

JUNE 1ST, 1961

ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: JACK SHARP, KLIF

IN THE ABSENCE OF DON KEYES, WHO USUALLY SENDS OUT NOTES ON STATION PROMOTIONS, I AM SENDING YOU THE FOLLOWING INFORMATION ON A BALE OF STUFF WE ARE DOING EFFECTIVE TODAY. MR. McLENDON THOUGHT ALL STATIONS SHOULD BE ALERTED IN CASE YOU WISH TO COVER ANY OF THE PROMOTIONS IN YOUR MARKETS BEFORE OTHER STATIONS PICK THEM UP.

1. FROZEN FORTUNE CONTEST A RE-HASH OF THE ICE MELTING CONTEST. WE

3559
TOLD DALLAS ON THE AIR FOR THREE WEEKS THAT WE WERE GOING TO PUT 10,000 POUNDS OF ICE AT A LOCATION JUST OFF THE CENTRAL EXPRESSWAY, WHICH IS THE MAIN TRAFFIC ARTERY TO TOWN. LISTENERS WERE URGED TO SUBMIT A POSTCARD GUESS AS TO THE EXACT NUMBER OF DAYS, HOURS AND MINUTES IT WOULD TAKE FOR THE ICE TO MELT. THE DEADLINE FOR ENTRIES WAS MIDNIGHT THE NIGHT BEFORE THE ICE WAS PLANTED. AT THE BOTTOM OF THE STACK OF ICE IS A DIAMOND RING COSTING \$1200, WHICH WILL GO TO THE PERSON GUESSING CLOSEST TO THE ACTUAL MELTING TIME. RESPONSE HAS BEEN TREMENDOUS, AND THE SIGNS CALLING ATTENTION TO THE ICE HASN'T HURT. A PINKERTON DETECTIVE IS GUARDING THE ICE AROUND THE CLOCK.

2. RUSSIAN WALKER

WE ARE ATTEMPTING TO BREAK THE "LONG STANDING" RUSSIAN LONG DISTANCE WALKING RECORD WITH A WALKER OF OUR OWN. HE STARTED WALKING THIS MORNING, AND WILL CONTINUE ALL SUMMER LONG. HE WALKS BACK AND FORTH UP AND DOWN THE CENTRAL EXPRESSWAY, AND ON SUNDAY'S WILL WALK AROUND LOOP 12. HE IS SHOOTING FOR THE AMERICAN RECORD FIRST, THEN WILL GO AGAINST THE RUSSIAN RECORD. THE WHOLE IDEA OF THE PROMOTION IS SOMETHING TO TALK ABOUT ALL SUMMER....AND TO BRING THE RECORD BACK TO TEXAS AND THE UNITED STATES. WE HIRED AN ATHLETE FROM THE UNIVERSITY OF DALLAS AS THE WALKER. HE WALKS DURING MORNING TRAFFIC, THREE HOURS IN THE MIDDLE OF THE DAY, THEN AGAIN IN AFTERNOON TRAFFIC. HE CARRIES A WALKIE TALKIE FOR REPORTING HIS PROGRESS TO THE STATION, AND IS EQUIPPED WITH A PEDOMETER TO RECORD THE NUMBER OF MILES WALKED. FOR INFORMATION ON THE RUSSIAN RECORD, YOU WILL HAVE TO CHECK WITH GBM, BUT THE AMERICAN RECORD IS HELD BY A.L. MONTEVERDE, WHO WALKED FROM SAN FRANCISCO TO NEW YORK IN 1926. HIS RECORD IS 79 DAYS, 10 HOURS AND 10 MINUTES.

3. LAZY GAL

WE RENTED A BILLBOARD JUST OFF THE CENTRAL EXPRESSWAY (THAT MAIN ARTERY AGAIN) WHICH IS VISIBLE TO ALL INCOMING TRAFFIC, AND HAD THE BOARD EQUIPPED WITH A SMALL ROOM BIG ENOUGH TO HOLD A GIRL. WE BELIEVE THIS IS THE FIRST LIVE BILLBOARD IN HISTORY. THREE GIRLS ROTATE FROM 6AM THRU 12 MIDNIGHT...AND THE DEEJAYS ARE CONSTANTLY URGING DRIVERS TO GO BY AND LOOK. THE GIRL IS WEARING SLACKS (TOREADOR) AND BLOUSE, AND IS SITTING IN A CHAIR LISTENING TO HER RADIO. THE SIGN READS...."I HAVE NOTHING ON BUT KLIF". SHE HAS A PHONE IN THE BOOTH, AND TALKS ON THE AIR WITH THE DEEJAYS ABOUT THE PEOPLE SHE SEES AND SO FORTH. HAS CAUSED MUCH COMMENT. SHE TOO IS GUARDED BY A PINKERTON MAN.

