

SUNDAY REVENUE

Sunday Revenue

rph

###

SPEC SPOT (Dickie Rosenfeld, General Manager, KILT)

We have proposed a schedule to surety savings built around the convenience of saving at surety because they have over 200 depositories in Houston. You can save by mail and enjoy the convenience of making your deposit at any one of the more than 200 mail deposit boxes in Houston... and surety savings pays the postage both ways.

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SUNDAY REVENUE (Dickie Rosenfeld, General Manager, KILT)

We proposed and sold a schedule to an operator of apartment units. The bulk of their spot schedule is placed on Sunday to draw apartment hunters to their various locations.

###

PROMOTION (Larry Vance, Program Director, WYSL)

Every week the Goodguys will present a new Mystery Housewife. Clues, done in the housewife's voice, will be aired during midday. All clues will give hints at housewife's husband's occupation. Listeners will guess woman's name by identifying husband through clues. Example: we might begin by using wife of Buffalo Bill football star Wray Carleton. Wray is currently doing "Sports Capsules" on WYSL and this promotion would be a beautiful way to plug Wray's connection with WYSL. Promotion would also be an aid to sales department, as by using wives of important local businessmen we should be able to creat talk in proper circles.

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###

RESTRICTED

Journey Into Time

7 & 7 1/2

Psychotic Reaction

Have You Seen Your Mother

See You Rider

Harlock Shuffle

Renny/Kasuals

Love

Pos. 13 O'Clock

Rolling Stones

Eric Burdon & Animals

The Traits

Mark LTD

Electric

HBR

London

MGM

Universal

SUNDAY REVENUE (Dickie Rosenfeld, sales manager, KILT)

Watch future TV program schedules carefully. Several national companies sponsor big spectacles or movies and quite often on Sundays. For example... Ford, sponsored "Bridge on River Kwai" last Sunday. Spots can be sold to dealers involved pushing such shows, inviting people into their particular showrooms to see their models, and thereby capitalize on national advertising.

###

SPEC SPOT (Dickie Rosenfeld, sales manager, KILT)

World series... we have sold a "World Series" contest to a local color TV dealer. In the contest, entrants are asked to guess the total number of runs to be scored by the winning team. The prize is a color TV set. In case of a tie, the earliest entry wins.

###

HOT KLIMBERS

KLIF

- | | | | |
|-----|---------------------|------------------|----------|
| 1.) | Hooray For Hazel | Tommy Roe | ABC |
| 2.) | Go Away Little Girl | The Happenings | BT Puppy |
| 3.) | Dandy | Herman's Hermits | MGM |

KILT

- | | | | |
|-----|--------------------|---------------|-------------|
| 1.) | Psychotic Reaction | Count Five | Double Shot |
| 2.) | Mr. Spaceman | The Byrds | Columbia |
| 3.) | Poor Side of Town | Johnny Rivers | Imperial |

WYSL

- | | | | |
|-----|-------------------------|------------------|-----|
| 1.) | Dandy | Herman's Hermits | MGM |
| 2.) | You're Pushing Too Hard | The Seeds | |
| 3.) | Here We Are Again | Beau Brummels | |

RESTRICTED

- | | | | |
|-----|---------------------------|-----------------------|-----------|
| 1.) | Journey Into Time | Kenny/Kasuals | Mark LTD |
| 2.) | 7 & 7 Is | Love | Elektra |
| 3.) | Psychotic Reaction | Pos. 13 O'Clock | HBR |
| 4.) | Have You Seen Your Mother | Rolling Stones | London |
| 5.) | See See Rider | Eric Burden & Animals | MGM |
| 6.) | Harlem Shuffle | The Traits | Universal |

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PROMOTION (Bill Young, Program Director, KILT)

Billboard Promotion--We hope to have a certain amount of billboards around the city covered with plain white paper. Then each individual jock will go out and literally paint the sign using his own imagination. Listeners will vote on the best sign. Big talk feat.

###

CREATIVE IDEA (Dickie Rosenfeld, Sales Manager, KILT)

October is National Restaurant Month--We have prepared a large scale promotion for the Houston Restaurant Association and member restaurants to encourage listeners to enjoy the pleasures of eating out.

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SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We have proposed a 30 minute Sunday morning program, to Albritton's Cafeteria, in which Church programs and activities will be announced. The regular station music policy will be followed during the program. The copy approach will be "after church, eat at Albrittons."

###

HOT-KLIMBERS

KLIF

- | | | | |
|-----|---------------------------|-------------|----------|
| 1.) | If I Were A Carpenter | Bobby Darin | Atlantic |
| 2.) | Paint Me A Picture | Gary Lewis | Liberty |
| 3.) | The Great Airplane Strike | Paul Revere | Columbia |

KILT

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|-----|-------------------|-----------------------|----------|
| 1.) | See See Rider | Eric Burden & Animals | MGM |
| 2.) | Mr. Spaceman | The Byrds | Columbia |
| 3.) | Wild Angels Theme | David Allen | Tower |

WYSL
No Report

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No Report

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SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We sold a 20 spot Sunday schedule to Foley's on their diamond sale. The Monday event produced sales amounting to \$5,200.00 while a normal day is \$250.00. One radio listener came from 100 miles and bought a \$160 item for cash. We proposed on this basis that Foley's continue the trend by saturation Sunday schedules for Monday and Tuesday sales events.

###

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

The Houston Livestock Show and Rodeo is perhaps this city's single civic event. It commands very strong and general interest among both the business community and the population in general. To capitalize on this interest and to generate business from businesses not generally called on, each KILT salesman has been assigned ten random calls per day and an individual section of the Yellow Pages from which to make them. We have prepared "salutes" to the Livestock Show which are read to the potential advertiser with his individual message included. He is asked to buy from one to five or more of the salutes depending on business size.

Although the budgets are small, we are turning up some excellent prospects for year-around business.

###

FCC RULING (Dick Dobbyn, Managing Editor, KILT)

Last week's Weekly Report mentioned a competitor's contest in which mobile news units would broadcast their location in town and award prizes to the first person to get to them. FCC recently warned stations about holding contests that might cause "contestants to rush to areas in order to be first..." Feds said it was irresponsible action by broadcaster to endanger citizens on the streets with such contests. See attached.

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INCREASED EFFICIENCY (Bill Weaver, General Manager, KILT)

Ask the telephone company to check your incoming calls and advise you over a given period how many times the line is busy. I recently had this done, and was surprised at the results. The telephone company will do this at no charge, and the survey is worthwhile to inform you on the busy times of the day.

#

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

It's Spring "Paint Up Time" and we have proposed to Cook's Paint stores that they capitalize on this by selecting a "House Painter of the Week". Cook's will run a heavy schedule for four weeks, selling their paint and facilities and promoting the contest. The spots will invite listeners who are planning to paint their houses (or have their houses painted) to stop by at Cook's Paint Stores and register. No purchase is required to avoid lottery problems. Once each week a "House Painter of the Week" is selected. Cook's awards the winner an amount equal to union scale wages for the labor involved in painting the home, plus the cost of the paint. This should turn out to be a real traffic and sales builder.

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SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We are proposing a Sunday spot schedule to local Insurance Companies based on the fact that Sunday is a time when families are together. Since decision making in insurance programs almost always requires the attention of the husband and wife, we are pointing out that our Sunday programming is the best time available for this purpose.

