

CHRISTMAS

Sales Promotion

Title: Snowball Party
Season: Christmas
Sponsor: Various, but not on air

SCENARIO

Set up a special package (January, February, March) for presentation to various advertisers. Each advertiser who spends, say, \$1,000, gets two or more tickets to KXXX's Snowball Party around Christmas or New Year's. Party would be in a downtown hotel, trade out of course, catered by local caterer, also trade out. You could pay for a dance band, decorations. This is strictly an off-the-air promotion that has worked well in Canada. Party is first class, including excellent food, several bars, decorations, gifts for all ladies as well as flowers and a station-provided Master of Ceremonies. One case known resulted in station personnel getting very close to key advertisers. Party was "talk of the town" and was one of the big social events of the season. Be careful on this one. You could lose your shirt.

Sales Promotion

Title: XXX's Free Christmas!
Season: Christmas
Sponsor: Any retailer, shopping center

SCENARIO

Retailer offers "free Christmas" to a family or families in your metro area. Great for shopping center merchants to co-op. Families come to center early in season and register for Free Christmas. Prizes would include toys for children, clothing, food, everything that represents a special Christmas expense.

Any time customer comes in, he is invited by floor salesman to take ball from tree and see what he "won." If children are present, they get candy, apple or orange (to be eaten after kid leaves store). Small toys may also be included as free item for each child, or as give-away item on slips of paper. Top 40 stations can provide free record (from juke box) to each customer.

Copy line: For everyone, something free, under the tree, at Seta's TVEE!

Each item on the floor (television sets, lounge chairs, dinette sets, etc.) is given a number. Each slip of paper refers to one of these numbers and offers a big, significant discount. Event should run minimum of one week, no more than two. Important: All store personnel should be fully oriented on this promotion. If they are, store should clear floor a couple of times. If they aren't, the promotion will bomb.

Sales Promotion

Title: Something Free Under the Tree at _____
Season: Christmas
Sponsor: Furniture, Appliance stores

SCENARIO

Local appliance store invites listeners to come by his store and get something "free" under his Christmas tree. This is an involved promotion but it brings in the business. Merchant sets up tree center his store. Solid white, with red ornaments. Each ornament contains slip of paper which entitles customer to \$1.00 to \$5.00 in cash, huge discount on specific piece of furniture.

Any time customer comes in, he is invited by floor salesman to take ball from tree and see what he "won." If children are present, they get candy, apple or orange (to be eaten after kid leaves store). Small toys may also be included as free item for each child, or as give-away item on slips of paper. Top 40 stations can provide free record (from junk box) to each customer.

Copy line: For everyone, something free, under the tree, at Smith's TVEE!

Each item on the floor (television sets, lounge chairs, dinette sets, etc.) is given a number. Each slip of paper refers to one of these numbers and offers a big, significant discount. Event should run minimum of one week, no more than two. Important: All store personnel should be fully oriented on this promotion. If they are, store should clear floor a couple of times. If they aren't, the promotion will bomb.

Sales Promotion

Title: Mammoth Christmas Tree
Season: Christmas
Sponsor: Shopping Centers

SCENARIO

Local merchants or a shopping center execute the Mammoth Christmas Tree Contest. Merchants in center co-op on a big, open-air tree. Listeners urged to visit the center and register anywhere for one of the "dozens" of gifts to be given away. They pick up registration slips in the stores, deposit them under the tree. Each merchant provides one or more gift-wrapped prizes which are displayed in his store. Each merchant holds drawing on certain day (December 23) and winners are announced over air. Merchants make presentations to winners.

Sales Promotion

Title: Santa Claus Hot Line

Season: Christmas

Title: Tapes for Servicemen

Season: Christmas, Easter

Sponsor: Any business with heavy traffic.

SCENARIO

Station acquires a special hotline that kids can call for talk with Santa.

Or, you could have a recorded message from Santa to the kid calling.

SCENARIO

Arrange to set up recorded in bank lobby. Individuals can come by and record messages to servicemen overseas. Participants make recording on the spot.

Production guy (or gal) puts tape into mailing box and mails immediately. Could work for any retailer as well as banking institutions.

Sales Promotion

Title: Santa Claus Hot Line

Season: Guess

Sponsor Types: Any retailer

Sponsor Types: Service station chains, drive-in grocery chains, etc.

SCENARIO

Station maintains a special hotline that kids can call for talk with Santa.

Or, you could have a recorded message(s) from Santa to the kid calling.

Sponsor message included on the recording. Sponsor mentioned in on-the-air promos. Message on recorder limited only by your imagination.

Collecting toys, new toys, etc. for final distribution to children of indigent families. If "Texaco" stations are used as collection points, then Texaco is sponsor. Set up a package of regular "sell" commercials plus sponsor mentions every time you make appeal for toys. Side contest could be held asking donors to guess number of items collected. Point of sale signs, including station call letters, could be incorporated.

Sales Promotion

TITLE: Toys for Tots

Season: Christmas

Sponsor Types: Service station chains, drive-in grocery chains, etc.

SCENARIO

You can twist this promotion into almost anything from Toys for Tots to Radios for Servicemen. Basically, you appeal to public to bring toys to certain collecting points. New toys only. These then given to local welfare agencies for final distribution to children of indigent families. If "Texaco" stations are used as collection point, then Texaco is sponsor. Set up a package of regular "sell" commercials plus sponsor mentions every time you make appeal for toys. Side contest could be held asking donors to guess number of items collected. Point of sale signs, including station call letters, could be incorporated.

Sales Promotion

Title: Old Shoes Promotion
Season: Christmas
Sponsor: Shoe stores

SCENARIO

Shoe store (or string of them) could ask people to bring slightly worn shoes to store during Christmas season. Store would then give them to charity agencies.

WNOE PLANNING LIST
(10/24/57)

1. News intros
2. Basketball score promos.
3. Reciprocal driving announcements
4. Teenage stationbreaks
5. Master list all McLendon stationbreaks
6. Meeks jingles?
7. Color jingles
8. Knucklehead award of the day
9. Wake-up time for night workers.
10. Mystery Telephone Number
11. Same record all one day
12. Two o'clock feeding time.
13. Fishing forecast
14. Names of various newscasts
15. Spots on 50% more music, 50% fewer commercials
16. Morning and evening star
17. Intro and close to news
18. Intro and close to half-hourly weather
19. Mystery Walker
20. Contest for longest list of calls
21. Flagpole sitter
22. Four interviewers and final line plug
23. Editorials
24. New York ferry announcements
25. Exclusive shop announcements
26. Invasion
27. Satellite intros
28. More music, less yak
29. N-E-W-S intros
30. Augie's ad libs
31. Relay phone quiz
32. Christmas Eve trip of Santa Claus
33. Appreciation Night
34. First baby of 1958 - last of 1957
35. Balloon drop
36. Bomb deal
37. All 106-year old women *
38. Giveaway disk jockey (dish jockey)
39. Schedules
40. UP's "Sizing Up Sports"
41. DeeJay intros other cities
42. Cinemascope radio
43. Berlin - 10:45 AM
44. Music City in New Orleans
45. Sunrise and sunset

46. Bell for continuing holiday deaths
47. High school crew cut queen
48. Supersonic campaign
49. Hillman's Matinee
50. Louisiana Standard Time
51. Deluxe Ion Rocket Ship Tour of the Moon -
March 15, 1987 - \$1,000.00 - no passport required.
52. Esoterica announcements
53. Eydie-like insertions
54. What are you doing now? Call us.
55. Opening and first hour markets
56. Middle aisle
57. Mystery Neighbor
58. WNOE electro-voc weather
59. Bet on Sugar Bowl-pushing peanut
60. Crazy questions
61. \$100 per hour giveaway - \$7700.00
62. Sneak preview
63. Pickets
64. Funny sports commercials
65. Miss Tex Ager
66. Ad agency
67. Studio cleanup
68. Fun radio
69. Set up 5-minute sustaining format
70. "Quote", "Quip", other humor sources
71. WNOE-station with fewer commercials and more music
72. Request hour
73. Cocktail party
74. Gimmick cross plugs for dee jays
75. 12 items per newscast, news teasers, etc.
76. Temperature at Maisant Inter. Airport
77. Blue streak and eleventh hour
78. Balloon drop
79. Announcer running in Louisiana politics
80. Lucky Telephone Number
81. WNOE WRDR
82. Needle in a haystack
83. News intros based on distances
84. Record throwaways
85. WNOE Christmas tree
86. Watch Treasure Hunt
87. Take special Pulse
88. Mystery Voices
89. Secret Sound
90. Beauty Contest in each high school

91. Treasure Hunt with \$25 hidden on grounds
92. Jumping bean letters
93. Anniversary of WNCE - when?
94. Hidden thousand dollar bill
95. Big Six of New Orleans - supersonic six
96. ISIBFTM time, wake-up time for night workers, nap time, etc.
97. Library of laughs
98. Library of one-liners
99. Formats for newscasts, weathercasts, sportscasts
100. Temperature and weather in surrounding towns
101. K. C. promos
102. Contest on when U.S. launch satellite
103. Contest on rubles
104. First father on Father's Day
105. First Mother on Mother's Day
106. Kids bring in frogs, turn loose on streets
107. Salute teenage leaders with secret word
108. Check list on prompt tones
109. Anniversary selling of supplies
110. Tape for national reps.
111. Get crew ready for night surveys
112. Keyes and his family and other national leaders to be in Dallas
113. Taped outside interviews, such as with the Dallas Stars, to play for
114. and meetings
115. Top 40 Survey
116. Six Six of San Antonio
117. WLSA - station with major commercials and news radio
118. Mystery Voices
119. Walking Men on Women
120. Agony telephone variety?
121. Miss Universe - selling the cast of beauty
122. Get Don Jay interview from other WOMEN's programs
123. Selling dollar bills for \$500
124. Various station 11's column every week or so in Dallas, as well as
125. once in policy book
126. Solar radio
127. Reassigned bills for WLSA
128. Request hours for WLSA
129. Six Antonio Survey
130. WLSA
131. Official party for the station and school
132. Tapes by WLSA
133. WLSA
134. Get WLSA
135. WLSA
136. WLSA
137. WLSA
138. WLSA
139. WLSA
140. WLSA

