Texas
Election Bureau, the Texas News Triangle microphones
will carry the voice of the Old Scotchman, Gordon
McLendon, and seasoned reporter, Joe Long."

Ann cr 1:

"For superb election coverage, keep that dial on ~~KLIF~~ *55*

~~KLIF~~ *HOUSTON*
~~KLIF~~ *HOUSTON* in Dallas for TNT, the Texas News Triangle
~~RTSA~~ *San Antonio* *State Primary*
broadcasts of the ~~Gubernatorial~~ Election returns."

Control:

(curtain)

Control:

(curtain)

#

State Democratic + Republican Primary Election

Control: (Fanfare)

Annncr 1: "Live, from Dallas, headquarters of the Texas
Election Bureau, TNT, the Texas News Triangle,
State Dem + Rep. Primary
presents the ~~Gubernatorial~~ Election returns!"

Control: ~~(transition music, fade for...)~~

Annncr 2: ~~KLIF~~ ~~KLIF~~ and the other stations of the Texas News
KLIF
RTSA
Houston *Dallas*
Triangle in ~~San Antonio~~ and ~~Houston~~ will present
the Old Scotchman, Gordon McLendon, and reporter
Joe Long... with up to the minute election returns Saturday
evening May 5th at 6:15 PM."

Annncr 1: "Keep up with the election returns from all over the
state by listening to ~~KLIF~~ ~~KLIF~~ and the Texas News Triangle
KLIF
Dallas *Houston*
stations in ~~Houston~~ and ~~San Antonio~~. That's Saturday
evening, May 5th on TNT, the Texas News Triangle."

Control: (curtain)

#

"T. N. T." PROMO

NEWS INTROS

Anncr: "Cliff News on the hour "
Control: (one "bong" from Big Ben)

Anncr : "With exclusive news stories from Dallas, Houston
and San Antonio via (echo) T. N. T (off echo),
The Texas News Triangle. "

Control: (3 step oscillator beeps descending to fade out...)

#