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For a large resort area on Galveston Island, we came up with some spots built around teenage activities. The purpose is to have teens bring their families out on Sundays for a water tour of the area showing resort lots for sale. We emphasize heavily "teen activities" planned for residents, such as surfing, skiing, and Saturday night dances at the Marina. One of the spots now running advertises for teenage bands to appear during the summer. This approach, through the teens, has made JAMAICA BEACH a more successful, better selling area than it was using other media to attract the adults only.

###

PROMOTION (Bill Young, Program Director, KILT)

"Classic Roulette" -- Chuck Dunaway came up with this one. Listeners request a number (1 through 1,000) and we play that particular card number from the classic file. Listeners whose cards we use win oldie but goodie albums.

###

HOT KLIMBERS

KLIF

1.) "Little Latin Lupe Lu"	Mitch Ryder	New Voice
2.) "Kicks"	Paul Revere	Columbia
3.) "Spanish Flea"	Tijuana Brass	A & M

KILT

1.) "Your Personality"	Jackie Lee	Mirwood
2.) "This Old Heart of Mine"	Isley Bros.	Tamla
3.) "Lullaby of Love"	The Poppies	Epic

OTHER RESTRICTED RECORDS

KLIF

1.) "Call My Name"	Them	Parrot
2.) "Good Lovin' "	Young Rascals	Atlantic
3.) "Little Latin Lupe Lu"	Mitch Ryder	New Voice
4.) "All Nite Long"	Bad Seeds	J. Beck
5.) "Keep On Runnin' "	Spencer Davis	Atco

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yph

REJECTED RECORD (Bill Young, Program Director, KILT)

Because of the lyrics, "Let's Get Stoned" by Ray Charles on ABC has been rejected by KILT Program Department.

###

LOCAL NEWS STORY (Brad Messer, Managing Editor, KILT)

Local news stories unearthed and developed this week by KILT included a couple that have caused much comment. Dan Lovett had interviewed a Houston soldier who was recently killed in Viet Nam. The soldier and his buddy had given Dan a flag, promising to pick it up at KILT when they came home. Dan still has the flag. KILT news interviewed a go-go dancer who is happy that an out-of-town club paid her one dollar per pound per day for a two-week appearance. She weighs 250 pounds. This interview has caused much comment.

###

SUNDAY REVENUE (Al Lurie, Sales Manager, KLIF)

Men's stores should be solicited to run on the next few Sundays before Father's Day.

###

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

Have open and close for Grand Prairie merchants on a Father's Day promotion. Middle portion devoted to individual retailer. Calls attention to suburb and merchants, get saturation at nominal cost.

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

Jack Roach Ford on KPRC -- Salesmen say yes to anything at Jack Roach Ford, if you only want to pay "X" dollars down and "X" dollars per month on a new Mustang...we say, Yes..."X" dollars on a new Fairlane, we say, Yes..."X" dollars on a new Galaxie, we say, Yes...etc., etc. "I don't know why we say yes to every deal...it's the sales manager's idea. If you want to only pay "X" dollars for a used, etc., etc. we may cry a little but we say, Yes. Maybe the reason we say yes is because our sales manager is a Karate champion and if we say that other word.....C-R-U-N-C-H! (Sounds of boards splintering).

###

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

We have proposed to Newberry's Department Store that they establish a first floor, easily accessible fixture to display Father's Day gift items, all priced under \$10.00. They will gear a schedule on KILT to the teenager promoting the ease of shopping for a Father's Day gift at the special counter. The "everything under \$10.00 " feature will also be played up big in the spot, using items.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We have proposed to Wyatt's Cafeterias, a schedule of Saturday and Sunday spots containing religious and church announcements. The spots invite listeners to eat at Wyatts before or after church and special reminders that special "group" servings are available throughout the week.

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ypb

INCREASED EFFICIENCY (Bill McDowell, General Manager, XTRA NEWS Sales)

Suggest Billie Odom evaluate invoice forms. Standard has three blanks for breakdown of time classifications and rates. XTRA has four time classifications (AAA, AA, A and B) and we have many accounts that require two invoices for each time order.

###

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

Proposed a series of hops for Montgomery Wards. To be held in suburban areas of Dallas. Fifteen seconds of minute spots to be devoted to promoting the hop. This is a back-to-school promotion. Products will be merchandised (style show) at the dances.

###

SUNDAY REVENUE (Al Lurie, Sales Manager, KLIF)

As a result of soliciting boat dealers, now have two schedules on Sunday.

###

HOT KLIMBERS

KLIF

- | | | |
|-------------------------|---------------|---------|
| 1.) "A Million and One" | Dean Martin | Reprise |
| 2.) "Pretty Flamingo" | Manfred Mann | U. A. |
| 3.) "The Work Song" | Tijuana Brass | A & M |

KILT

- | | | |
|--------------------------|--------------------|------------|
| 1.) "Little Girl" | Syndicate of Sound | Bell |
| 2.) "Born a Woman" | Sandy Posey | MGM |
| 3.) "Summer in the City" | Lovin' Spoonful | Kama Sutra |

WYSL

No report received.

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ys
7 / 20 / 66

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7 / 20/66

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SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

Battle being waged among drive-in cleaners. Sold idea to Sav-on of saturation spot campaigns to run Sunday and Monday (10 spots daily) to encourage Monday business their way after accumulation of dirty clothes from week before and weekend.

#

REJECTED RECORDS (Bill Young, Program Director, KILT)

"Rhapsody in the Rain" by Lou Christi on MGM. The lyrics are suggestive according to Bill.

#

STATION BREAKS (Bill Young, Program Director, KILT)

"All American KILT...."

- 1.) ...More exciting than a parachute jump from the San Jacinto monument..."
- 2.) ...More refreshing than a dip in the Mecum fountain..."
- 3.) ...More absorbing than a giant sponge in Galveston Bay..."
- 4.) ...More thrilling than finding a parking space near the Dome entrance..."
- 5.) ...More lively than early morning traffic on the Gulf Freeway..."

#

ST. PATRICK'S PROMOTION (John Barger, Program Director, WYSL-AM)

"Little Green Things" Contest -- Listeners were invited to bring by unusual things that were green in color. Most unusual (which turned out to be a large lizard) winner received a leprechaun for a day (midget in green vest and hat). Pictures to be forwarded to Eastman and local papers.

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Land development Companies are all competing for prospects to visit sites on Sunday afternoon...idea is to sell spot schedule promoting picnic, on location, and tie in food co-op suppliers such as meat, bread and beverage companies to furnish food...KILT D. J.'s appear and emcee big hop. This plan puts client way above other competitors.

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SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

We are pitching H. R. Block & Company, firm of income tax specialists, the idea being to start a campaign early in January consisting of a series of tax tips, general helpful information, designed to interest people enough in possible deductions that they'll respond early and solicit the aid of H. R. Block to save them money. Each spot contains a line saying, "for additional information and help on preparing your return, contact any one of the fifteen H. R. Block tax offices."

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NEWS IDEA (Richard Dobbyn, Managing Editor, KILT)

Added excitement and an air of urgency is conveyed by the newscasters using simple phrases like:

"This story just into the KILT News terminal 12 minutes ago..."

"Here is more late breaking news just received..."

"Here is a news urgent just handed me..."

"We are now getting more details about..."

"In this late dispatch just transmitted to KILT News from..."

#

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

Land development Companies are all competing for prospects to visit sites on Sunday afternoon...idea is to sell spot schedule promoting picnic, on location, and tie in food co-op suppliers such as meat, bread and beverage companies to furnish food...KILT D. J.'s appear and emcee big hop. This plan puts client way above other competitors.

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nph

STATION BREAK (Bob White, Program Director, KILT)

"KILT...super-sized entertainment..."