PROMOTION & PLANNING LIST KTSA

1. Life begins at 55.
2. Fidler
3. Promotions, station id's, etc., in policy book
4. Hire personnel on Belo plan
5. Regular progress reports to agencies - a la WRIT
6. Regular press releases to papers on new developments
7. Set up 5-minute sustaining format, developing as many 15-minute sustaining periods as feasible
8. Think of gimmick commercial ideas for various San Antonio prospects
9. Listen to gimmick commercial record which Les Vaughan can provide
10. Speculative singing jingles
11. WINDO
12. News intros
13. Famous name station breaks (Eisenhower, etc., --Lutz now assembling)
14. Famous slogan station breaks
15. Celebrity recordings (Keyes should begin to assemble)
16. Bobby Thomson homerun game
17. KTSA, home of Alamo National Bank, breaks
18. Civic leaders recording PSA's
19. KTSA, first aisle on your radio dial
20. Get crew ready for pilot surveys
21. Keyes assemble comedy and other material for San Antonio deejays
22. Tapes of outside deejays, such as Michaels, Randall, et al, to play for staff meetings
23. Top 40 Survey
24. Big Six of San Antonio
25. KTSA - station with fewer commercials and more music
26. Mystery Voices
27. Walking Man or Woman
28. Agency telephone survey?
29. Miss Universe, selling telecast of same
30. Get deejay intros from other NOEMAC stations
31. Selling dollar bills for 50¢
32. Various station id's written every week or so by Bubbles, as well as those in policy book.
33. Color radio
34. Receipted bills for NCSA's
35. Request hour, a la Winton at KELP
36. San Antonio Saturday night.
37. Vignettes
38. Cocktail party for agencies and advertisers
39. Beeper on hour
40. Sunbathing signals, etc.
41. Cool sounds for summertime.
42. "You'll never hear this on KTSA..." breaks
43. Girl time and temperature gimmicks

44. JIBFTM time, wakeuptime for night workers, nap time, etc.
45. Radio San Antonio, KTEA
46. Gimmick cross plugs for deejays
47. Promos on news and mobile units
48. Special news opens and closes (not intros)
49. Pulse of San Antonio
50. Secret word for today
51. Billboard with skirt
52. Mystery telephone number
53. Newslines gigging newspapers
54. Samerecord 3 hours in succession
55. San Antonio's morning mayor
56. 2 o'clock feeding time
57. List Top 200 citizens broken down by categories
58. Free trip for 2 to Europe
59. Music policy (part of policy book)
60. 12 items per newscast, headlines, news teasers, looking back in history, baseball score formats, datelines, blue streak and eleventh-hour editions
61. Temperature at the airport...
62. McLendon news breaks

THE TRICK OF PROPER PHRASING

1. Proper phrasing is fresh phrasing.

- a. Avoid trite, hackneyed, overworked expressions.
- b. Avoid "elegant" or pompous phrasing.

2. Proper phrasing is picture phrasing.

- a. Use figures of speech.

Similes: Comparing objects of some resemblance.

Metaphors: Implied comparisons.

Antithesis: Expressed contrasts.

Personifications: Giving quality of life to inanimate objects.

- b. Use mental imagery that appeals to the seven senses.

Visual: Recollection of things seen--shapes, colors, sizes, glares, movements.

Auditory: Recollection of sounds heard--hisses, roars, hoots, toots, shrieks, cries, mumblings.

Olfactory: Recollection of things smelled--as the stench of rotten eggs, the perfume of roses, the sinister odor of escaping gas.

Tactile: Recollection of things touched or felt--hardness, softness, roundness, squareness, roughness, smoothness,

Gustatory: Recollection of things tasted--sweet, sour, bitter, tangy, salty.

Thermic: Recollection of sensations of heat and cold--warmth of a fire, a chilling fear.

Motor: Recollection of muscle sensations--contact in a crowded elevator, the strain of lifting a box of books.

3. Proper phrasing is friendly phrasing.

- a. Plain, friendly words make listeners comfortable, like old shoes.
- b. Don't develop favorite words that are noticeable to your audience by your over-use.
- c. Don't use technical language unless you are talking to specialists.
- d. Don't use words that are over most people's heads.

4. Be sure statistics are explained in terms your audience can understand.

- a. If you describe physical characteristics, liken your subject to someone your audience knows.
- b. If you describe a place, talk about it in terms of a place the audience already knows.
- c. If you describe an object, do so in language that lets the listener compare it with an object familiar to him in everyday life.

11-7-57

CHECK LIST FOR PROMOTIONS

When you launch a new promotion, contest or other gimmick designed to attract attention to the station, it is not enough merely to start the promotion. Promotions are, at best, less effective, and sometimes worthless, without proper follow-through before, after and during the promotion. Too many times, good promotions have failed through poor execution. Proper preparation for any promotion should mean two or three hours at least. In the interest of avoiding any repetition of this, the following check list is offered to you.

- 1.) Have I issued a complete fact sheet for disc jockeys and other personnel? ☐
- 2.) Have I instructed deejays in how to handle ad-lib promos and how often? ☐
- 3.) Have I recorded production promos for the promotion? ☐
- 4.) Have I logged enough of this each day before the promotion?
(On big promotions, 2 an hour for 7 days before the promotion is not too much; on smaller promotions, an intensive 2 or 3 day buildup can be enough). ☐
- 5.) Am I using my i. d. 's to promote the contest before, after and during? ☐
- 6.) Have I written stories for my newscasts which will hypo the promotion? ☐
- 7.) Have I sent stories to trade publications? ☐
- 8.) Have I tied the contest in to any other possible media available to me: newspaper trade-out, spectacular, taxi backs, etc. ? ☐
- 9.) Have I set up a heavy enough schedule on the actual promotion itself? ☐
- 10.) Have I written the actual promotion format? ☐
- 11.) Have I scheduled follow-up new promos after promotion has started? What about follow-up i. d. 's and newscasts? ☐
- 12.) Have I instructed staff in how to handle telephone calls, mail etc., pertinent to the contest? ☐

12 BC
- return

TO: ALL STATION MANAGERS
FROM: Gordon McLendon
DATE: February 21, 1956

Joe Roddy and Henry Lanham have asked me to send them a list of all the "sparklers" that can be done without cost. Thinking that it might be very valuable to the rest of you, I'm listing them herewith:

1. Editorials (also refer to out of city papers)
2. Color radio
3. Constantly new ID's
4. Fresh celebrity breaks
5. Mystery telephone number (giving away phonograph record supply and/or record player)
6. Perfumed letters to businessmen
7. Airport sign (for Joe)
8. Spell out words using KELP Radio
9. Use foreign times on newscasts
10. Constant weather and forecasts
11. Billboarding sports event SCORES on specific upcoming event. This very important and most of you are not doing it.
12. Request shows
13. News teasers
14. Recorded teenage ID's
15. Beeper telephone interviews
16. Gimmick commercials (much material in children's albums)
17. Old prize fights from Dallas
18. Bobby Thomson game from Dallas
19. Canary on morning show
20. WINDO (when sold)
21. Parakeet station break contest
22. Secret sound contest
23. Mobile unit improvisations
24. Letters to the Editor (this is going to be next big thing with us - memo coming)
25. Contest to select prettiest girl each high school (give them medals - these very inexpensive)
26. Contest on what'll be highest temperature on first day of spring
27. New promos using voices from other stations
28. New record intros using voices from other stations
29. New news intros
30. Wheel of the Day contest
31. List Top 250 citizens for news
32. Who's your favorite candidate contest - guess closest to number votes he'll receive
33. Mystery melody contest
34. Billboard scores of top basketball games

- 35. Billboard out-of-state election results.
- 36. Record good mobile stories and use them two or three times.

This is enough non-cost stuff to keep any station humming.

GBM:bp

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: MARCH 13, 1961

Ron Baxley, Program Director of WYSL, has come up with a good idea for a different-sounding station break. Please determine when your station went on the air and adapt these accordingly.

"This is WYSL, Beautiful WHISTLE MUSIC, held over for the eleventh consecutive month"

"This is WYSL, WHISTLE MUSIC, now in its forty-ninth consecutive week"

Don Keyes

ys

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: MARCH 13, 1961

Please institute the following station break every hour just before the hourly time tone. In KTSA's case, just before the news at :55.

"This is K____, the heartbeat of (city) "

Run for six weeks or so and then kill.

Don Keyes

ys

MASTER LIST OF STATIONBREAKS
(10/29/57)

only full
available

release

OK, DK
js

1. ...if it's KLIF, it's got to be good.
2. ...the station which has run away with Dallas' radio day. ✓
3. ...Kooper says more listeners than all other Dallas radio stations combined.
4. ...TV without eyestrain.
5. ...color radio, Dallas, the station with technicolor commercials.
6. ...color radio -- no rabbit ears necessary -- in or out of the house.
7. ...Dallas' first hi-fi radio station.
8. ...where the film never breaks.
9. ...color channel one-nineteen in Dallas--your 24-hour a day spectacular.
10. ...color channel one-nineteen in Dallas--where the commercials are always
right side up.
11. ...where the paper never goes to bed.
12. ...the station that never sleeps.
13. ...where the news NEVER comes off on your fingertips.
14. ...the station newspapers listen to.
15. ...your newspaper of the air...where we practice what we preach.
16. ...the listener's choice.
17. ...like having a finger on the pulse of the world.
18. ...makes housework hum instead of humdrum.
19. ...as certain as yesterday, as current as today, as progressive as tomorrow.
20. ...alive and alert...informative and entertaining.
21. ...heartbeat of the world in your home.
22. ...cool radio for a fun summer.

23. ...the radio station's radio station!
24. ...for facts and fun!
25. ...driving your cares away!
26. ...pleasing to the eyes.
27. ...Dallas' FLAVOREFUL radio station.
28. ...playing music that's RIGHT, morning, noon and night!
29. ...where MUSIC makes the difference.
30. ...where there's always a good time for all.
31. ...leading the rest.
32. ...radio's shining example!
33. ...a member of the famous Texas Triangle: KLIF, Dallas; KILT, Houston
and KISA, San Antonio.
34. ...the station where something is always happening.
35. ...the station where there is always something new going on.
36. ...as much a habit in Dallas as morning coffee.
37. ...color channel 119 - Dallas' "Rainbow" of sound.
38. ...color channel 119 - Dallas' "Gold Mine in the Sky."
39. ...color channel 119 - "C'est Magnifique."
40. ...channel 119, Dallas - built in Texas by technique.
41. ...color car-tunes to tape^r traffic tempers!
42. ...where you never heard it so good.
43. ...color radio, with lavender listening.
44. ...color radio, the emerald dial.
45. ...color radio, paintin' the town with color sound.

46. ...color radio, a yellow ribbon 'round the town in radio's first color sound.
47. ...color channel one-ninety on your radio.
48. ...color radio in Dallas, radio with makeup.
49. ...color radio in Dallas, an easel full of entertainment.
50. ...radio that sparkles with a splash of color.
51. ...color radio, where you HEAR it in color.
52. ...color radio in Dallas, with red-hot news from the red and black KLIF
mobile news units 24 colorific hours a day.
53. ...color radio, TV without eyestrain.
54. ...no outside antenna needed.
55. ...not ultra-violet, not infra-red, not x-ray or gamma ray--but color radio.
56. ...color radio, Dallas--red, for red-hot news, blue for great blues music,
green for get up and go music on the Bruce Hayes Show...radio with all
the colors of the rainbow.
57. ...color-full radio.
58. ...now broadcasting in compatible color-ful radio.
59. ...color radio, no old movies.
60. ...the color channel on your radio dial.
61. ...color radio in Dallas, the station that has run away with Dallas' radio day.
62. ...the middle aisle on your radio dial.
63. ...color radio--no sob stories, no soap operas, no old movies.
64. ...with news while it's still news and not newscasts.
65. ...no old newscasts, just fresh news.
66. ...Dallas' maximum power compatible color radio.