3. (CONTINUED) THE GIRL IS REFERRED TO AS KLIF'S LAZY GAL IN ALL MENTIONS.

4. MOVIE MEMORY CONTEST THIS CONTEST IS RUN ONCE PER HOUR, 7AM THROUGH 6PM. THE DEEJAY COMPLETES A CALL FROM THE DALLAS TELEPHONE DIRECTORY, CHOSEN FROM RANDOM CALLS. FOR ABOUT 45 MINUTES BEFORE HE MAKES THE CALL, THE DEEJAY HAS BEEN PLUGGING THE "MEMORY WORD" FOR THE HOUR... TERMS WHICH APPLY TO OUR NEW SOUND...e.g. "SWEET SIXTY", "LAZY GAL", "FROZEN FORTUNE", ETC. IF THE CONTESTANT CAN CORRECTLY REPEAT THE MEMORY WORD FOR THE HOUR, THEY WIN A ONE YEAR PASS TO THE CASA LINDA OR THE PRESTON ROYAL THEATRE.

5. DEEJAY DERBY CONTEST THIS IS THE HORSE RACE CONTEST THAT HAS BEEN GOING AROUND THE COUNTRY, AND YOU ARE ALL PROBABLY AWARE OF HOW IT WORKS, BUT I'LL GO OVER IT AGAIN.

THE CONTEST RUNS ONCE PER HOUR, 7AM THROUGH 6PM. THE DEEJAY CALLS OUT A NUMBER BETWEEN ZERO AND NINE. THE FIRST LISTENER WHOSE TELEPHONE ENDS WITH THE CALLED DIGIT, AND WHO CONTACTS KLIF ON THE PHONE, WINS THE CHANCE TO PLAY THE GAME. DEEJAY TALKS WITH CONTESTANT OVER THE AIR, AND ASKS HIM TO NAME THE KLIF DEEJAY HE PICKS TO WIN THE RACE. WINNER MAKES A GUESS, AND ONE OF 7 DIFFERENT PRE-RECORDED "RACES" IS PLAYED. IF THE CONTESTANT HAS PICKED THE WINNING DEEJAY, HE WINS \$100 CASH. IF THE DEEJAY PICKED BY CONTESTANT COMES IN SECOND, OR "PLACES" HE IS AWARDED \$10 CASH. THIRD, OR "SHOW", HE WINS \$1 CASH. IN THE EVENT THE DEEJAY PICKED BY CONTESTANT DOES NOT WIN, PLACE OR SHOW IN THE RACE, CONTESTANT IS AWARDED TWO TICKETS TO THE PRESTON ROYAL AND TWO TO THE CASA LINDA.

FOR THE SAKE OF TIME, WE RECORDED THE SEVEN "RACES" ON CARTRIDGE, WITH A DIFFERENT DEEJAY WINNING EACH ONE. PLACE AND SHOW ON EACH TAPE WAS MIXED AMONG THE OTHER SIX DEEJAYS. THE RACES PICKED UP ON THE BACKSTRETCH, AND ONLY RUN ABOUT 20 SECONDS. THEY ARE COMICAL IN NATURE, WITH DEEJAYS DROPPING OUT OF THE RACE TO CHASE GOOD HUMOR TRUCKS, ETC.

6. KAY COBELLE, SOCIETY EDITOR KLIF HAS BECOME THE FIRST STATION IN THE NATION TO EMPLOY A FULL TIME SOCIETY EDITOR. OUR'S IS MISS KAY COBELLE, WRITER AND PUBLIC RELATIONS EXPERT OF SOME NOTE, WHO DIGS UP GREAT COLOR STORIES ON BIG DALLAS NAMES. THESE ARE RECORDED IN ADVANCE, AND INSERTED IN ALL TRAFFIC NEWSCASTS. THEY ARE SHORT, TO- THE-POINT STORIES, WRITTEN IN OUR NEWS STYLE.