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

KNUZ is running a series of spots to create interest in the United States premiere showing of a bloodless bullfight.

The spot revolves around locating the "Mystery Matador" using typical bullfight music backgrounds and giving clues as to the "Mystery Matador's" location each day, usually in a shopping center. KNUZ has created quite a bit of interest in this event as well as building traffic for various merchants advertising on KNUZ. They award tickets to the bullfight as prizes.

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SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We are presenting specially written spots for leading restaurants and cafeterias on Lenten menus. Each spot, run on Sunday, gives specific menus for the following week. Spots encourage businessmen to enjoy Lenten lunches during daytime and to bring families during evening hours.

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

In February some 3500 riders will ride horseback some 90 miles to open the Houston Livestock Show and Rodeo. This is called the Salt Grass Trail.

We have pitched a local saddle shop, who supplies a great deal of the equipment needed, a promotion called "The Model Boot Mystery Rider". Clues will be given as to his identity and the first person catching the Mystery Rider will be given a complete Western outfit.

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SUNDAY REVENUE (Bill Weaver, General Manager, KILT)

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

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

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

###

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

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

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

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

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M E M O R A N D U M

TO: ALL McLENDON STATION MANAGERS

FROM: DON KEYES

DATE: JUNE 19, 1963

You'll recall our discussion on "Sunday Revenue" during the recent Managers' Meeting.

KTSA has prepared a tape presentation on that subject to play for their various clients. I am sending you a copy of their script should you wish either to copy it or paraphrase the idea.

Either way, it shows some hustle on KTSA's part.

Don Keyes

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cc: Gordon McLendon

THE BIG, BIG SUNDAY SHOW...AN ORIGINAL DRAMA IN ONE ACT

(S.E. KETTLE DRUMS)

ANNCR: (ECHO) Ladies and Gentlemen: We take you now to the Big Board
Room In The Sky.

(PRODUCTION MUSIC BRIDGE)

(SE GAVEL) (S.E. NOISY PEOPLE)

CHAIRMAN: The Executive meeting of the Big Boardroom in the Sky will
come to order.

(SOUNDS SUBSIDE)

CHAIRMAN: May I have a report on present business conditions from
representatives of the member businesses.

(MIXED BUT LOUD REACTION)

CHAIRMAN: (POUNDING GAVEL) Order, order. I detect a note of dissent.

GAL: May I speak? May I speak?

CHAIRMAN: The little lady in the gray flannel apron has the floor. How
are you Grandma?

GAL: It's just terrible, sonny. The end of the week my business
is rush, rush, rush! But on Monday's and Tuesday's...I find
my clerks posing as dummies on the floor...they've learned to
sleep standing up!

(GENERAL CROWD MUMBLING RESPONSE)

CHAIRMAN: You can't tell the dummies without a saleslip, is that what
you're trying to say, Grandma?

GAL:: It's just that I wish some of my customers would shop with me at the beginning of the week...but how do I bring 'em in?

CHAIRMAN: Seems like you might try to do some advertising on Sunday...has anybody ever thought of that?

MAN: May I speak?

CHAIRMAN: You have the floor.

MAN: I tried some Sunday advertising once. Saturation Church Fans! Fantastic results!

CHAIRMAN: Saturation church fans...interesting. Why don't you continue using them?

MAN: They've air conditioned the churches.

2nd MAN: I have an idea...what about newspaper...everybody reads the Sunday ~~new~~ newspapers?

3RD MAN: Lots of ads in the Sunday newspapers...thousands of them...must prove something. Wish I could get around to reading them all.

CROWD JOINS IN

CHAIRMAN: (POUNDING GAVEL) One at a time, ladies and gentlemen...one at a time. What about Sunday newspapers, anybody have any results?

GAL: Oh, I just LOVE the Sunday funnies...did anybody see Peanuts last week?

4TH MAN: I never have time for all that's in the Sunday papers, what with hauling the family out on picnics and fishing and fun stuff like that.

(CROWD JOINS IN)

CHAIRMAN: (BANGING GAVEL) I think I hear somebody mention radio. Anybody

CHAIRMAN CONT.: care to testify about using Sunday radio.

1ST MAN: Oh, chief...I think you're getting into a touchy area. I mean, who ever heard of using Sunday radio to bring in Monday-Tuesday customers.

(CROWD JOINS IN...UNHEARD OF, TEC.)

CHAIRMAN: One minute, please, board members. I have a report here from a special Sunday radio survey. It says more people listen to the radio on Sundays than during the week...people spend more time with the radio on Sunday afternoon than they do with newspapers.

2ND MAN: But advertise on the radio on Sunday...it's never been done.

3RD MAN: I did it once.

CHAIRMAN: All eyes are on you sir...what happened?

3RD MAN: I had the biggest Monday in the history of my business. Only trouble is.....

CHAIRMAN: Yes...

3RD MAN: I'm not open on Munday.

CROWD: Terrible...etc.

CHAIRMAN: (BANGING GAVEL) All right folks...I think we've established that we don't know what kind of results we can get on Sunday radio merely because we haven't really tried it. As I understand it, the Sunday radio audience is a captive audience. People taking Sunday drives in their cars, people on picnics or around the swimming pool, or having a back yard barbecue...all of these fun things naturally call for the fun sound of radio. Did any of you know that 50 million transistor radios were sold last year...50 million think of it...

(CROWD ECHOS THOUGHT)

CHAIRMAN: To say nothing of the millions of car radios and new home radios sold last year. I think we might have something here.

1ST MAN: I have a Hooper rating here for every major U.S. market...looks like this radio station O T H E R beats all the other stations hands down.

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GAL: Well, any station that bases it's call letters on Sunday Advertising is good enough for me...but what's KTSA's rating?

CHAIRMAN: (BANGING GAVEL) I think it would be unfair to other radio stations if we mentioned the rating of this one station. After all, we're supposed to be an impartial body...however, after looking at this rating sheet it's hard to be impartial...looks like KTSA...which means...Can Take Sunday Advertising...is a dominant Number One in the San Antonio market.

(CROWD NOISES)

CHAIRMAN: Hold it...the meeting isn't concluded...

TO: ALL McLENDON STATION MANAGERS
FROM: DON REYES -5-

MAN BACK FROM MIKE: Sorry, Mr. Chairman...we're afraid to wait around...

we don't want our competition to beat us to those good
Sunday availabilities...

CHAIRMAN: (ECHO) Mmmmmmm...I wonder if the day will soon come when KTSA
changes its name from CAN take Sunday advertising...to
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beginning of a revolution in radio time buying...and to think...
I started out my career posting bills on church fans.

(DRAMATIC FEMALE)

ANNCR: (ON ECHO) And so we leave our meeting of the Big Board Room in
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(SPINGER)

PROMOTION: Bob White, Program Director, KILT

July 7th, Ringo's birthday, KTSA encouraged listeners to send their Ringo Birthday Cards to KTSA to be sent to Ringo in bulk. They also had a "Ringo Starr" Birthday Contest. KTSA had a local bakery bake a large cake that looked like a drum. On the cake were actual images of all the Beatles that really rocked and rolled. The cake was a real knockout. The winner also received other Beatle prizes.

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PROMOTION (Bruce Hathaway, Program Director, KTSA)

Working in conjunction with Cinema Arts, KTSA leased the Texas Theatre and the Beatle's picture "Hard Day's Night" for a well in advance first time showing premier of the picture, complete with souvenir tickets and Beatle ID tags for all who attend. KTSA has the exclusive premier showing. The tickets will be at a special reduced price. Also, Beatle albums will be given away, and all the KTSA deejays will be present to introduce the film. The whole thing will be billed as "KTSA Presents..."