- 67. ...color radio in Dallas, where the picture tube never fails. ✓
- 68. ...color radio in Dallas, where the film never breaks. ✓
- 69. ...color radio in Dallas, a perfect picture without snow. ✓
- 70. ...color radio in Dallas, no ballets.
- 71. ...color radio in Dallas, the Southwest's only 24-hour a day channel.
- 72. ...color radio--where there's never trouble on the cable. ✓
- 73. ...color radio in Dallas, now broadcasting from the world's smallest tower.
- 74. ...rated Number One by C. E. Hooper, nationally recognized audience measurement agency.
- 75. ...color radio, first! according to both Pulse and Hooper, the nation's recognized audience measurement organizations.
- 76. ...a treasure of pleasure.
- 77. ...built in Dallas by showmanship.
- 78. ...world's largest football scoreboard.
- 79. Don't flip your lid... flip your dial... to 1190, KLIF, Dallas.
- 80. ...only Dallas radio station with popular music every Sunday morning.
- 81. ...Hollywood headlines are reported exclusively to KLIF, Dallas, by Jimmie Fidler.
- 82. ...where there's never a final edition.
- 83. ...color channel one-nineteen in Dallas--the station other stations listen to.
- 84. ...Music City in Dallas.
- 85. ...where life begins at one-nineteen... Channel one-nineteen, that is.
- 86. ...the station that's washed off the soap... operas.
- 87. ...color channel one-nineteen in Dallas--where "who-done-its" don't.

88. ...where the paper never goes to bed.
89. ...color radio for Dallas--no other radio station can make that statement.
90. ...you CAN take it with you.
91. ...with news delivered hourly IN your home...not left at the door once a day.
92. ...color channel 11) in Dallas--the station more people listen to than anybody else.
93. ...where the news is never continued on the back page.
94. ...color channel 119 in Dallas--easy on the eyes.
95. ...where the whole family can watch.
96. ...it's all over town.
97. ...no dally--no weekly--no monthly - but your HOURLY newspaper of the air.
98. ...color radio for Dallas--where nobody will be murdered all evening.
99. ...no flip-overs...we just "flip ya" with the best in pop music 24 hours a day.
100. ...always a colorful program--never a test pattern.
101. ...with right up front listening.
102. ...the station that's new with a fresh point of view.
103. ...Dallas' bouncy station that's always on the ball.
104. ...if other stations leave you cold, listen to the warm music and hot news on John's other wife's favorite station.
105. ...where Mr. Keane has split the scene.
106. ...where radio sounds like radio should.
107. ...brewed from the choicest pops.
108. ...the station with the built-in smile.
109. ...your radio active station.

- (110. ...just like Whistler's Mother, we can't stop rockin'.
111. ...your smorgasbord of sound where the menu is music and everything's
a special.
112. ...the principal projector of pops presenting the paramount platters of the
preeminent performers.
113. ...the station that rocks around the clock.
114. ...the station Texans brag about.
115. ...the spider station, we're always spinning.
116. ...the station that never messes up its bratton steaks. ✓
117. ...where the music's cool and the news is hot.
118. ...the jewel of the airwaves, we sparkle night and day.
- (119. ...friendly but not frantic.
120. ...where Young Dr. Malone doesn't operate.
121. ...the Miss Universe of radio stations.
122. ...the greatest thing to hit Dallas since rain.
123. ...top banana in Dallas, the station with appeal.
124. ...where Backstage Wife is kept...backstage.
125. ...the pendulum station, we're always swinging.
126. ...where KLIF mobile units traveled 44 hundred miles last month to
bring you first-news-first!
127. ...where KLIF mobile units traveled over 50 thousand miles last year to
bring you first-news-first!
- (128. ...the housewife's window to the world.
129. ...out where the BEST begins.

130. ...radio activity without fall-out.
131. ...the collossus of the kilocycles.
132. ...the king of the kilocycles.
133. ...Music Bowl of the South.
134. ...technicolor without popcorn.
135. This is the top of the Texas Triangle...KLIF, 1190, Dallas.
136. ...the station that talks in your sleep. (For late night use only)
137. ...the flip side of heaven.
138. ...at the top of the Texas Triangle.
139. ...the station your best friends DO tell you about.
140. ...the signature that makes the difference.
141. ...Texas-size radio.
142. ...the station of tomorrow...here today.
143. ...one fun thing that's neither illegal, immoral, fattening nor expensive.
144. ...a panorama of pops.
145. ...always in the groove...never in a rut.
146. ...the BIG sounds for Big D!
147. ...for those who like their pleasure BIG!
148. ...the station that has Dallas "All Shock Up."
149. ...your summer special.
150. ...where more than 54% of all listeners to Dallas radio stations keep their
dials set!
...with popular pops 24 hours a day.
152. ...of all listeners to Dallas radio stations, KLIF has more than 54%...
according to the latest Hooper survey.

- (153. ...where good friends get together.
154. ...music for the young at heart.
155. ...Hear it today on KLIF... elsewhere tomorrow.
156. ...the nation's most imitated radio station.
157. ...Dallas' GREAT music and news pioneer.
158. ...nationally recognized model for music and news stations.
159. ...the BEST with the MOST.
160. ...with OVER HALF the daytime audience, according to latest Hooper surveys.
161. ...the TOP rated station in the TOP 25 markets, according to latest
Hooper surveys.
162. ...rated FIRST among the FIRST 25 markets, according to latest Hooper surveys.
- (163. ...the number ONE station in the TOP 25 markets, according to latest
Hooper surveys.
164. ...America's most talked about radio station.
165. ...YOUR station.
166. ...no rumor, we're the station with a sense of humor.
167. ...with a PLAY-as-you-go plan for entertainment.
168. ...with news as it happens from where it happens reported 24 hours a day
from the Cliff mobile news units.
169. ...the showbusiness station of the nation.
170. ~~...with the audience you love to touch.~~ DKS
171. ...as if you didn't know.
- (172. ...with 5-minute news every hour on the hour.
173. ...where the southwest's top deejays send you top musical bouquets,
24 hours a day.

174. ...the station that's the apple of your EAR.
175. ...like Paris in the springtime, all the time.
176. ...where the air is never stale, but always fresh with the freshest news.
177. ...animated radio.
178. ...99 and 44/100th percent pure--it floats through the air with the greatest of entertainment.
179. ...where your perennial favorite, Art Nelson, tiptoes through the turntables three till six daily.
180. ...where kaleidoscope tunes abound on the Mark Foster Show six till nine in the PM.
181. ...where Uncle Bruce Hayes keeps you up bright eyed and bushy tailed on Sunny Side Up--all day in the a.m.
182. ...where the Big War Works of the day come your way nine till noon on The Ken Nash show.
183. ...where Barry Wayne plays host with a toast of the top wines at the witching hour of midnight.
184. ...the station that never sleeps.
185. ...the pulse of Dallas.
186. ...companionable radio--serving Dallas and Fort Worth.
187. ...lots the blues goodbye, listening to BLUE--serving Dallas and Ft. Worth.
188. ...your constant companion--serving Dallas and Ft. Worth.
189. ...a "sound" habit!
190. ...a tale of two cities--serving Dallas and Ft. Worth.
191. ...the sound that's renowned!

192. ... Everyone's doing it... listening to KLIF, Dallas.
193. ...featuring the world's most relaxed disc jockey--Sam Seeburg.
194. ...oscillating your way 24 hours of every day.
195. ...imitation is the sincerest form of flattery...and KLIF is most flattered.
196. ...plan your plan with KLIF -- weathercasts every half hour.
197. ...keep cool...with cool sounds 24 hours a day from KLIF, Dallas.
198. ...the weathervane of Dallas.
199. ...the smile on your dial.
200. ...in every way the best in the U.S.A.
201. ...where deejays spin wax instead of wind.
202. ...where cowboy songs have had it.
203. ...better than crackerjacks...with a new surprise every day.
204. ...where the air is never stale--but always fresh with the freshest news.
205. ...a rainbow round your shoulder 24 hours a day.
206. ...Marconi's dreams come true.
207. ...where we're as busy as bees to spin the wax for you every day.
208. ...crazy!
209. ...make every day YOUR red letter day by dialing KLIF, Dallas.
210. ...coming to you LIVE from Dallas; we even sound that way.
211. ...good to the last note.
212. ...filtered for you, just a cool easy draw at 1190 on your dial.
213. ...ear conditioned with the coolest sounds in town.
214. ...king-size listening packaged for pleasant times.
215. ...by way of tube or transistor, the best radio station in the nation.
216. ...high octane radio created especially for modern motoring.

- (217. ...the wife we entertain might be your own.
- 218. ...sanitized radio--our listening audience doesn't shrink.
- 219. ...yours for comfortable listening.
- 220. ...with ear conditioned listening pleasure.
- 221. ...the most entertaining 24-hour companion in Dallas.
- 222. ...the so-o-o-olest mint julep "ear" conditioning in Dallas.
- 223. ...sparkling as saltzer...unpleasantable as a woman!
- 224. ...the third party that DOESN'T Make it a crowd!
- 225. ...which keeps you up to the instant on developments in the troubled communist countries.
- 226. ...Big D's biggest voice.
- (227. ...always on the uptake.
- 228. ...cool--corny--consistent!
- 229. ...soothing, cooling as Texas breezes.
- 230. ...refreshing entertainment spiced with exciting current news.
- 231. ...always first in the know...and know-how.
- 232. ...moon glow entertainment that never fades.
- 233. ...what this country needs.
- 234. ...leading banking center of the Southwest.
- 235. ...Johnny on the spot with every kilowatt.
- 236. ...the sports center of the southwest.
- 237. ...the amusement center of the southwest.
- (238. ...full of life and just as big.
- 239. ...one of the United States' great market centers.

240. ...with the world's largest news staff--15,000 reporters on duty around the clock.
241. For music in your life, this is KLIF in Dallas, your Road to Happiness.
242. ...for a Brighter Day.
243. ...with music Person to Person.
244. Your dial is well set on KLIF in Dallas, catching more people than Dragnet.
245. For music, and news when it counts, you're listening to KLIF in Dallas, always a Treat instead of a Treatment.
246. ...you can be SURE if it's KLIF.
247. ...the radio in your future.
248. You've set it right, on KLIF in Dallas, the Toast of the Town.
249. You've got it made on KLIF in Dallas, where you get a lot to like,
250. ...bringing you the wide, wide world of music.
251. You're following music and ALL the news on KLIF in Dallas, The People's Choice.
252. ...smoothing out the rough spots on The Road of Life.
253. ...where the Big Story is music.
254. ...color radio, Dallas' sensational fun station.
255. ...the station for the young at heart.
256. ...with the secret ingredient--K-one nineteen.
257. ...the eyes and ears of Dallas.
258. ...a yellow ribbon around the town in radio's first color sound.
259. ...the station that's found the sound.
260. ...leading the biggest following in town.
261. ...with popular pops 24 hours a day.
262. ...where MUSIC reigns supreme!