7. SWEET SIXTY THE TOP 40 HAS GONE OUT THE WINDOW AT KLIF. IN IT'S PLACE, WE HAVE INSTITUTED THE KLIF "SWEET SIXTY" OUR PLAYLIST IS COMPOSED OF ONLY 60 TUNES, NO HARD ROCK OR NEGROID SOUNDS. THIS IS COMPOSED OF THE BEST OF ALL THE NEW RECORDS, BASED ON SOUND, NOT COMMERCIAL APPEAL. THE PLAYLIST OF 60 IS SUPPLEMENTED BY 15 MIXED ALBUMS, AND THE KLIF KLASIK LIBRARY. THE FORMAT IS AS FOLLOWS FOR AN HOUR BREAKDOWN. 4 FROM THE TOP 30, FOUR FROM THE BOTTOM 30, TWO KLASIKS, AND ONE ALBUM CUT. DEEJAYS DO NOT MENTION NUMBERS AT ALL. THERE IS NO PICK HIT, AND THERE IS NO NUMBER ONE TUNE. ALL TUNES ARE MERELY REFERRED TO AS "FROM THE KLIF SWEET SIXTY."

8. IF ANYONE HAS ANY FURTHER QUESTION, FEEL FREE TO CALL.

JACK SHARP

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYS

DATE: JUNE 2, 1961

Here is a new twist on an old promotion that I think is worth your attention. It is called the "WALKING WORKER" Contest. It is quite different from the old "Walking Worker" promotion but it changes from day to day.

Each day we set up a new "Walking Worker" from the ranks of all who require a fairly large amount of walking during the day. You tell the winners the previous day's prize and the winner is given the day by giving them the person's location or description, etc. The first person to approach the "Walking Worker" and ask, "Are you the WALKING WORKER?" wins the prize money offered.

It is recommended that you have a contest from the start you have narrowed down the selection to a specific category. You can use two basic requirements to select your "Walking Worker": 1. Walking, or having an activity that requires a lot of walking, and 2. They must be readily available to the public. For example, would not be a good idea to choose a person who is not available to the public.

Some suggested types would be: Mailman, Waiters, Waitresses, Department Store Clerks, Supermarket Clerks, Newspaper Boys, Gas Station Attendants, Policemen on foot, Car Mops, Bellboys, etc.

Remember that the contest must be restricted to those who are available to the public. "Walking Worker" is actually an act and therefore is available to the public.

You can run this as a seven-day contest or as long as you wish. As in the old "Walking Worker" promotion, it can be run immediately and the new class every 30 minutes or so throughout the day. You start off with the person's profession and keep repeating that through the day as you add new walking workers.

You should further explain the contest and the prize money at the "Walking Worker" place of business.

I will leave it up to you to determine how much prize money you wish to give away on this. I wouldn't go above \$25.00, however. This coming summer season would be a good time to run this because the kids are available to participate.

You will have to give some effort to get the "Walking Worker" himself to become better his cooperation and confidence.

Don Keys

...Is Watching You.

Wall to Wall Music

Weather Kite

What date 108?

Walking Worker's Reports

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JUNE 8, 1961

Here is a new twist on an old promotion that I think is worth your attention. It is called the "KILT Walking Worker" Contest. It is quite similar to the old "Walking Man" promotion but it changes from day to day.

Each day you set up a new "Walking Worker" from the ranks of jobs that require a fairly large amount of walking during the day. You tell the listeners the person's profession and then narrow it down during the day by giving clues as to the person's location or description, etc. The first person to approach the "Walking Worker" and ask, "Are you the KILT Walking Worker" wins the prize being offered.

It is considerably easier and more interesting to participate in this promotion than in the "Walking Man" because from the start you have narrowed down the selection to a specific category. You can use two basic requirements to designate your "Walking Worker": 1.) Walking, or being on their feet, must be a basic part of their job, and 2.) they must be readily available to the public. A stockroom clerk, for example, would not be eligible because he cannot be seen and queried by listeners.

Some suggested types would be: Mailmen, Waiters, Waitresses, Department Store Clerks, Supermarket Clerks, Newspaper Boys, Gas Station Attendants, Policemen on foot, Car Hops, Bellboys, etc.

Remember that the contest must be restricted to those hours when your designated "Walking Worker" is actually on duty and therefore is available to the public.

You can run this as a seven-day promotion or as long as you wish. As in the old "Walking Man" promotion, it can be kept immediate and exciting with new clues every 30 minutes or so throughout the day. You start off with the person's profession and keep repeating that through the day at the same time adding new clues.

You should further stipulate that the contest is not open to fellow workers at the "Walking Workers" place of business.

I will leave it up to you to determine how much prize money you want to give away on this. I wouldn't go above \$25.00, however. This coming summer season would be a good time to run this because the kids are available to participate.