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SUNDAY REVENUE (Bill Weaver, Manager, KILT)

I quote Bill's Weekly Report:

"We are beginning now to set up our Sunday Professional Football Score programs. Normally, I think, we start out too late to get the proper revenue for these programs so we are starting early. The Houston Oilers have started their publicity going for their season, so it ties in with our sales program."

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"Catch A Falling Star" -- In years gone by, how many one-shot record artists have there been? Like Bobby Lewis and "Tossin and Turnin' ". Using the music theme of "Catch a Falling Star", we put a small portion of this record in the promo and asked listeners to send us the name of the artist and record. The falling star is tied in since after one hit, he fell. Our pick of three correct answers receive prize.

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COMPETITOR'S PROMOTION (Bob White, Program Director, KILT)

"A Year Ago Today" on KNUZ. This is being run on Saturdays and Bob says it is one of those promotions he wishes he had thought of first. They play Classics from a year ago that day. Only the Top 20 songs from that year ago are played and they refer to each by its rating on that day.

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PROMOTION (Johnny Borders, Program Director, KLIF)

Listener given opportunity to win "Beatle Cash" in "Beatle Picker" contest for teen times. Telephone game. Excerpts taken from 33rpm Capitol pressing of their open-end interview. Listener guesses next Beatle up... deejay hits cart..."Hi, this is Paul.", etc. If guess is correct, listener wins cash--Beatle record or comparable prize.

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STATION BREAK(Johnny Borders, Program Director, KLIF)

"This is KLIF! Turn us up... and we'll turn you on!"

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

For Camera or Film Store -- FLASH BULB REFUND. Promote that store would offer 1¢ refund or one new flashbulb, for two used ones, etc. Used bulbs must be returned in original sleeve carton bearing store's imprint. Credit applied to cost of new flashbulbs, or purchase of developing and printing.

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LOCAL NEWS STORY USED AS
SPRINGBOARD FOR COMMENT (Charlie Payne, General Manager, KLIF)

West Coast report broadcast exclusively by KLIF that John Lennon was leaving the Beatles. Charlie cabled him offering a job. Good wire copy.

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PROMOTION (Dave McKinsey, Program Director, KABL)

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KNBR has a little thing: "Moneyback guarantee on our music."

Just set your dial to KNBR for a week. If you don't like our music, just send us a dime and stamped envelope and we'll send you your money back.

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SUNDAY REVENUE (Bob Luther, General Manager, WYSL)

Jewish Hour bringing in \$15.00 per spot helps to discharge our religious program obligation while making money for station.

###

MONEY SPENT (Bill Weaver, General Manager, KILT)

I have gone on an economy kick, and intend to hold all expenses to the minimum for a 90-day period.

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

We needed a good promotion for an old line, prestige jeweler, and came up with this idea. We will invite brides-to-be to register in Becker's Jewelers, and each week one will be chosen. The winner will get a part of her china and crystal as her prize. She will be called the "Bride of the Week."

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SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

This is idea with slight variation on theme used by Ford Motor Co to introduce the Mustang. Have prospects come in and test drive the Mustang, then register. After two week period drawing held and winner gets to drive Mustang for three full months. Good October-November sale resulted.

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

ayh

Have a large T. V. store stay open on Sunday and sell color sets only. Idea being to have world series special, inasmuch as the Giants are "in", there should be a lot of interest.

###

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

Get a restaurant to sponsor a mashed potato eating contest during National Potato Week.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

KABL is going to sponsor a "seance" on Halloween, with the cooperation of the magicians union and the "Carter the Great" Museum of Magic, in an attempt to make contact with Houdini, who died 20 years ago this year. Wild.

###

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

For Ivy Russell Ford on KTRH and KPRC -- Organ music intro...
anncr solemnly... "There are funerals and there are funerals. There's a wake going on right now at Ivy Russell Ford..." (New Orleans type jazz music up strong, then down and under) Annr (bright) "but this funeral is New Orleans style... Ivy Russell says out with the old because you can't take it with you. Come to the wake at Ivy Russell Ford now. Have a cup of real New Orleans French coffee and save hundreds of dollars on a new or used Ford."

###

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

Have a large T. V. store stay open on Sunday and sell color sets only. Idea being to have world series special, inasmuch as the Giants are "in", there should be a lot of interest.

###

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

Get a restaurant to sponsor a mashed potato eating contest during National Potato Week.

###

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###

STATION BREAK (Bruce Hathaway, Program Director, KTSA)

"KTSA... fun for Fall... and fun for all..."

apb

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

In order to give the Champion Chevrolet grand opening more spice, we came up with a marathon runner who ran about twenty blocks with a flaming torch. He handed the torch to the Mayor who burned the ribbon. The runner had a huge champion banner across his chest. The ceremony was most impressive.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

For stations carrying football games, we sold the 10-second station I.D. to a large insurance firm. The I.D. gives time to get in the call letters, city, and a fast, well produced spot covering various phases of client's insurance services. We sold them at the rate of \$25.00 each. Contract was for the balance of the 1965 season.

###

THANKSGIVING PROMOTION (Dickie Rosenfeld, Sales Manager, KILT)

For the Thanksgiving Day season, we have proposed to a drive-in grocery chain, the KILT Turkey Trot. A number of "times" are announced on a rotating cartridge (such as 17 seconds, 12 seconds, 15 seconds, etc.). A listener is chosen to participate and guesses the time it will take the turkey to run the 100 yard dash. The deejay then plays the tape and if it is the time guessed by the listener, she wins a turkey. To add to the fun of it, sound effects of a horse's hooves are heard as the turkey runs... then a filter voice announces the "time" it took to run the 100 yards.

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rph

- 4 -

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

Ice Hockey is a brand new sport to the southwest and Houston has a brand new hockey team... The Apollos. We convinced the Apollo management that they have an educational job to do with the fans and would-be fans. We have proposed a schedule of announcements to the Apollos, containing interesting and educational information about ice hockey. Tickets will be awarded on a "write in and we'll draw a name" basis.

#

SUNDAY REVENUE IDEA (Dickie Rosenfeld, Sales Manager, KILT)

Funeral directions have difficult times getting advertising across without seeming too commercial so above prospect (Waltrip Funeral Home) has been presented idea of broadcasting time of various church services on Sunday.

#

HOT KLIMBERS

KLIF

- 1.) Road Runner
- 2.) I Miss You So
- 3.) Everybody Loves a Clown

Gants
Little Anthony
Gary Lewis

Liberty
DCP
Liberty

KILT

- 1.) If You've Got a Heart
- 2.) With These Hands
- 3.) Ain't It Time

Bobby Goldsboro
Tom Jones
Andy Williams

U. A.
Parrott
Columbia

KTSA

- 1.) Time
- 2.) Everybody Loves A Clown
- 3.) Round Every Corner

Town & Country
Gary Lewis
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Renner
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Rph

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

Pardon the ethnic approach. Going into "Jewish Hour" on Sunday morning with seven accounts sold at \$15.00 per. All class retailers with (obviously) Jewish ownership. Should actually open more doors for station through development of this type of loyalty, and get paid in the process.

###

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

Proposal made to S. F. Chiropractic Society to use radio as a group. Good chance of schedule being placed.

###

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

Car Wash -- have a Sunday special price for anyone getting their car washed before 10 AM. Everyone has their car washed anyway, and client could benefit by getting early customers.

###

STATION BREAK (Bob White, Program Director, KILT)

"KILT...the pleasure is all yours..."