263. ...where (name of person) won (amount of money) on Rear Window Friday.
264. ...a member of the tremendous Texas Triangle covering three out of four of all Texans.
265. ...the key station of the famous Texas Triangle.
266. ...a member of the Texas Triangle stations blanketing seventy-five percent of all Texans.
267. ...the station that cares enough to offer the very best.
268. ...where there's only one dial to adjust.
269. ...like Paul Revere, we spread the news first.
270. ...in your automobile, as far away as your cigarette lighter.
271. ...no vertical or horizontal -- we're square.
272. ...never thrown on your lawn.
273. ...portable pleasure.
274. ...never out of focus.
275. ...Hooper says more listeners than all other Dallas radio stations combined.
276. ...something wonderful happens when you listen to CHff.
277. ...CHff, the Belle of Bide.
278. ...TV with an inside antenna.
279. ...tomorrow's newspaper now.
280. ...tomorrow's front page today.
281. ...Dallas' number one news medium.
282. ...the station that hits the spot and spots the hits.
283. ...warming CHffland with a blanket of music.
284. ...the party line of Big D.

- (285. ...the station that's first in the nation.
286. ...the newspaper that's never thrown on the roof.
287. ...earliest with the latest.
288. ...KLIF news goes around the world in 86 seconds.
289. ...Dallas' favorite tranquilizer.
290. ...one newspaper your husband can't hide behind at the breakfast table.
291. ...to p entertainment at no cover charge.
292. ...the station that brings you the weather as it changes.
293. ...where the news is always fresh--never a day old.
294. ...where the programs are always live.
295. ...where there's always an all-star cast.
- (296. ...your house of wax. Dallas.
297. ...the radio station with a worldwide picture screen.
298. ...one step ahead of radio.
299. ...the Dallas woman's home companion.
300. ...only radio is everywhere.
301. ...the sound habit in Dallas.
302. ...where Dallas' most popular music is heard on Dallas' most popular station.
303. ...where you never need renew your subscription.
304. ...so nice to drive home to.
305. ...with the highest interest rate in Dallas.
306. ...the Anita Ekberg of radio stations.
- (... exclusive Dallas outlet for the International News Service.
308. ...the nation's most publicized radio station.

309. ...talked about wherever they talk about Dallas.
310. ...Cinemascope radio in Dallas.
311. ...where ALMOST EVERYBODY listens to KLIF.
312. ...the station that just about everybody likes.
313. ...Dallas' only VHF radio station--Very High Following.
314. ...radio Dallas--Dig ya there, Papa Bear!
315. ...radio Dallas, swingin'est station this side of Sackville.
316. ...radio Dallas, where Kool Kats and their kits keep hip on the latest haps.
317. ...one-nineteen on your dial. Don't say "it's hip" or "it's George,"
say "Wooy, that's one-nineteen."
318. ...the station with coloration
319. ...colorific radio.
320. ...paintin' the town with color sound.
321. ...the eye on your dial.
322. ...bright! day and nite.
323. ...kaleidoscopic radio
324. ...where black-and-white radio is a thing of the past... 'cause we've
gone to radio that's color-fast
325. ...color-fast radio... won't fade
326. ...w/ sapphire sounds
327. ...golden-voiced radio
328. ...w/ lavender listening
329. ...your rosy complexion
330. ...with lilac listening

331. ...where you hear togar tunes on turquoise turntables
332. ...with red-hot news from the red and black CHFF mobile news units
- 24 colorful hours a day
333. ...for plaid ears.
334. ...where the kilowatts are chlorophylled
335. ...radio with a range
336. ...the station with scarlet letters.
337. ...where faded tones are sown
338. ...it sparkles with a splash of color
339. ...where you HEAR it in color
340. ...with Three-D sound...dig, dad, dig!
341. ...frantic antics for romantics.
342. ...color radio...Rockville!
343. ...radio Dallas-blue suede sound!
344. ...non-stop popville, U.S.A.
345. ...where the jive is live at fifty-five (for KTEA only)
346. ...where you'll hear up-to-the-second VERIFIED reports of street and road conditions!
347. ...bringing you up to the second VERIFIED reports of flood conditions!
348. ...keeping you in touch with ALL flood and weather news!
349. ...Dallas' "Little Dark'n"
350. ...real "Gone"
351. ..."A White Sport Coat" in your radio wardrobe.
352. ...the brightest spot in a "Dark Moon"

353. ... "Come Go With Me"
354. ... while other stations are "All Shook Up" KLIF continues to lead the way.
355. ... if you're "Talkin' to the Blues" cheer up with KLIF.
356. ... Dallas' "Shish Kebab" of sound
357. ... soundin' "So Rare" in Dallas
358. ... "It's You WE Love"
359. ... where we have "Love Letters in the Sand"
360. ... where "We like YOUR Kind of Love"... your love has made KLIF the nation's number one radio station.
361. ... the REALLY OUTSTANDING "Face in the Crowd"
362. ... we don't "Fool Around"
363. ... where there's a "Crazy, Crazy Party" all the time.
364. ... where sounds never make you say, "Oh Pain, Oh Agony"
365. ... while other stations go "Round and Round", KLIF presents the news clear, concise and complete.
366. ... "Almost Paradise"
367. ... top entertainment presented "Ninety-nine Ways"
368. ... colorful as a "Butterfly"
369. ... while other stations say "Who Needs You", KLIF says "It's You I Love"
370. ... "Wow"
371. ... Dallas independent and dependable daily newspaper of the air.
372. ... the station that the New York Post says has better news coverage than all New York radio and television stations combined.
373. ... America's most talked about station---your station.

374. ... your musical Mardi Gras all year round; you're in tune with the world
when you tune Radio Dallas.
375. ... the station with the play as you go along.
376. ... Dallas' newspaper of the air--your journal in a kernel.
377. ... a musical fashion show of the best-dressed turntables.
378. ... You're listening to KLIF in Dallas, doing it now and doing it better!
379. ... Wonder where the BELLOW went? There he is, listening to KLIF,
color channel 11, in Dallas.
380. ... where the news NEVER comes off on your fingertips.
381. ... radio Dallas--it's the trend, friend.
382. ... Snap, crackle and pop!
383. ... Don't look now, but KLIF is being followed.
384. ... wherever particular people congregate.
385. ... a sound factor in Dallas.
386. ... like your pleasure big? Insist on KLIF.
387. ... a masterpiece of modern modulation.
388. ... you must be the best to be first... constantly.
389. ... any station is okay... as long as it's KLIF.
390. ... 20th century radio in action!
391. ... modern radio for modern living.
392. ... no long speeches. You'll wonder where the bellow went.
393. ... if you can find a better station--listen to it.
394. ... promise her anything, but give her KLIF.
395. ... Dallas points with pride to KLIF.
396. ... you got a lot to like.

- 397. ...cheerier, fresher, smoother.
- 398. ...KLIF gives them all something to shoot at.
- 399. ...for people who can't rush after every deal.
- 400. ...people tested and approved.
- 401. ...for those who care enough to want the very best.
- 402. ...the most refreshing sound around.
- 403. ...Dallas' music and news service.
- 404. ...make mine KLIF.
- 405. ...no thirty-minute shows of "Music to Go to Sleep By." Variety in musical programming with pop music and late news throughout the day.
- 406. ...for an informed Dallas, five minutes of news every hour on the hour.
- 407. ...with a sneak preview of tomorrow's news today.
- 408. ...our news department falls behind newspaper reporting in one aspect.
 Cliff news cannot be used to wrap the garbage.
- 409. ...the newest presentation of music and news in Texas.
- 410. ...where news reporting is not regarded as a necessary evil but a service of prime importance to Dallas.
- 411. ...no syrupy sweet radio announcers here, just friendly disc jockeys to please your ear.
- 412. ...second to none.
- 413. ...out of the high rent.
- 414. ...where the best in entertainment is "smashed down" every day.
- 415. ...the only Dallas radio station with a secret ingredient.
- 416. ...dedicated to a more informed and better entertained Dallas.

- 417. ...your smorgasbord of sound where folks help themselves to a variety of entertainment.
- 418. ...with late news and sports aired immediately--if not sooner.
- 419. ...good to the last drop.
- 420. ...your trump card for boredom.
- 421. ...like a shot in the arm.
- 422. ...a silver lining in listening.
- 423. ...refreshingly yours.
- 424. ...home of clandestine commercials.
- 425. ...the station with time on your hands.
- 426. ...with on the spot news from the three KLLP mobile news units nite and day.
- 427. ...where it PAYS to listen.
- 428. ...where mezzo-sopranos are archaic.
- 429. ...with more tricks up its kilowatts than Dunninger's sleeve.
- 430. ...thru these airwaves pass the most popular music and latest news in the world.
- 431. ...folks dial us in Dallas for music and news 24 hours a day.
- 432. ...the station that's hyped the crystal set.
- 433. ...no other radio station can make that statement.
- 434. ...the station more people listen to than anybody else.
- 435. ...your station of green lights and blue skies.
- 436. ...with regular and kingsize pop music.
- 437. ...a treasure of pleasure.
- 438. ...Surveys show that the average American doesn't spend as much time reading newspapers as he used to. One major reason is that he can now get the news quicker and faster and earlier on radio. Radio is just beginning to achieve its full news potential. Join the swing to news on radio.

- 439. ...where listening saves you the time it takes to read tomorrow's newspaper.
- 440. ...you're in tune with tomorrow's newspaper now, radio Dallas, KLIF.
- 441. ...this is fresh news fresh, KLIF in Dallas.
- 442. ...the spot on your dial that saves you hours of time reading the newspaper.
- 443. ...where the world is at your fingertips.
- 444. ...independent but not aloof.
- 445. ...you can do OTHER things while listening to KLIF.
- 446. ...KLIF electronic news
- 447. ...the happy habit.
- 448. ...located seconds away from the news of the world.
- 449. ...T-N-T...time-news-temperature.
- 450. ...very, very independent.
- 451. ...the pause that refreshes.
- 452. ...America's most famous radio station...as featured in LIFE, TIME,
LOOK, NEWSWEEK, COLLIER's and many other national publications.
- 453. ...Dallas' fastest coverage of Dallas' biggest news, plus up to the minute
reports.
- 454. ...your fun station.
- 455. ...southwest's pioneer music and news station.
- 456. ...southwest's pioneer 24-hour-a-day station.
- 457. ...southwest's pioneer all night station.
- 458. ...capsule news for people on the run.
- 459. ...capsule news for busy people.
- 460. ...the station where everything is copied except its call letters.

461. Humpty Dumpty sat on a wall,
Humpty Dumpty had a great fall.
All the king's horses and all the king's men
Were listening to KLIF.

462. Jack and Jill went up the hill
To fetch a pail of water.
Jack fell down and broke his crown
And the KLIF mobile news unit was on the scene.