You will have to make some sort of payment to the "Walking Worker" himself to better insure his cooperation and confidence.

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FUN PILL CONTEST (Johnny Borders, Program Director, KTSA)

To help carry out the theme of having a 'fun summer' at KTSA, the station gave away "fun pills", which were actually pieces of bubble gum that the station had acquired some time ago.

Listeners desiring a 'fun pill' were invited to send their name and address on a postcard to KTSA. Once per hour a postcard was drawn, and the person's name and address were announced, and they were sent a "fun pill" plus two theatre passes.

Listeners did not have to call the station.

#

WALL TO WALL MUSIC (Stan Richards, Program Director, KLIF)

Run by a competitor. This is essentially constant music on the station under all deejay ad libs, under all announcements, and in this case, even under news.

While I wouldn't be in favor of carrying it to that extreme, it is a clever, catchy expression.

#

VIDEO INTERRUPTION (Rick Bennett, Program Director, WYSL)

Used by a competitor. Occasionally, possibly four or five times during the day, the station interrupts a record that is playing and a voice says, "We have temporarily lost the video portion of our program. Please stand by." Obviously, you can embellish that line from your familiarity with TV program interruptions.

This could be good for some comment. I would say that this should not run over four or five days, and not over five or six times a day. Beyond that, it becomes too cute and its value rapidly deteriorates.

#

...Is Watching You.

Wall to Wall Music

-O-

Weather Kite

What date 108?

Weekly Reports

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You.

Weekend
Sounds
Wash-O-
Warna

Weather
Kite

What date
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...Is Watching You.

Weekend Sounds Wash-O-Warna

Weather Kite

What date 108?

Weekly Reports

REJECTED COPY (Al Laria, Sales Manager, KLIF)

Al says that one cut on the movie "The Prince" was
rejected because of use of the word seduced in a suggestive way.

WASH-O-WAMA

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

I quote from Dickie's report:

"Starts out with customers talking as if being interviewed about
Knapp Chevrolet. Four or five different comments are made by casual
customers; statements like, 'Well, we've had our differences, but we generally
get 'em ironed out.' The comments are completely spontaneous. After the
four or five comments, the announcer comes in and with a hushed voice
says, 'Ladies and gentlemen, we have taken our microphone into the Knapp
Chevrolet Service Department to test customer reaction. Then four or five
other casual customers give one or two sentence comments. The spot
ends with the customer saying, 'I can't hear.'"

PROMOTION (Bob White, Acting Program Director, KILT)

"KILT WASH-O-WAMA" is a promotion to be running
housewife periods only. The program will consist of a series of
each hour. Sound effects will be used to create a sense of being in the
to tell up the number of customers who have been contacted. Dickie
will be in charge of the program. Each hour will consist of a series of
and corrected with the correct information.

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... Is Watching
You.

Weekend
Sounds

Wash-O-
Wama

Weather
Kite

What date
108?

Weekly Reports

- 1 -

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REJECTED COPY (Al Lurie, Sales Manager, KLIF)

Al says that one cut on the move "The Prize" was rejected because of use of the word seduced in a suggestive way.

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PROMOTION (Bob White, Acting Program Director, KILT)

"KILT WASH-O-WAMA" -- A promotion to be run during housewife periods only. The deejays will wash a certain amount of clothes each hour. Sound effects will be used to dress it up. Housewives are asked to tally up the number of pounds washed during a five day period. Each load will not exceed 12 pounds. Entries are to be sent in at the end of contest and correct total wins choice of automatic washer or dryer. In case of tie, drawing will be held. The prize is such that any housewife will spend six hours a day by the radio. Consolation prizes of boxes of soap will be awarded.

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...Is Watching You.

Weekend Sounds

Weather Kite

What date 108?

Weekly Reports

of groceries from Buddy's.

"The people at a 'Night in Old San Antonio' after a few beers and fiesta mood will soon start yelling out, 'Where you, ... Fiesta Man?' all over the place."

...WATCHING YOU

PROMOTION (Bob White, Acting Program Director, KILT)

"KILT Graduation Quiz Contest" -- KILT is asking graduating Senior classes to send in petitions signed by all members of their senior class. The class sending the longest petition will receive a free graduation dance staged by the KILT deejays. A local band has been lined up to furnish music and the deejays will emcee the dance.

REJECTED RECORD (Bob White, Acting Program Director, KILT)

Though I have not heard this record, Bob states that **SOMEBODY'S IN MY ORCHARD** by Nancy Adams on KILT was rejected by KILT.