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We are introducing an idea to the one-hour Martinizing Cleaners chain that ties in our personality James Bond. The cleaning company will offer one shirt laundered free when you ask for the "Martinizing Bond". The customer who takes in five shirts gets one shirt laundered free by mentioning the Martinizing Bond. The radio spot schedule will be saturated on Sunday before and after the Oiler Football game. The offer is good the following day: Monday.

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apb

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

- 1.) Any store that has an upcoming sale breaking on the following Monday.

This would be a natural time for a saturation schedule.

- 2.) Contact Country Clubs to run spots on Sunday to get husband and wife to attend open house and see the club.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

There is a new product on the market that is a self spray shine, and will shine a pair of shoes quite well by just spraying. KTSA has two men, both weighing over 300 pounds. We can dress these men up in KTSA shirts with white overalls, and sneakers, and let them make the rounds of the many shopping centers with a sign on their back stating, "Everybody shines to KTSA", and free-of-charge these guys will shine your shoes.

###

REJECTED COMMERCIALS (Doug McCall, Sales Manager, KTSA)

Special attention was paid to the Pan American Speedway and San Antonio Drag production to avoid "harsh and strident" effect.

###

PROMOTION (Bob White, Program Director, KILT)

This would center around James Bond; however, the entire station would participate. Over the weekend, I noticed many cars in drive-ins, public parks, and such, with their radio on KILT. When a staff member spots a person listening to KILT, he should call the station and give the location of the listener and perhaps car license or some piece of clothing they are wearing. Then a recorded intro saying "James Bond has just been spying on another KILT listener..." Then the jock would give the info on the air. One thing for sure, that person would really wonder where James is and how they missed him.

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ryb

PROMOTION (Bob White, Program Director, KILT)

We will run the "Born to Win" promotion, with a little variation. Each hour we will call out three initials on the air. The first person to come to our studios with identification proving these are their initials will win. Their prize will be determined by the "Born to Win" wheel which has cash amounts varying from \$1.00 to \$100.00.

###

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

For Leasing Associates on KPRC -- A series of spots utilizing sound effect openings, i.e., heavy equipment, drilling rig, trucks, airplane taking off, car starting, etc. The sounds fade down, music up and under, announcer who explains each sound: "That's an Aero Commander with four building executives on board flying to Oklahoma City for an important conference; the plane is leased from Leasing Associates. That's the sound of drilling for oil in Saudi Arabia; the equipment is leased from Leasing Associates. That's a doctor headed for the Houston Medical Center on an emergency call; his car is leased from Leasing Associates. Men from different walks of life, engaged in different professions, agree that leasing whatever they need in their businesses frees operating capital and helps to insure their success. You, too, can lease whatever you may need from Leasing Associates."

###

SUNDAY REVENUE IDEAS (Dickie Rosenfeld, Sales Manager, KILT)

There is a tremendous interest now-a-days in antiques. We've found that thousands of Houstonians often spend all Sunday afternoon going through the "Trash and Treasure" type of antique shops. Due to this interest, we've decided to make a pitch at these small shops.

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ysb

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

1.) Restaurants that cater to families should be good prospects for Sunday revenue .

2.) A perfect time for yacht sales. A series of spots could be recorded on board with a sea view description of familiar landmarks filled with plugs for the individual craft that the sponsor is pushing.

###

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

Have a camping equipment sale for all sporting stores, hardware stores, etc. This is almost the end of the summer vacation period for school children and maybe this is the last chance to sell the parents camping equipment for this year.

###

HOT KLIMBERS

KLIF

Johnny Borders on vacation

KILT

- 1.) "Houston"
- 2.) "Laugh At Me"
- 3.) "Treat Her Right"

Dean Martin
Sonny
Roy Head

Reprise
Atco
Backbeat

KTSA

- 1.) "Treat Her Right"
- 2.) "Agent OO Soul"
- 3.) "It's A Man Down There"

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REPORTER'S PROMOTION (Bruce Hathaway, Program Director, KTSA)

HOT KLIMBERS Watch" -- KONO has assigned from 12 midnight to 5 AM, a mobile

KLIF that patrols the city. This unit checks in at least once per hour, or when a

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###

nyh

SUNDAY REVENUE (Doug McCall, Sales Manager, KTSA)

With the concept that the under 30 market is ours (Texas Triangle), we're missing a bet by not getting more luxury apartment business. This is the place for bachelors and young marrieds to live when they're first out of school and working.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

KTSA is going to have the first American showing of the Beatle motion picture HELP!. This promotion will work similar to the one we did with the first Beatle motion picture. There will be several sponsor tie-ins with the promotion before it's over, such as crowd reports, etc. This is an advance showing, and Cinema Arts has been given the rights for the first American showing in San Antonio.

###

COMPETITOR'S PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Night Watch" -- KONO has assigned from 12 midnight to 5 AM, a mobile unit that patrols the city. This unit checks in at least once per hour, or when a situation calls for it, with reports on San Antonio after midnight. On the scene reports of murders, accidents, etc. Interviews with ambulance drivers, policemen, etc. In all, it's a very interesting and informative program.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"The Flying Saucers are Coming" -- KTSA has purchased 2 mechanical flying saucers. At this time we are teasing the fact that the flying saucers are coming. Just by coincidence the national publicity of the sighting of these UFO's hit, and has really created some talk.

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

Most restaurant operators make a play for the after-the-game crowd. We approached Bill Williams, one of the city's largest operators, with the idea of selling him a solid hour each Saturday night from 11-12 midnight. The idea being to constantly remind our listeners that Bill Williams Restaurant is the perfect place to eat after the football game. He bought it and will begin a 13-week schedule in September.

###

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

Chrysler Lone Star Boats on KPRC -- Spot opens with two men talking, "So I backed my Chrysler out of the well and drove down the canal..." "Hey, wait a minute, what do you mean you backed your Chrysler out of the well?" "That's right, my Chrysler Lone Star boat... it's a honey, 17 ft long, etc., etc." Commercial closes with, "And I don't have any parking problems with my Chrysler either." Announcer: "Why don't you investigate a new Chrysler. A Lone Star, that is, at Proven Products Company, etc., they come in 14-17-21 ft sizes, all metal or wood, etc."

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SUNDAY REVENUE IDEA (Dickie Rosenfeld, Sales Manager, KILT)

This is the time of year when bowling alleys are making the effort to organize their winter leagues. With the high amount of new alleys that have opened the past few years, this is becoming tougher and tougher. We have proposed a Sunday schedule of spots to the Houston Bowling Association promoting league play at member alleys.

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ryle

IDEAS FOR SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

Since the advent of the automobile, the "Sunday Drive" has become an American institution so why not use it to the advantage of an advertiser and the station, by telling these Sunday drivers about points of interest and things to see within a 100 mile radius of Houston. KILT has proposed to several oil companies that they sponsor the "Sunday Tour Tips". These will describe places to see, events taking place in the area, historical and scenic points of interest and the best and most scenic routings to these places, with an invitation to use the sponsor's product on the drive.

#

CREATIVE SALES IDEA FOR SPECIAL HOLIDAYS (Dickie Rosenfeld, Sales Manager, KILT)

March is the month of the "wearing of the green" what with St. Patrick's day on Wednesday, March 17th. KILT is pitching a car dealer with a Special St. Patrick's Day promotion. Several days before March 17th KILT ballyhoos "big goings on" at the car dealer's location--the salesmen have been turned into Leprechauns. The big pitch is that any GREEN car on the lot Wednesday, March 17th is marked down \$500.00.