463. Jack Sprat could eat no fat,
His wife could eat no lean
But they both liked KLIF.

464. Little Boy Blue come blow your horn,
The sheep's in the meadow, the cow's in the corn,
Where's the little boy that looks after the sheep?
Listening to KLIF.

465. Little Miss Muffet
Sat on a tuffet
Eating of curds and whey
There came a big spider
And sat down beside her,
And said, "Why aren't you listening to KLIF?"

466. Hey, diddle, diddle
The cat and the fiddle
The cow jumped over the moon.
The little dog got complete details on KLIF news.

467. This little piggy went to market
This little piggy stayed home
This little piggy had roast beef
And they all listened to KLIF.

468. Peter, Peter, pumpkin-eater
Had a wife and couldn't keep her
Put her in a pumpkin shell
And there she listened to KLIF.

469. Little Bo Peep has lost her sheep
And can't tell where to find them.
Leave them alone, and they'll come home,
To listen to KLIF.

470. This is _____ of _____ Pictures, and you are in tune with one of America's top ten independent stations, KLIF in Dallas.
471. This is _____ of _____ Pictures and you are tuned to KLIF in Dallas, one of the nation's great stations.
472. This is _____ of _____ Pictures, and your dial is set for The Old Scotchman's station, KLIF in Dallas.
473. This is _____ of _____ Pictures and you have your dial set for music and news on KLIF in Dallas.
474. Hi there everybody in _____, this is _____ of _____ Records, and I know you're enjoying the wonderful news and music on KLIF. Keep tuned to KLIF, you can't go wrong.
475. This is _____ of _____ Records, and you're in tune with one of America's top ten independent radio stations, KLIF in Dallas.
476. Hi folks, this is your friend _____ of _____ Records and we hope you'll stay right with KLIF, the call letters of the stars.
477. Hi. This is Johnny Martin, breaking the station for America's greatest, KLIF in Dallas.
478. This is _____, happy to say "howdy, Texans" on America's top independent, KLIF in Dallas.
479. Hello, I'm _____...and this is Radio Dallas, KLIF.
480. Hi there. This is _____...on KLIF, in Dallas, the station that's found the sound.
481. This is _____, happy to say howdy to my Texas fans, listening to color channel 119, KLIF in Dallas.
482. This is _____...on KLIF, Dallas...home of the Big 7 of Big D.
483. ...where there were already over 400 manufacturing firms in 1904.
484. ...where Southern Methodist University opened in 1915.
485. ...where the first waterworks was built in 1876.
486. ...where the first frame house was built in 1852.
487. ...where the first play-park was established in 1909.
488. ...where the first bridge was built spanning the Trinity River in 1872.

489. ...where street cars ran for the first time in 1873.
490. ...where the first commercial telegraph office opened in 1873.
491. ...where the first opera house opened in 1873.
492. ...where the first bank was founded in 1868.
493. ...where Belle Starr came to live in 1864.
494. ...where the population was 2,000 in 1860.
495. ...where the first stage coaches stopped in 1852.
496. ...where the Grunfield House, Dallas' first hotel, opened in 1852, charging 25 cents for meals and \$12.50 a month for room and board.
497. which had a population of well over 40,000 in 1890.
498. where the first free public school opened in 1884.
499. ...where the first State Fair was launched by Dallas businessmen in 1886.
500. ...where Oak Cliff was first laid out in 1886.
501. ...where the first electric light plant was built in 1882.
502. ...where the first telephone exchange was opened in 1881.
503. ...where 20,000 people were living in 1880.
504. ...where old timers still remember the great grasshopper storm of 1876, heavy enough to stop trains between Dallas & Ft. Worth.
505. ...the largest market in the world for Buffalo hides in 1875.
506. ...where the magnificent 3-story LeGrand Hotel opened in 1875.
507. ...where the first railroad came through in 1872.
508. ...thought to be named for George M. Dallas, vice-president of the United States in 1846.
509. ...where Pegasus, largest revolving sign in the world, was erected on the Magnolia Building in 1934.

510. ...where City Hall, at Main and Broadway, was erected in 1912.

511. ...where the largest concrete bridge in the world, the Houston Street Viaduct, opened in 1912.

512. ...largest spot cotton market in the world.

513. ...home to the biggest State Fair in the country.

This is color radio in Dallas, KLLF, where the radio people are always right side up.

This is KLLF, in Dallas, color radio, where the radio people are always right side up.

This is KLLF in Dallas, color radio, where the radio people are always right side up.

This is KLLF in Dallas, where the radio people are always right side up.

This is KLLF in Dallas, where the radio people are always right side up.

This is KLLF in Dallas, where the radio people are always right side up.

This is color radio in Dallas, KLLF, where the radio people are always right side up.

This is color radio in Dallas, KLLF, where the radio people are always right side up.

This is color radio in Dallas, KLLF, where the radio people are always right side up.

This is KLLF in Dallas, where the radio people are always right side up.

This is color channel one, KLLF, where the radio people are always right side up.

(30)

Sta. Breaks

ALL STATIONS

PROMOTION & PROGRAMMING LIST

1/6/56

(Please ask for explanations where desired)

Supplement to Trinity Programming Policy Book

ADDITIONAL KLIF COLOR RADIO BREAKS

1. WINDO or BUMPO (promotional)

This is KLIF, always a colorful program--never a test pattern.

This is Color Radio Dallas, KLIF, where the whole family can watch.

This is KLIF in Dallas, color radio, where there's never trouble on the cable.

This is color radio in Dallas, KLIF, where the commercials are always right side up.

This is CLIFF, in Dallas, color Radio, where all shows are live, no film.

This is Cliff in Dallas, color radio, where the picture tube never explodes.

This is KLIF in Dallas, where more name personalities appear every day than on all television stations combined.

This is KLIF in Dallas, your 24-hour a day spectacular.

This is KLIF in Dallas--no fringe area, we just peter out completely.

This is color radio in Dallas, KLIF, where Dragnet will be seen on another channel.

This is color radio Dallas, KLIF where nobody will be murdered all evening.

This is color radio Dallas, KLIF, no panel shows.

This is KLIF in Dallas, covering twice as many people as all four Dallas and Fort Worth television stations combined.

This is color channel one nineteen with right up front listening.

14. Get parakeet to

15. Think it's just the

16. Appreciate

17. Right side of the

18. Raining as a

19. Battle of the

20. Pulse of Dallas

21. Station with a

22. of Dallas, almost everywhere

23. Could be

Promotion & Programming List (continued)

PROMOTION & PROGRAMMING LIST

(Please ask for explanations where desired)

Supplement to Trinity Programming Policy Book

1. WINDO or BUMPO (promotion).
2. Guess football scores all SMU games--football score contest. Allow them to send in a new score each week. Keep announcing standings.
3. No. 1 hit song this day last year.
4. Relay quiz.
5. Famous slogan station breaks.
6. Business commentary.
7. Famous name station breaks.
8. Celebrity station breaks.
9. Jimmie Fidler.
10. Specific NCSA's.
11. Beeper on hour
12. "warm sounds" for wintertime; "cool sounds" for summertime.
13. Canary or myna.
14. Christmas Eve trip of Santa Claus.
15. JBIBFTM time, wakeuptime for night workers, nap time, etc.
16. Girl time and temperature gimmick.
17. You'll Never Hear This on WXXX.
18. Great Moments in Sports Album.
19. I Hate Joe Doakes because...
20. Teenage hops.
21. Radio Dallas, KLIF.
22. Smile on your dial.
23. Ask KLIF for list of clever station breaks.
24. Station that has found the sound.
25. Special intros and closes Fidler--KLIF has many varieties.
26. Middle of night continuity.
27. Eisenhower, Kinsey, Rooney, etc., station breaks.
28. Promos on news and mobile units.
29. Located seconds away from news of the world.
30. Send man to interview hottest and coldest people.
31. TNT
32. Send us your Christmas cards.
33. KLIF--very, very independent.
34. Get parakeet to do stunts.
35. Think It Over (humorous)
36. Appreciation Night.
37. Biggest hits of 1976 (year end)
38. Running news between records.
39. Battle of the Baritone.
40. Pulse of Dallas.
41. Station with a million friends.
42. In Dallas, almost everybody listens to KLIF.
43. Candid Mike albums.

Promotion & Programming List (continued)

44. First baby of '56--last baby of '55.
45. KLIF time, etc.
46. On extremely hot days and cold days, give time and temperature between each record.
47. First Sunday in June--International Shut-Ins Day.
48. Wire services to cut promos for us and for news openings.
49. Kashbox
50. Giant balloons, balloon derby.
51. Please rob my safe.
52. Footprints on sidewalk.
53. Barber-Beauty Shop Day.
54. Mystery Voices.
55. Secret Word for Today.
56. Middle-name promotion.
57. YIEE balloon.
58. Sound plane.
59. Billboard with shirt being blown up.
60. Teen-age hops
61. Fan clubs for deejays.
62. So proudly we mail.
63. Birth announcements.
64. Donkey parade.
65. All I have on is WNOE.
66. Bobby Thomson game.
67. Old fight.
68. Mystery telephone number.
69. Walking Man or Woman.
70. Mystery Man or Woman (button contest)
71. Headache powders.
72. Red fire truck.
73. Bowling tie-in: 600 Club.
74. Secret Sound.
75. Exact day temperature first goes to freezing, or over 100.
76. Sponsoring newscasts by other deejays.
77. Newslines gigging newspapers.
78. Burro.
79. Canary or myna bird as b.g. for morning show.
80. Count the Music.
81. Miss Universe Contest.
82. KLIF in Dallas, home of Republic Bank Building.
83. Wheel of Fortune.
84. Trade-out for movie trailers.
85. Treasure Hunt.
86. Date of Arrival of a Baby.
87. 24 sheets.
88. Bus backs.
89. Girl time and temperature gimmicks.
90. Contest on why certain deejay should get a raise.

Promotion & Programming List (continued)

91. High school crew cut queen.
92. Free pictures of deejays at certain stores
93. Prize services (Robbins)
94. Hi-Fi.
95. Why Shouldn't Your Wife Love Us?
96. Mystery Heartbeat.
97. Savings account books.
98. Jumping beans.
99. Miss KLIF--going around town doing screwy things.
100. Bomb contest.
101. Get deejays on net TV shows through RCA, Columbia distributors.
102. Flagpole gimmick.
103. Giveaway box of cigars.
104. It's a new Hooper in the KLIF family.
105. Life begins at 126.
106. Taxi cards--WNEW copy.
107. Breaks on no sob stories, no soap operas.
108. Give inches of Texas, stock in uranium mine.
109. Announcing the engagement.
110. Half-completed billboard: "gone to listen to KLIF."
111. Trade-out back of laundry lists.
112. Teasers on outdoor boards.
113. Football predictions on boards.
114. Use spectacular as scoreboard.
115. Printing poster upside down.
116. That's a h__l of a way to run a radio station.
117. Advertise good points of competitors.
118. Wanted: Dead or alive.
119. Whose Eyes are These?
120. Oops... sorry.
121. Naked woman ad.
122. Perfumed ink.
123. Sorry, we're sold out.
124. Don't Go Away Mad.
125. Print stamped postcard in paper.
126. Send us your Christmas cards.
127. Small pillbox.
128. First in series of WRIT stockholders.
129. Marathon dance contest.
130. WCKY numbers contest.
131. Drop balloons from plane.
132. Play same record several hours in succession.
133. Drop money from airplane.
134. Bring foreign beauty queen to this country.
135. Hideakey.
136. Box at ballpark.
137. Chinese New Year's Party.