PROMOTION (John Sanders, Program Director, KILT)

KILT is "watching you" and is looking for the best records because our deejays will play the best records. If you have a record you think is the best, send it to KILT and we will play it. We will also play the best records you send us.

...Is Watching You.

Weekend Sounds

Weather Kite

What date 108?

Weekly Reports

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Though I have not heard this record, Bob states that **SOMEBODY'S IN MY ORCHARD** by Nancy Adams on RCA was rejected by KILT.

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PROMOTION (Johnny Borders, Program Director, KLIF)

"KLIF Is Watching you" or "KLIF Car Tunes" --- On-the-air deejay records license number of car passing KLIF Radio Plaza. If person calls (make, color, verification) within three minutes, he wins the prize...to be determined.

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Weekend
Sounds

Weather
Kite

What date
108?

Weekly
Reports

- 2 -
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PROMOTION (Dave McKinsey, Program Director, KABL)

"KABL Weather Kite" -- This will spoof other stations' helicopter traffic reports. We will actually fly a large box kite from transmitter site and broadcast simulated reports that are so garbled and static-filled that no one can understand them. Later, we will stage a contest and award the kite to the listener who can (1) translate the actual garbled report or (2) guess how long the KABL Weather Kite will stay aloft.

PROMOTION (Dave McKinsey, Program Director, KABL)

"Boxcar Promo" -- Southern Pacific Railroad has been complaining for a long time about not being able to get their box cars back after sending them East. There's an actual shortage of box cars on the West Coast. The Federal Government is actually passing a law concerning returning box cars. KABL will point out this deplorable condition and ask listeners to report any box cars that belong in California and ask them to return them.

PROMOTION (Johnny Berger, Program Director, WYSL)

"WYSL Call Letter Car" -- WYSL purchased a '57 Chevrolet in perfect running condition and painted it white. Then with various colors of enamel, WYSL call letters were stroked all over the auto. Actually in the neighborhood of 1,425 times. Car is appearing at High Schools (across the street), downtown, and in shopping centers. This is a mail type contest and the car goes to the individual whose postcard guess is closest to the actual number of times the WYSL call letters appear on the car.

Weekend
Sounds

Weather
Kite

What date
108?

Weekly Reports

ryb

PROMOTION (Dave McKinsey, Program Director, KABL)

"KABL Weather Kite" -- This will spoof other stations' helicopter traffic reports. We will actually fly a large box kite from transmitter site and broadcast simulated reports that are so garbled and static-filled that no one can understand them. Later, we will stage a contest and award the kite to the listener who can (1) translate the actual garbled report or (2) guess how long the KABL Weather Kite will stay aloft.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

"Boxcar Promo" -- Southern Pacific Railroad has been complaining for a long time about not being able to get their box cars back after sending them East. There's an actual shortage of box cars on the West Coast. The Federal Government is actually passing a law concerning returning box cars. KABL will point out this deplorable condition and ask listeners to report any box cars that belong in California and ask them to return them.

###

PROMOTION (Johnny Barger, Program Director, WYSL)

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###

Weekend
Sounds

What date
108?

Weekly
Reports

PROMOTION (Dave McKinsey, Program Director, KABL)

"KABL Weather Kite" -- This will spoof other stations' helicopter traffic reports. We will actually fly a large box kite from transmitter site and broadcast simulated reports that are so garbled and static-filled that no one can understand them. Later, we will stage a contest and award the kite to the listener who can (1) translate the actual garbled report or (2) guess how long the KABL Weather Kite will stay aloft.

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#

Weekend
Sounds

What date
108?

Weekly
Reports

Weekly reports

WLB

MEMORANDUM

TO: ALL McLENDON STATION MANAGERS WEEKLY REPORT
FROM: DON KEYES

Attached are copies of the four different forms to be used by yourself and the various department heads for your weekly reports. You will be able to run off the necessary copies for future use on your own mimeograph machine.

If you will instruct your secretary to observe the form and spacing carefully, you will find that the copying will be no problem whatsoever.

These should go in the mail on Friday afternoons in order that they might be in Dallas on Monday mornings.

Should we find something interesting in your weekly report that we feel will be of benefit to our entire group, we will then get back in touch with the individual submitting the item and ask him to supply further details to all stations.

If you will ride close hard on this procedure and see to it that these forms are filled out each week, we will all be able to receive the benefits of many good, creative minds.

Don Keyes

YB
5/24/63

Weekend
Sounds

What date
108?