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NEWS STORIES (Richard Dobbyn, Managing Editor, KILT)

The anniversary date of Iwo Jima brought comment about KILT News with their actualities on "KILT News Flashback".

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NEWSMEN'S CRITIQUE (Richard Dobbyn, Managing Editor, KILT)

I am attaching a copy of Dick's critique.

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NEWS STORIES (Richard Dobbyn, Managing Editor, KILT)

The anniversary date of Iwo Jima brought comment about KILT News with their actualities on "KILT News Flashback".

#

NEWSMEN'S CRITIQUE (Richard Dobbyn, Managing Editor, KILT)

I am attaching a copy of Dick's critique.

#

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

ryl

For Montclair Shopping Center -- As we all know, the passenger train is becoming as scarce as buffalo and longhorn cattle. However, if we look close enough you might find one in the fairly immediate area such as in the Houston area between Moscow and Camden, Texas. Many children have not seen a Diesel passenger train, let alone a steamer such as this mixed train through the piney woods for a twelve mile trip. The promotion will run for one month through purchase of a 100 spot package. Registration will be for a drawing so the lucky winner will be able to treat his next birthday party guests to "A Journey Into The Past". What a prestige thing for the parents; what a thrill for the child. Precautionary measures will be ample for all contingencies.

###

IDEA FOR SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

For Paul's Green Thumb Nursery -- Now is the time to really get full longevit revenue from the nursery owners as the month of March approaches. The following idea is a logical one. Now is the time to fertilize, plant trees, prune and spray for insects and rot. Sell the nursery owner on purchase of a weekend package and have him, in his own words and voice, give tips on gardening care. Then recommend the product he carries to obtain the desired results, with emphasis on specials to get traffic on location. This gives two desired results : appeals to his ego and gives authority to the commercials since in most cases advertiser will be gardening expert.

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Yph

SUNDAY REVENUE IDEA (Dickie Rosenfeld, Sales Manager, KILT)

Ten points of Tourist interest in Houston will be thoroughly checked out. Spots will be built around this information and presented to a hotel, or motel, for sponsorship under the title TIPS FOR TOURISTS.

#

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

"April Fool's Day" -- Announcers intentionally give incorrect information throughout the day (Note: Promos will make clear the "fibs" will not pertain to news, time, weather, etc.). First listener to spot the "fib" and call the station, wins record album.

#

HOT COMERS

KLIF

No Report

KILT

- 1.) "This Is It"
- 2.) "I'll Keep Holding On"
- 3.) "When I'm Gone"

Jim Reeves
Sonny James
Brenda Holloway

RCA
Capitol
Motown

KTSA

- 1.) "I'll Keep Holding On"
- 2.) "Bumble Bee"
- 3.) "The Clapping Song"

Sonny James
The Searchers
Shirley Ellis

Capitol
KAPP
Congress

RESTRICTED RECORDS

KILT

- 1.) "Do You Wanna Dance" / flip
- 2.) "She's About A Mover"
- 3.) "Eight Days A Week" / flip
- 4.) "Peaches and Cream"
- 5.) "Love Me" / flip
- 6.) "Freeway Flyer"
- 7.) "I Must Be Seeing Things"
- 8.) "Tired of Waiting" / flip

Beach Boys
Sir Douglas
Beatles
Ikettes
Tommy Roe
Jan and Dean
Gene Pitney
Kinks

Capitol
Tribe
Capitol
Modern
ABC
Liberty
Musicor
Reprise

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

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Tad feels that Sunday would be a natural time for supermarket advertising.

New openings and such... maybe even Sunday specials, since in suburban areas a lot of shopping is done on Sundays.

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

Tad states in his Weekly Report:

"Do-it-yourself is more important month by month and year by year.

One of the industries which is making especially good strides is building supplies and hardware. There are a great number of large stores open on weekends for the do-it-yourselfers and these have to be good prospects."

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PROMOTION (Dave McKinsey, Program Director, KABL)

KABL is running the College Promo which points out that the GSA has a college for sale in Oregon. See attached copy.

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EDITORIAL COMMENT (Richard Wilcox, General Manager, KABL)

KABL's editorial urging the Public Utilities Commission to wash the cable car powerhouse windows resulted in many calls, and a group of college students volunteered to do the job. The Commission refused to accept the help and promised to do the job by April 3rd.

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PROMOTION (Richard Wilcox, General Manager, KABL)

KABL is running the Nightmare Promotion which Richard says has had good response. Winner will spend the night in the Wax Museum Chamber of Horrors. Oakland Tribune columnist Al Martinez volunteered to spend the night with the winner. See attached copy.

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rych

"KLIF... Radio a-go-go... here to stay..."

#

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

Presented to Monterey House Take-Home Mexican Food. The name of the contest is "Break The Monterey House Pinata". Clues will be given on the air. Listeners will send their guess as to what is in the pinata and the winner will be invited to the station to actually break the Monterey House Pinata to gain the prize! The contest would run in two different flights during the month for a week's duration each time. Monterey House food certificates of different denominations will be the prizes.

#

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

Southern National Bank on KPRC Radio. -- Very clever series of commercials designed to create a personal touch for their bank. Commercial has no sound effects or music. Announcer simply says, "Southern National Bank knows Mr. George Brown as an insurance agent, a golfing enthusiast and a gardner. His previous bank knew him only as a number and a guy who hates to stand in line. Bank with Southern National Bank, where the interest is." There is no end to extending this series and could be used on long time contract.

#

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

"Filbert Fathom, fearless fish forecaster" -- Fishing forecast "from the fishes' mouth". Using a special recording technique KILT created an unusual fishing forecast to be pitched to a local beer distributor for Sunday fishermen. The unusual quality is in the sound effect. Over the "under water" sound, the "voice" of Filbert the Fish is heard, giving the forecast. Filbert is also capable of delivering the sponsor's commercial.

"KLIF...Radio a-go-go...here to stay..."

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apb

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

Tad suggests seeing the "San Francisco Bay Cruises" about Sunday schedule for tourist season ahead.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

Worm Promotion -- see attached copy.

###

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

"Hart's Kentucky Fried Chicken" -- Client was sold KILT noon news.

There's a common problem in take-home food business to get noon trade volume up comparable to night take-home business. Hart's no exception...no...came up with idea to offer noon and afternoon specials such as pint of potato salad free with King Size chicken order or 1/2 doz biscuits with thrift order.

###

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

Knapp Chevrolet on KPRC -- Knapp Chevrolet, a downtown car dealer is utilizing its central location by using personal testimonial type of radio spots. One of the better ones is done by a man who says, "I work in the downtown area and it makes good sense to deal with a downtown car dealer like Knapp, since I spend forty or forty-five hours a week there, it is convenient to leave my car for servicing in the morning and pick it up in the evening just a block from the office.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

Due to the fact that the Houston and Gulf Coast area is becoming more and more boat conscious, KILT pitched Gulf Oil an idea that centers around their marine gas. The commercial itself contains about forty seconds of information telling of Gulf's Marine Gas ' great qualities, and the latter twenty seconds pin-pointing Marinas in the area that sell it.

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nrh

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

I quote from Dickie's Weekly Report :

"We have noticed that practically every Automotive Parts house in Houston is open Sunday due to a reported "change" in the Sunday Blue Law. A lot of people may not be aware of this fact. We propose a Sunday advertising schedule for one or more of these dealers calling attention to the fact that they are open on Sunday. "

#

NEWS STORIES DEVELOPED (Richard Dobbyn, Managing Editor, KILT)

KILT News developed local angles on the House Banking Committee passing legislation on the minting of coins. Local coin collectors and dealers commented on the affects the bill will have on collections.