Promotion & Programming List (continued)

138. Season passes.
139. New York party for agencies.
140. We give you answer, you give us question.
141. Why I Hate deejay.
142. Drive-in theatre intermission tie-in.
143. Sabena-Belgian European trip trade-out.
144. Battle of Chancellorsville early May, Gettysburg early July.
145. Mystery Sentence Contest.
146. Radio Pox.
147. WAKE--Lucky Driver's license numbers.
148. Play tunes on chimes for time and temperature.
149. Ask listeners for funny stories and sayings.
150. Island giveaway.
151. Give away a disc jockey for Christmas (he has to wash Christmas dishes). *dish jockey*
152. "Wheel of the Day" contest--child drawing best picture of mobile unit will receive miniature mobile unit (kiddie car fixed up like mobile unit), number 1/2; winner ride in cab of freight engine, fire truck, police car, American Airlines plane, lunch with big wheels, etc. Complete record library, phonograph, plus ice-cream a day for one year, bike from Sears, *lunch commanding general.*
153. Metronome.
154. Married and divorced this same day last year.
155. Contest in which loser called has right to name five other women, who then have three minutes to call with right answer.
156. Are You the KLIF spy?
157. UP's "Sizing Up Sports" has good birthday and flashback section.
158. Wanted men.
159. Nickname high school kids.
160. Top 40 Survey.
161. Contest on when first snow will fall.
162. Prizes to listeners with certain qualifications: first to call who can speak Chinese, one with famous name, etc.
163. Describe a famous person by playing of certain series of tunes--prize for right name.
164. Staff arbitrarily rates certain "pop" records--first listener to send in correct listing of rated tunes receives a free record.
165. Make transcriptions of voices checking in from mobile units and use this frequently during the day.
166. Morning Mayor of Dallas.
167. Use 2 voices actually doing news whenever available.
168. KEIP Town Crier.
169. Halloween ghost stories--plenty of advance publicity. "Night of the Hunter," "Belltale Heart," etc.
170. "Secret House" in various parts Dallas on Halloween--is this the KLIF trick or treat house--more and more hints through evening.

Promotion & Programming List (continued)

171. Interviews with leaders--"What Do You Have to Be Thankful for This Thanksgiving Day?"
172. KLIF Kwik Kwiz - answers 30 minutes later.
173. Hidden Tongues-identify 5 languages and give correct translation of each sentence (excellent for Milwaukee-get difficult tongue from Berlitz).
174. A Christmas card in sound.
175. One minute spots by ministers and civic leaders explaining meaning of Christmas.
176. KLIF Kwik Quotes.
177. "Dallas Live with Cliff" spots.
178. WORC memoranda.
179. Ken Knox "Quick Quotes" memorandum.
180. see Elmer Allen "attention all cars" safety spot.
181. Year - end song popularity poll - person who gets closest to the top 5 wins all the prizes.
182. Watch dead air around longer time.
183. How many words can be spelled out using the words "KLIF radio" or deejays name.
184. Buffalo idea - we'll play Bill Haley's "Rock Around the Clock" five times in a row if we can get fifteen kids down into the studio.
185. deejay intros, from other cities--we have scripts.
186. Mail properly stamped may be addressed to, for mailing from, Santa's Workshop, North Pole, N.Y., or Postmaster, Santa Claus, Indiana.
187. Put printed sacks over all parking meters one day - with suggestion that the drivers spend this extra money locally.
188. WABJ - AM and TV in Bangor, ME. - by calling a number, you may have the weather (15 secs) plus plug for station or client - recorder playback installed in the studios.
189. Sign at airport and depot: Businessmen: while you were away we spent many enjoyable hours with your wife. KLIF
190. Cinemascope Radio.....
191. Letters to the Editor - 15 secs.....
192. 1000 and one thousand and one Nighties - spectacular.
193. Highway signs over the state.
194. Berlin - 10:45 a.m.
195. buy clocks with time zones.
196. mobile unit takes - copies other Stations.

Promotion and Program List (Continued)

197. use two voices on newscasts.
198. Send Billboard art Variety for kids or young performers.
199. 2 o'clock feeding time -- important thing ~~it~~ to billboard during daytime.
200. playing tunes on chimes.
201. annual KLIF golf tournament.
202. pause that refreshes, Dallas.
203. KLIF color radio, Dallas.
204. middle aisle on your radio dial.
205. KLIF has run away with Dallas' radio day.
206. Guess staff - chosen cover played on KLIF previous day.
207. feud between two announcers.
208. Announcer who can use 2 or 3 different voices
209. Christmas gifts: telephone stand - memo pad from Schwartz, temperature from WRIT climatological center.
210. Contest to cheer Dallas' football redhead.
211. Channel 119.
212. get deejays in other cities to cut intros and closers for us (see formats).
213. "Snooper Report" Christmas card.
214. Playing Easter music at Christmas.
215. non-jumping bean ~~read~~ letter.
216. Deejay read his Easter menu on air & will come out and fix your meal - same menu.
217. water fluoridation as editorial issue.
218. (Buffalo) have a kid come in from a different high school each day.
219. Kids give station breaks (celebrity breaks in reverse).
220. Give prizes to kid in each school each day.
221. Say, that's KLIF (Judy Kuecht).
222. Daytime spots on what you're missing in news at night.
223. live girl on KLIF sign.
224. KLIF newscast 5:30 p.m.?
225. Fletcher reports that from 9-4 p.m. playing predominately male vocalists because women audience.
226. Music City
227. dedicate next 15 or 30 mins. to Mrs so-and-so, billboarding in advance.

228. Miss Universe in person on a Swing.
229. awards to artists yearly for top musical numbers.
230. library of laughs (Dick Haines, KLAC).
231. Complete ban on interviews rather than one - min. (work, we are).
232. draw up list Top 200 citizens - as they are mentioned or contacted at freq. intervals.
233. "Confidential" magazine has world's largest circulation - news stories on new articles.
234. Get College Bus. Adm. or Speech school to make survey for you on the composition of the listening audience.
235. Promos on clock radios, don't have to pay exclusive attention, I listen to KLIF because...
236. Keep formats short.
237. news tip reward.
238. Who will be Miss Nineteen for Fifty Six?
240. 12-1 p.m., with teenagers out of school, an excellent time to hit Top 40 hard.
241. gap between beeper and news.
242. Policy book: no remote logging programs.
243. use famous names, including local ones, for news intros.
244. no jazz after midnight.
245. Melodians, WHB intro jingles, also Sportsnews.
246. Weaver Bob Hawk jingles = also Nelson Ideas.
247. Anything worthwhile on the transcription services?
248. Any network programs, or special events, available in your market not being carried?
249. Gentleman's agreement with new staff members.
250. KLIF Money Man in Shopping Center - \$25 to first person he runs into who has portable radio with KLIF tuned in. Announce Shopping center prior to day itself - sell day to merchants, tying in sponsorship with Columbia, RCA, etc. Cliff's listener of the week - buzzer when winner chosen.
251. Sign off the air one day..... did you miss KLIF? You don't know how much you'd miss something till you don't have it. What would DL be without KLIF... printing out all good things KLIF brings them... music... excitement, etc.

252. Meal of Day contest - ice cream cone a day for year, 7'
- Christmas stocking
253. Sunrise and sunset certain time.
254. List of Top 200 citizens. Use KLF Kirk Kusters! ^{see memo}
255. College survey on composition of listening audience.
256. Jumbo postcards excellent promotional material.
257. C.A.P. traffic reports.
258. KLF Mystery Shopper contest - like Walking Man, except you must have a sales slip from any merchant in town dated the same day you approach Mystery Shopper.
259. Citizen of the Week. Use his name on breaks.
260. Personalized public service spots - Crusade for Freedom - language breaks - see Bubbles' memo.
261. Have other deejays introduce number one record their city -- sounds excellent KLF.
262. Obituary & vital notices.
263. Memo to antenna counters - excellent promotion piece.
264. colorful character contest & see memo.
265. Telephone number: dial music or similar 5 or 6 letter word.
266. Hooper will provide audience composition for \$50 per month.
267. Returned letters with "forey they'll be playing our song."
268. Christmas music during an unexpected heavy snow. KLF.
269. Jaycees to furnish drivers for drinks on holidays.
270. Ring bell for continuing deaths on holidays?
271. Wildlife Hunt using King Turtles.
272. Spots on clock radio listening, talking radio to office, on different places where I listen, I like to listen to Cliff because, I like to listen to Cliff when... I'm dressing, undressing, eating, while I read until I'm sleepy, spots on insomnia.
273. Why do you want a lock of Stan Richards' hair?
274. Selling dollar bills for 95¢ - (KNOE) - envelopes and \$5.00 bills.
275. At election time, who's your favorite candidate - guess closest to number votes he'll receive.
276. Bright, bawdy instrumentals after midnight on WTK.

277. System for sending sports, special events, & interesting news service stuff to newspapers.
278. ~~comp~~ the colleges for talent.
279. Program names: Late Date, Dinner Date, Night Time.
272. WTKR: 3 Top 40 tunes out of every 4 played.
273. The eyes and ears of Dallas.
274. KLIB, America's most famous radio station... as featured in Life, Look, Time, Newsweek, Collier's and many other national publications.
275. "Why I should have an extra day off from work and what I would be in that day." Station then calls his employer & tells him his employee is being considered. If allows his employee day off, station will broadcast for spots for employer, once a week.
276. Contest service: Bob Block World Wide Contests, Inc. 740 N. Plankinton, Suite 521, Milwaukee.
277. Easter Egg hunt sold to sponsor.
278. Receptionist: "9:30 a.m., KOLL".
279. BMI will help you on Records AM + TV shows.
280. Give a radio for Christmas.
281. Servicemen's messages: U.S. Army Homecoming News Center, 601 Kershaw Avenue, Kansas City, Mo. Write BMI - WJLB.
282. with the world's largest news staff - 15,000 reporters on duty around the clock.
283. Gossip Strip columns for a quick station hyphen.
284. Merriman jingles \$100 each in groups of 3, \$130 single jingles.
285. Cards to news sources whose story is paper.
286. Independent but not aloof.
287. Wurliitzer Electric piano for sound effects.
288. 20 mins. before 12 news time.
289. Doctor's advice on seasonal illnesses as spots.
290. Weaver's memo on sunbathing - different tones on number minutes - water temperature. Salesmen to sell this sunbathing and water temperature service.
291. State Fair for 3 stations? Signs over country for all NOEMAE stas.

291. Briden Murphy.
292. Mystery Citizen contest.
293. For Adults Only.
294. Doctor's advice on seasonal illnesses as spots.
295. Where the world is at your fingertips.
296. Hire editorial men on a per-piece basis.
297. "Electronic news" - using WTTX news intros.
298. Develop system of playing back mobile news broadcasts.
299. nighttime may have duller sound because it is less commercial.
300. Study possibilities of developing music exclusivity.
301. ~~Phone~~ Phone Top 5 numbers phone book.
302. Devote 9-9:30 school program. MWF is .08% on a 24-hour station.
303. WDGX Mystery Voice contest (hear tapes).
304. nighttime promos on number listening.
305. Walter Winchell & other columns for sensational stuff.
306. Billboard upcoming records like upcoming movie ads on amusement page.
307. Storz music format that small library with only a few records.
308. WRIT Traffic report... City Hall Report... Late Date... WIVE Request... Night Mayor... Dinner Date.
309. gimmick contest based on scrambled surrounding town names.
310. This is KLIF.... WNNC in Dallas.
311. Scrambled telephone numbers.
312. Public Service as attention-getter (see Storz speech).
313. See list excerpted from BMI newsletters for various ideas: TNP, Night Train, filing records in looseleaf binder, mortuary sponsoring safety messages, every announcer visiting store, huge Christmas tree in the Treasure Hunt, local doctor giving summer health hints, every visitor to station receiving a station treat, "9:30 a.m." KEIL "Barfoot Society, as Community Service Postcard to neighborhood news sources, finest teen-age bowlers,

313. (cont.) fire signal & info sponsored by insurance co.,
having evening listeners call and express their opinions
on everything, dedicating quarter-hours for donations.
314. All stations on road signs.
315. diamond hunt.
316. daytime spots on what missing at night.
317. Akron, Minneapolis good place to look for deejays.
318. New Orleans Teenage Safety Council.
319. best-looking girl at pool - give record album.
320. give away island.
321. Actually billboard, exclusions coming up and advertise
them in papers.
322. Teenage station breaks.
323. water temperature.
324. Ruby Lips contest.
325. Actually record voices on requests.
326. handwriting contest.
327. \$105,000 giveaway gimmick.
328. best-looking girl at pool.
329. disc jockey marathon.
330. if you have a problem, send it to me.
331. consider filing for small towns.
332. Storz version of Mystery Voices.
333. My contest on longest list calls receiving prizes.
334. Drop sponsorship mobile news, h.b. scores,
weather, contests, etc.
335. SRO thank-you for sponsors waiting in line.
336. Monroe splash promo sunset.
338. WNOE Rock'n Roll Day in cooperation
Pontchartrain Beach. See WNOE minus sheet.
339. Lucky Telephone No.
340. request wagon.
341. fingerprint contest.
342. rock 'n roll shows with indiv. deejays.
343. Mystery Car contest (Morgan).
345. Big 5 visiting area towns.
346. foreign language breaks - in any language it
becomes the same.

347. High school beauty queen contest.
348. Give away favorite record each week for one year.
349. Mystery contest - don't identify Miss Camel or elephant.
350. ~~1000~~ - Big Bill Cash - numbers at random - repeat
Key word announced before each call.
351. Remember area promotion and sending Top
40 survey to Surrounding Towns' Record Stores.
352. WRIT ad idea: You can do other things while
listening to WRIT.
353. favorite record each wk. one year.
354. Contest on what we look like.
355. contest of prizes for clear station breaks.
356. when will this station's radio run down?
357. the station for the young at heart.
358. week overseas with The Old Scotchman.
359. 40 tons ice: when will it melt?
360. School Age Clubs.
361. capitalizing net + talent contracts.
362. Summer contest on when first snow
will fall.
363. Lloyd's of London - \$10,000 check hidden - you are
co-insurer of check to tune of 10% of its value
and then pay them $2\frac{1}{2}\%$. Length of time they
insure it is 10 days. Then substitute new check
for \$500 and then \$200.
364. Chain disc jockey in a tower.
365. Recording people's voices - playing them back
and then having them listen - if recognize
own voice - prize. Good for KLP.
366. Calling out numbers - any no. - and anyone
driving into station within 10 minutes of
that time gets 10 gals free if this
gas station is within 5 miles.

367. news intros built around different times of day -
"breakfast news" - "lunch news" - "on the way to
work" news - "opposite news".

368. news intros built around remote areas.

369. ~~news musical Mardi Gras all year 'round;~~
~~you're in tune with the world when you tune Radio~~
~~Dallas, K.L.I.F.~~

370. WVNA, Sheffield - 3 wheeled Isotta's.

✓ 371. Boston's fastest coverage of Boston's biggest news, plus up-to-
the minute reports, etc.

✓ 372. the big hand of your clock is at 30 and here
we are with news around the clock, compiled by
the N.Y. Sunday News, the paper that reads faster
and livelier.

373. Jane Morgan + baseball jingles

~~374. ~~start~~ with the play as you go along.~~

390.

391. 69th Street Ferry Station, Hampton Ave. Agency

392. School Age Club

393. The Station that just about everybody likes

394. France's most talked about station - open station

395. at the home - the correct holiday line

396. At 5:00, Christmas Day, 1st Wilson Show - it's
Christmas time, Christmas time, Christmas time, etc.

397. live cast jingles with Tony Green, 1st Wilson Show

398. This was the first of 8 live cast nights

399. "Live" holiday songs, 8:00-9:15, 1st Wilson Show

400. Christmas jingles with 1st Wilson Show

401. New Year's jingles with 1st Wilson Show

402. New Year's weather

369. Beard-growing contest
370. Running New York jingles (period) on Jax's Station.
371. WNEW jingles on KLIF
372. follow Chris's New Year's as time changes around world.
373. World jingles on Christmas ^{radio} (see Dave Morris letter), also taping or beeper-~~phone~~ greetings from company Presidents
374. weekend "musical spectacles" for Holiday season.
375. WFBK mobile reporters - signing up volunteers who have mobile telephones in cars.
- ~~376. Dallas' independent and dependable newspaper - of the day.~~
377. Round the clock news.... ^{daily} electronic news... the 3 o'clock front page...
388. Special flying report on each weathercast - altitude, ceiling, visibility and wind.
389. Ask juke ops to attempt to get them to install on juke boxes special frames for Top 40, then have Top 40 on juke boxes, and play from instructions.
390. ~~This is KLIF, the station that ^{is} the New York~~
~~Post says has better news coverage than all N.Y. radio and~~
~~television stations combined...~~
391. 69th Street Ferry Spots... Hampton Adv. Agency
392. School Age Club...
- ~~393. The station that just about everybody likes.....~~
- ~~394. America's most talked about station -- your station.~~
395. at the chime, the correct holiday time...
396. At 5 p.m., Christmas Day, Art Nelson show - "it's Christmas time, Christmas time, Christmas time, etc..".
397. low-cost jingles with Terry Lee or other performers.
398. This was heard on KLIF at 8 last night.
399. "KLIF holiday time". "KLIF weekend time"
400. Christmas jingle built around "Jingle Bells"
401. New Year's jingle with "Auld Lang Syne"
402. airline weather.

403. ads in NY taxis
 404. 3 PM Sat during Monitor - NBC.
 405. Always have pilot surveyor tack on message about the station 7-8 a.m. and 10-11 p.m.
 406. ~~Two in KLF, Texas~~ not talked about radio station.
 407. ~~Two in KLF, Dallas only~~ VHF radio station - very high

FOR KCBS: following.

408. Since Houston list made: recorded paper lunch, also hit for introducing Member One & his hit records. Promos for "Sound-off" letters.
 409. When sound effects
 410. WTX pin point news coverage.
 411. "Auctioneer" as lead-in to commercial.
 412. spots about city as i.d.'s - N.O., founded in 1718 as
 413. make weather casts clear.
 414. bean-growing contest.
 415. carrier-pigeon, kite-flying contest.
 416. Promos using all voices separately, then together.
 417. Scrambled telephone numbers.
 418. Mrs. America?
 419. KLF with Dallas' highest rate of interest...
 420. "Dallas' newspaper of the air - your journal in a kernel."
 421. "so nice to drive home to."
 422. spots directed to particular group, like bartenders, as i.d.'s.
 423. "Where" sound effect of WTX.
 424. two-man, low-cost jingles.
 425. Kosi opens 106 weekly to listener who can name exact order top tunes on Top Forty Songs.
 426. WANT 2-MAN NEW YEAR'S JINGLE.

427. Easter Egg Hunt
428. Trade + barter gimmick - 2 days start with 2 Elvis Presley albums - trade for something bigger -
come back to Hungry relief.
429. needle in a haystack promotion...
430. give odds on weather...
431. KLF - hanger (here is a KLF hanger) as
trader.
432. In Dallas, only KLF prints all the news.
434. Lucky Birthday.
435. spots in voices of prize winners.
436. Lucky Linda - send postcard for what she looks like.
437. S.S. to is coming to KRUC.
438. Long lead - in to comm'l.
439. Recall time.
440. coverage of state legis.
441. Keys' gimmick for Boy Scout week.
442. ask for traffic grips.
443. WNOE news intro has pretty good sound effect.
445. New K's EZ T-shirt Party - see Variety, Supper
#1 on at \$1.50.
446. WSMB - birthday aired - i.e. Jan 4, 1936 - anyone
who calls the station within one hour wins \$25
provided he appears personally at sta within 24 hours
with birth cert.
447. WNOE - Sorta good, like a radio station should.
448. fashion show pre-Valentine and Father's Day
using jocks.
449. pic hit of the past.
450. turtle derby.