KILT's daily "Wallstreet Line" was worked to death with the drop in the market this week. KILT always has opening stocks and closing stocks on the news. The tape comes from John Barr, financial consultant at Dempsey-Taegler, a brokerage house. This gave KILT the jump on the market affects in Houston as well as national.

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PROMOTION (Dave McKinsey, Program Director, KABL)

"Flat Earth Society" -- This is a real thing in England and they made noises about the astronauts and still believe the earth is flat. See attached promo.

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#

Y.O.

Have we ever followed thru on
the underlined in the last paragraph?
Was such a list ever sent?

DS

This is only thing I am able to
find anywhere (files, apt, etc)
on Sunday Revenue

1.) IDEAS FOR STIMULATION ON SUNDAY REVENUE

This is far and away the number one item we have to discuss. 14% of our entire week--one full day--is, in good part, going down the drain. There is simply no reason for this at all. If our sets-in-use were lower, instead of higher, there might be some way to understand it. But sets-in-use are generally higher on Sunday than on any other day. On Sunday you can reach the businessman at home as well as the family audience, but it is quite clear, nonetheless, that we are going to have to use additional approaches other than merely ratings or sets-in-use or the argument that the entire family is at home.

We are going to have to use sales promotional ideas and rate gimmicks. I want every station manager to come equipped with 10 or more different gimmicks, or ideas, or promotions, which he thinks will stimulate sales on Sunday.

MEMORANDUM

TO: ALL MANAGERS
Don Keyes
Mitch Lewis

DATE: February 2, 1963

FROM: Gordon McLendon

Our next Managers Meeting--and all managers will be expected--will begin the evening of Tuesday, April 23rd, at which time all managers will assemble at Cielo. We will not try to have a meeting that night but will begin meetings Wednesday morning, April 24th, continuing through Thursday, April 25th, and probably into the morning of Friday, April 26th. We'll have to adjourn them around noon since we will be getting the place ready for the invasion by New York time buyers, which will begin later on that afternoon. All managers will naturally want to stay and get close to these particular time buyers. The time buyers will return on Monday and, of course, you will be free to do so likewise.

I think that you should get with your Sales Manager as soon as possible and begin to ask him for ideas on the following topics which will be major items of interest in the managers meeting:

1.) IDEAS FOR STIMULATION ON SUNDAY REVENUE ON ALL STATIONS.

This is far and away the number one item we have to discuss. 14% of our entire week--one full day--is, in good part, going down the drain. There is simply no reason for this at all. If our sets-in-use were lower, instead of higher, there might be some way to understand it. But sets-in-use are generally higher on Sunday than on any other day. On Sunday you can reach the businessman at home as well as the family audience, but it is quite clear, nonetheless, that we are going to have to use additional approaches other than merely ratings or sets-in-use or the argument that the entire family is at home.

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2.) FORMULATION OF A DECEMBER-JANUARY SALES PLANNING LIST.

All of you should come equipped with everything that you can remember doing during the past Christmas and during this January in an endeavor to hypo sales. The trouble with our October meeting was that it was too late to aid us in getting things going well for December and January. From now on we are going to be six to nine months ahead of our planning in the managers meetings. Thus, the reason for a comprehensive planning of December and January right now. One of our stations had a \$165 Sunday in early January and I want to be sure that we have sufficient planning done early in the year to prevent any recurrence of such sales disasters as December and January have been in the past.

3.) SALES POSSIBILITIES OFFERED TO US THROUGH NEWSPAPER TIE-UPS IN HOUSTON, SAN ANTONIO, SAN FRANCISCO AND LOS ANGELES.

In this topic, I intend to explore any possible avenues of commercial cooperation between our radio stations and our affiliated newspapers.

4.) PRODUCTS WHICH THE CORPORATION MIGHT ACQUIRE FOR SALE ON THE AIR.

5.) WHAT CAN WE ALL DO TO REACH MAJOR CORPORATE ADVERTISERS NOT NOW USING RADIO.

I can open the doors and get us into almost anyone at any time-- the question is what avenue of approach once the door is open.

6.) PUBLIC SERVICE PROMISES TO THE FCC.

Also, a comparison of these promises with our delivery of same.

7.) MARCUS COHN.

Discussing commercial practices in typical hours, commercial content, then answering questions on all subjects.

Now, I want you all to come loaded for bear. I want ideas by the score. I want Don to go through all of our policy books before this meeting and dig out anything and everything that looks commercially pertinent to Sunday, or December and January sales. I want all of the managers to meet with their sales managers and possibly with the salesmen themselves for some brainstorming sessions to produce ideas for this coming meeting. At the end of the meeting we will then reduce the Sunday and December-January ideas into a planning schedule, mimeograph them, and send them to all stations so that we will have an active campaign all set and on paper.

Rph

CREATIVE SALES IDEA (Doug McCall, Sales Manager, KTSA)

Coke half-hour program at night 9:00-9:30 PM. Additional yearly budget gotten from Coke by selling half-hour at night to a co-op of area Coke bottlers. Program is Mon-Sat, designed specifically to reach kids.

###

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

1.) All real estate developments should be good prospects at this time of year for Sunday spots.

2.) Organize the city's golf courses (private) and run a small schedule encouraging golf, tagging the individual courses.

###

HOT CLIMBERS

KLIF

- 1.) California Girls
- 2.) All I Really Want To Do
- 3.) Girl Come Running

Beach Boys
Cher
Four Seasons

Capitol
Imperial
Phillips

KILT

- 1.) I'll Feel A Whole Lot Better
- 2.) Save Your Heart For Me
- 3.) You'd Better Come Home

Byrds
Gary Lewis
Petula Clark

Columbia
Liberty
Warner Bros

KTSA

- 1.) Bitter Tears
- 2.) Silver Threads
- 3.) Say You're My Girl

Robb London
Jody Miller
Roy Orbison

Beckingham
Capitol
Monument

###

ys
7/7/65

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KILT

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KTSA

1.) Bitter Tears	Robb London	Beckingham
2.) Silver Threads	Jody Miller	Capitol
3.) Say You're My Girl	Roy Orbison	Monument

###

YS

7/7/65

yrh

SUNDAY REVENUE IDEAS (Dickie Rosenfeld, Sales Manager, KILT)

Sunday is, of course, home buying day and very competitive among builders in Houston. KILT's presentation is to have their suppliers participate in the feature "KILT's Talking House" where each furniture company, carpet, interior decorator, etc., will describe and be featured in specific areas of the home on tape equipment furnished, and prepared by KILT. Time purchased on co-op basis to feature curiosity of "Talking House".

#

COMPETITOR'S PROMOTION (Dave McKinsey, Program Director, KABL)

KEWB is breaking with their "Rich Card" promo which appeals to a kid's ego. Sort of a kid style Diner's Club. "Yes, gang, a KEWB rich card opens doors. With a Cube rich card in your possession, you're a big shot."

#

SUNDAY REVENUE IDEAS (Tad Van Brunt, Sales Manager, kKABL)

Tad suggests seeing "self-service" car washes which are opening up on weekends. Their big day must necessarily be Sunday.

#

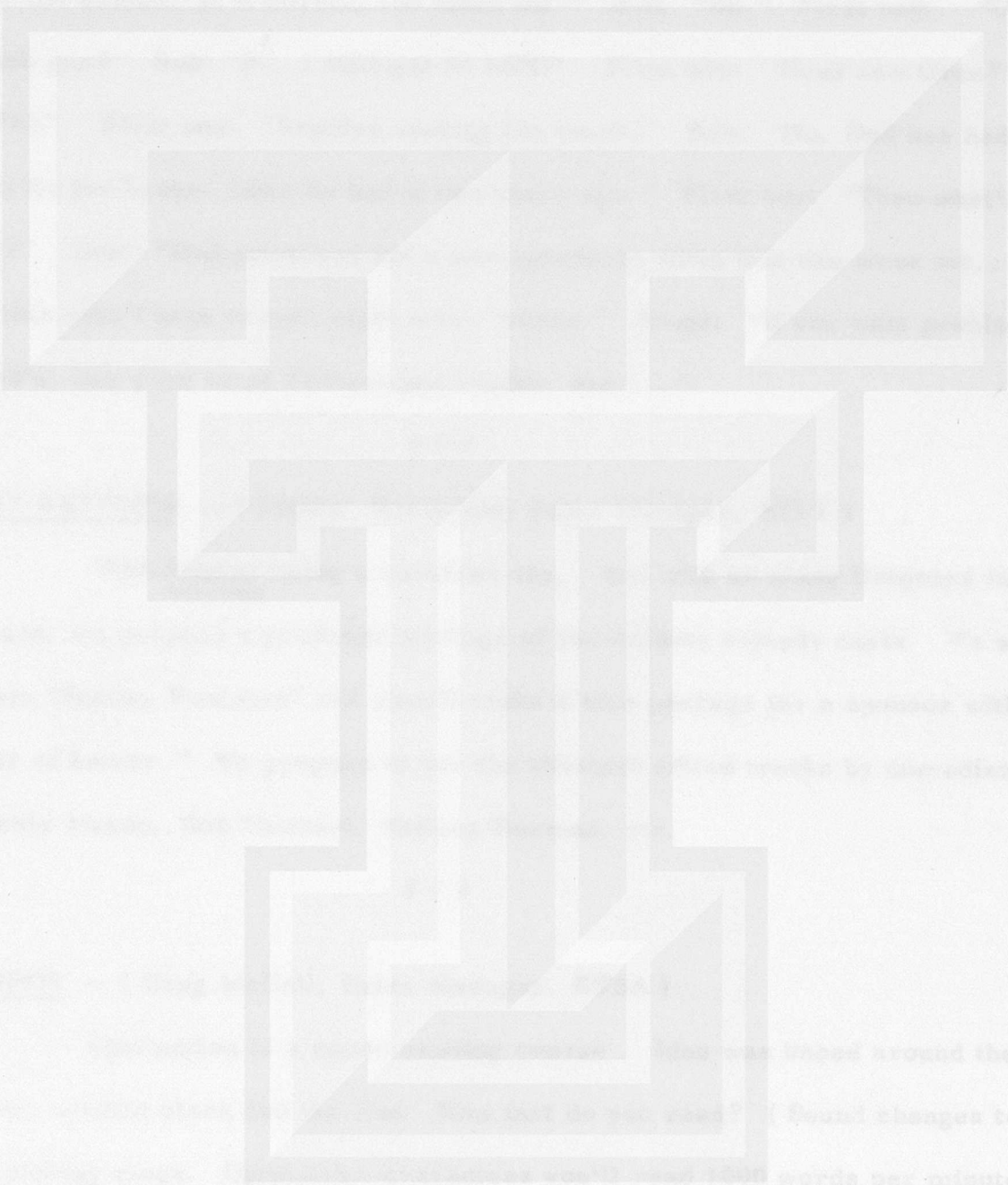
REJECTED BOOK (Johnny Borders, Program Director, KLIF)

I quote from John's report:

"Lennon's new book, which I have read, has received reviews as being 'smutty', which is true. I question whether we should give it away. I do not plan to make the book a prize in a KLIF contest."

#

4/16



yph

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

KIKK... Volkswagen. Two young boys talking to each other and one is saying "What's the matter, Bob?" Bob says, "It's my Volkswagen." First boy: "What's the matter, is it burning too much oil?" Bob: "No." First boy: "Using too much gas?" Bob: "No, I still get 30 MPG". First boy: "Need new tires?" Bob: "No". First boy: "Repairs costing too much?" Bob: "No, Dad has had only to fix the brakes when he had it two years ago." First boy: "Then what's the matter?" Bob: "Dad promised me a new sportscar when this one wore out... and at this rate I have to wait eight more years." Annr: "If you want problems like Bob's, see your local Volkswagen Dealer, etc...."

#

SUNDAY REVENUE -- (Dickie Rosenfeld, Sales Manager, KILT)

With Sunday being a carefree day, and with so many listeners in their cars, we propose a produced package of one-minute comedy casts. We will call them "Sunday Funcasts" and should make a nice package for a sponsor with "a sense of humor." We propose to use the shortest edited tracks by comedians like Jackie Mason, Bob Newhart, Shelley Berman, etc.

#

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

Optimation is a speed reading course . Idea was based around the sound of a slow, erratic clock and the line: How fast do you read? (Sound changes to quickly ticking clock. Optimation guarantees you'll read 1000 words per minute.. that's probably five times as fast as you do now. etc. etc.

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

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

###

PUBLIC SERVICE (Dave McKinsey, Program Director, KABL)

Greet the various public service organizations station serves.

HARP: UP & UNDER

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

###

2

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

###

SPEC SPOT (Mike Kelly, Sales Manager, WYSL)

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

###

PROMOTION (Bob Luther, General Manager, WYSL)

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

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SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

This is seed and bulb planting time and Sunday is the day most home gardeners get to work on this project. We have proposed a schedule of Sunday announcements to Newberry's garden store pushing the fact that they have a complete line of gardening supplies and are open all day Sunday.

#

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

The service of radio during times of extreme emergency is too often overlooked...pointing this fact out can result in time sales. For example: The power failure in the eastern part of the US recently was cause of widespread concern as people asked the question, "Can it happen here?" Sure it could, and transistor radios would be the only source of information. So with this thought as the central commercial theme, we are presenting spec spots which say, "Give a Transistor radio this Christmas."

#

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

They are running a series of spots which are built around the style of the popular comedian Justin Wilson. These are done by Justin in a very heavy Cajun dialect, but they are understandable and each one tells a little story. One deals with his wanting to sue Bud Moore Chevrolet because Justin and his wife have been sleeping on a somewhat lumpy mattress. After hearing about the great deals at Bud Moore's on a new Chevy, he bought a car and now his wife won't sleep on the lumpy mattress anymore. She sleeps in the car.

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npl

INCREASED EFFICIENCY (Charlie Payne, General Manager, KLIF)

Be sure receptionist or phone operator has a complete rundown of events, ticket locations, and other data concerning your station. No need to disturb Program Director with needless calls she can answer.

#

PROMOTION (Johnny Borders, Program Director, KLIF)

"Autumn Leaves" -- Exotic type promotion with listener sending biggest bundle of autumn leaves the winner. First prize is luncheon date with Roger Williams, second prize five autographed Roger Williams albums, and third prize is a rake.

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SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

We have proposed to a local florist that they select a civic or women's club each week and salute them and their work with a Sunday series of spots. The florist will then send flowers to the next club meeting. This is not only a good way for the florist to directly reach large groups, but it is also an excellent image builder.

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FIRST PERSON BEEPERS (Richard Dobbyn, Managing Editor, KILT)

Out of a total of 106 taped reports, 75 were first person. One of our best came from newsman Jim Carola, who telephoned a grocery store that was being robbed last night. When the victim answered, he said, "Why, he's still here, there he goes through the door... it just happened, how in the hell did you guys know so fast?" Needless to say, we ran that tape three times!

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