451. Trender to show us good in F.W.
452. VALENTINE DAY: offer to pay for all marriage licenses issued between 3-6 p.m.
453. KLIF is flying high all over Dallas — give Kites. Saturday contest in parts of city with city-wide contest on 3rd & 4th week — prizes, etc., for highest flying kite.
454. calls from reading artists on 10th anniversary of other important date.
455. calling dogs, with whistle pitched above hummed humming.
456. KLIF — upon our station.
457. answering — reading Service a la Pepsi.
458. de 367 on.
459. number of words using all letters of chesty... scythz.
460. Kol Easter Egg Hunt — each joe hides the egg and gives a clue to whereabouts of his egg on his show. Egg for 1300 dimes. $6 \times 1300 = 7800$.
461. upon millennium — the millennium's mattress.
462. Practically every top Rent artist appeared at WREN's Rent party in N.Y. to introduce personalities to N.Y. agencies.
463. sell "Sneak Preview" first flays of new records.
464. Calling out numbers of ops station.
465. on Routh — organization to wage legislative battle with every county represented.
466. eyes and ears of Houston.
467. Nobody Hides — announcing 3-digit number. If these 3 digits match last 3 digits on your checkbook — a 3 million bonus — draw of car for 30 min. to drive into May Station and receive 10

- yellow of five points - in corner - for May 1st 8
 or 10 minutes before. Myerlie station plus KERO
 when you are comes in & No to monitor KERO
 for the correct digits.
489. Sigalbert
 490. Knock Knocks.
 491. Texas Standard Time.
 492. Soul effect of international telewriters
 493. fishing news = Anderson Labs = Brookline. ^{640 ms.}
 494. Pearson inserts in news (?)
 495. You Can do other things
 While you listen to KILT.
 496. Suggested contest - strange occupations - professional
 apple - pusher - putzel - order - mechanic
 who tightens nuts, it a peanut brittle.
 497. KFJZ dollar bill gimmick.
 498. And presents to people in trade fairs.
~~499. ~~What time 99?~~~~
 500. What time 99?
 501. capsule news for busy people -- news for people on the
 run. VEST-POCKET EDITION POCKET-SIZED EDITION
 502. Expensive shops annets.
 503. don't sell all-night just 5:30 a.m.
 504. KLT - a musical fashion show of the
 best dressed turntables...
 505. try to figure way to cut out 6-hour shifts
 on weekends.
 506. the independent newspaper protecting the
 public interest.
 507. specific WNEW pub serv announcements.

508. KLIF, never trouble on the cable - TAXI BACKS. ^{series of cat breaks}
509. talk all - night L.D. calls.
510. Play national commercials at night & on all - night show.
511. most beautiful voice in America.
512. the happy habit -- have a laugh on us -- Call Special no -- Spill Jones' Laughing Record.
513. log weather on half - hour as agri.
514. log end of program with pub serv. annst.
515. NEWS -- spell out -- north east south west.
516. New Deluxe Tom Rocket Ship Tour of The Moon
Mar. 15, 1987 - \$1000.00 - no passport required.
517. Neighbor in need KRON-TV.
518. morning briefing for public school lunch-menus.
(reported at noon).
519. intro to all exclusive tunes.
520. Baseball - players as intro to baseball scores.
521. all-night jock keep calling Police Department.
522. KLBS founded Jan. 30 '48. KTBS May, 1922.
523. note WTX use of call letters.
524. good: signs picketing yourself.
525. free news bulletins in clubs, etc.
526. print news story in actual type of paper - then (adv) at bottom. See KITE story.
527. deliver peanuts, hot dogs, crackerjacks, etc., to agencies - circus.
528. idea like Neiman's CIRCUS.
529. Southwest's former music and news station
" " 24-hour a day sta.
" " all-night station.
530. capsule news for people on the run
" " from people.

531. Miss Scotland to Houston.
 532. Be Dean in Wash on pub rel.
 533. No time to listen to a 15-min. newscast or even 5 minutes of news? Well...

534. Dallas' great music and news piece station - ~~KLIF~~ ^{KLIF}.

535. Dallas (nationally-recognized) model for music and news station, KLIF.

May 14 '57

536. All stations on jeeps instead mobile units.

537. news flashes in private clubs.

538. his own gossip columnist.

539. our men watch Mike Wallace.

540. jingles to tune of Highland Fling & Get Rich
 also any p.d. Scotch music. Lock Leonard.

541. Local items on hand-out sheets.

542. America's most modern radio station
 the radio stations radio station.
 the station which has Houston all shook up.

543. gold key idea (Poutrac - WBZ).

544. Larry Monroe's gimmick of reading
 telephone book.

545. answer in 50 words or less - why do
 other radio stations imitate KLIF?

546. ~~Attend~~ MOA convention each May Chicago.

547. ~~has~~ the radio station's radio station.

548. Night Owl Special on Scotch Dollars.

549. Kids sunbathing KLIF on back

550. capsule-dropping

585. music for esoterics.
586. disc jockey-less disc program.
587. Juke Box Sat. Night theme song.
588. Harry Lander spots KILT.
589. Eydie-like insertions.
590. weather jingles = Honey Dreamers - WNOE,
591. Scotch jingles = Highland Fling, Loch Lomond, etc.
592. Sparkling as a seltzer = unpredictable as a woman.
593. This You Will Hear on KILT.
594. Les on library of laughs.
595. Les on assembling one line inserts from records. ^{funny, words}
596. This is Al Jarvis of KF-WB in Los Angeles and we're all congratulating KILT in Houston on showing number one in Houston ^{Hot} recordings, etc.
597. music for aesthetes - esoterica.
598. suppressed desire contest.
599. campaign on coats.
600. Let Blain know any men we wish to get out of market.
601. BBC news reports by short wave.
602. WLW - bit of civic information - racy humor - or Sage philosophy follows - This is WLW in Cincinnati, where there are more than 50,000 eligible bachelors.
603. Think It Over at KILT.
604. 95 humidity day - Bad Drying Day
65 humidity day - Good Drying Day
605. KOVO gimmick of calling record shops while on air and asking what the # ^{selling} record in their shops for the day.

(more)

- 606. Contest for best tan with KLIF on a girl's back.
- 607. Opening market - ~~up~~ or down 8:20 DST - first hour 9:20 DST.
- 608. Station where everything is copied except ~~the~~ ^{its} call letters.
- 609. first on the left of your radio dial.
- 610. where the news is believed once an hour... not once a day...
- 611. All cars turn on lights at signal from runner.
- 612. Telephone calls by women calling attention to station.
- 613. Mystery Neighbor
- 614. Recorded grapes a la WNBC - (recorded all in one hour).
- 615. Dices on Tufi wheels. (also private autos).
- 616. Mystery walker.
- 617. \$5000 to anyone who can name correct scores of all SD Conf. football scores in one week.
- 618. Tell all the news all the time...
- 619. on WWDG Electro - the ~~news~~ weather.
- 620. we give you the latest weather at the end of each newscast.
- 621. Top Flop (WNOE). Keys has tape
- 622. Dr. Jay call from home & ask for remedies when ill.
- 623. give nicknames of b.b. Travers
- 624. Radio Texas

625. pies to various ad agencies & advertisers with view to show short.
626. News intro cut in function.
627. rock news & Weather (half-hour)
628. Short reads - a la Mercury sample - Les can do.
629. My Aunt Lora Syne spot.
630. Chimes from Christmas reads for early-morning show.
631. Hula Boogie.
632. "Katie's" for awards.
633. "Let's Have a Yuck" spots.
634. Dec. 27 - world's biggest read hop.
635. Be Kind to Joe Frumious Day.
636. High School Home of Fun Day. - good.
637. Stevens "What's In A Name?" - good
638. Cher Pace telephone gimmick. See Ann Cushman's letter.
639. milk store promotion.
640. Liars' contest.
641. pay income tax for a year.
642. give phone call - Mother's Day, Father's, Valentine, etc.
643. Academy Award music
644. Echos on latelines, weather
645. negro ministers, schoolteachers, negro news story reviews
646. Mend game fac. Coast doubleheaders
647. Get transmitters in on lit parade.
648. another professional news report.
649. local bulletin boards.
650. ring bell on news.
651. How Many Times KLIF on a postcard.
652. why I should have an else train - Father's Day.
653. jacks on negro hops, visit negro schools, to see (just) new spots cut by negro schools.
654. Scavenger Hunt.
655. Kitz with flagpole gimmick.
656. from KLIF longines...
657. buried alive gimmick.
658. LD calls Valentine Day

655. Bartell area spots. CQ... CQ ^{news} ^{intros}
656. Weather in echo chamber.
657. Also latelines.
658. Jingles in filter.
659. _____, our people ^{will} turned in to the Buddy MacGregor Show during the next two hours — more than the ~~new~~ two Dallas newspapers combined.
660. contest to choose a contest.....
661. KLIF Fat Woman
662. we pay your car payments — 5 finalists each day.
662. Telephatic Radio. (copyright?)
663. KLIF resuscitant + similar spots.
664. 1-min amusement page of the air.
665. ^{KLIF} Guess number between one and a million — in sealed envelope at bank.
666. KEEL Bunny Hop (hopping part of 10 to 20 small white rabbits).
667. Large cardboard Easter Egg ~~hunt~~ — hide it similar to Treasure Hunt
668. Pete Pryor Alarm Clock — listeners send in post cards guessing what time the alarm clock goes off each morning bet. 6-9 AM. Clock free-set each AM. \$25 savings bond is prize each day if listener guessing the exact (to the second) time the clock goes off, otherwise \$5 to the closest guess.
669. Tom Whalen China contest — during course of this program Whalen will ring chime, unknown number of times. Count no. of times in WK, & send in their answers. Chime rung at inappropriate times — during meals, commercials, news, etc. \$25 Bond

670. Damogian's win a million contest -
buy stock on paper.
671. \$100,000 Bonus Club contest - delivered to houses ()
672. Businessman of the Day.
673. Birthday of KROQ - Licensed July 28, 1925.
674. Take leading story in newspaper that morning & discuss on most days.
675. Futuristic news introductions.
676. Back news headlines.
677. It Figures promos.
678. I Should Have Known promos.
679. Give away 3 baby chicks week before Easter for sending in postcards. Talk to kids on the air.
680. Birthday promo - call month, then call day, then call year. Prize is \$11.90 or whatever frequency individual station happens to be. For a chance at grabbag if your birthday happens to be in the particular year in our sealed envelope, you receive \$100.
681. Send a present to time - buyers each Christmas which would be useful to women rather than men. For instance, an item of Steuben glassware in the amount of around \$25.00
682. "Talking people" charted by various groups which may include staff members, in lieu of jingles.
683. Bright & early on your dial.
684. Tax-free finalists - WVOE
- 685 - John Jones, who should be listening to WVOE.

686. Reciprocal Announcement built around maps planning vacation. Cooperation can be had from Gulf Oil.
687. New promo - what's a kly? The kly doesn't eat, sleep or drink. It just stays up 24 hours a day listening to KLIF. Draw a picture of what you think a kly looks like.
688. KLIF Gossip Contest. Call a housewife, repeat a phrase to her, she has 5 mins. to get someone listed below her in the phone book to repeat the phrase to KLIF.
689. Station break - always a jump ahead.
690. Record material for newscasts. Use 6-7 voices on newscasts by recording various announcements during each hour.
691. KLIF - pause - radar weather. Ideas here is to use station's call letters in the manner of a dateline.
692. KLIF - flagship station of Dallas radio.
693. Name it & claim it.
694. Sarah Jones - KLIF loves you.
695. " - KLIF is thinking about you.
696. Today KLIF's favorite barber (etc.) is _____.
697. Scrambled tunes.
698. Cash for kids.
699. How many letters in your last name?
700. Bucks for breaks.

701. "Klif - Always a jump ahead."
702. Give away stock as prizes in contests.
703. Secretary of the Day.
704. This is earlier, livelier Klif in Dallas.
705. WAKY - Hooper, Pierce & Lendey all agree - WAKY is No. 1.
Isn't that nice?
706. KBOX Sabalack: "New Love Affair in Dallas."
707. Telephone Company machine repeating headlines.