Weekly Reports

Weekly reports

Rph

THE McLENDON STATIONS
General Manager's Weekly Report
M E M O R A N D U M

STATION:

DATE:

GEN TO: ALL McLENDON STATION MANAGERS

COP FROM: DON KEYES

1.) What local editorials have you done this week which have caused suitable work of mouth around?

Attached are copies of the four different forms to be used by yourself and the various department heads for your weekly reports. You will be able to run off the necessary copies for future use on your own mimeograph machine.

2.) What news stories have you read or highlighted for a week's worth of mouth around?

If you will instruct your secretary to observe the form and spacing carefully, you will find that the copying will be no problem whatsoever.

These should go in the mail on Friday afternoons in order that they might be in Dallas on Monday mornings.

3.) Should we find something interesting in your weekly report that we feel will be of benefit to our entire group, we will then get back in touch with the individual submitting the item and ask him to supply further details to all stations.

If you will ride close herd on this procedure and see to it that these forms are filled out each week, we will all be able to receive the benefits of many good, creative minds.

4.) Describe any new ideas or suggestions you have for the station which would be helpful to our entire group.

Don Keyes

ys

5/24/63

Weekend
Sounds

What date
108?

THE McLENDON STATIONS
General Manager's Weekly Report

STATION: _____ DATE: _____

GENERAL MANAGER: _____

COPIES : B. R. McLendon, Gordon McLendon, Dorothy Manning, Don Keyes, Bill Stewart, Your File

1.) What local editorials have you done this week which have caused noticeable word-of-mouth comment? _____

2.) What local news stories have you used as a springboard for word-of-mouth comment on the station? _____

3.) Describe other types of promotion (contests, outdoor, etc) which have been used to keep your station talked about. _____

4.) Describe any new commercial ideas and copy approach on your station which would be helpful to our other stations. _____

5.) Describe the best promotion--contest or otherwise--being used against you. _____

6.) List your sales calls and ad people contacted.

Weekend
Sounds

What date
108?

THE McLENDON STATIONS
Sales Manager's Weekly Report

STATION: _____ DATE: _____

SALES MANAGER: _____

COPIES: Gordon McLendon, Don Keyes, Bill Stewart, Station Manager, Your File

1.) Describe briefly what new and creative sales idea was either sold or proposed to a client this week. _____

2.) Describe the copy approach for the 'best new commercial which appeared this week on a competitive station. Send a dub if you think needed. _____

3.) What account was sold this week as the result of listening to one of your created and prepared speculative spots? _____ Describe the copy, briefly. _____

4.) What was this week's average number of calls per salesman? _____

5.) Describe briefly what commercials, if any, you have rejected this week due to some form of impropriety. _____

6.) Your ideas on the best public service campaign your station should pursue. _____

Weekend
Sounds

What date
108?

THE McLENDON STATIONS
Program Director's Weekly Report

STATION: _____ DATE: _____

PROGRAM DIRECTOR: _____

COPIES: Gordon McLendon, Don Keyes, Bill Stewart, Station Manager, Your File

1.) Describe briefly the best promotional or contest idea you came up with this week. _____

2.) Describe briefly the best promotion being run by a competitor this week. _____

3.) Describe briefly the promotions you have scheduled for next week. _____

4.) Describe briefly the best public service idea you've thought of or heard of this week. _____

5.) Describe briefly what local editorials on the station are causing much talk in your community. _____

6.) What records, if any, have you refused to put on your play list this week due to suggestive or objectionable lyrics? _____

7.) List any new station breaks you've instituted this week. _____

8.) On which of your disc jockeys have you performed a thorough critique this week and what were your criticisms? _____

Weekend
Sounds

What date
108?

THE McLENDON STATIONS
Managing Editor's Weekly Report

STATION: _____ DATE: _____

MANAGING EDITOR: _____

COPIES: Gordon McLendon, Don Keyes, Bill Stewart, Station Manager, Your File

1.) What local editorial did your station broadcast which was a new and substantial idea, not yet in the newspapers? _____

2.) In what local editorial issues was your station involved this week other than the above? _____

3.) What local news stories were unearthed by your station this week? _____

4.) What was the best public service idea your station pursued this week? _____

5.) On which of your newsmen did you perform a thorough critique this week and what were your criticisms? _____

Weekend
Sounds

What date
108?

Nph

M E M O R A N D U M

TO: ALL McLENDON MANAGING EDITORS

cc: All McLENDON STATION MANAGERS

FROM: DON KEYES

DATE: JUNE 5, 1963

I feel that some clarification is necessary concerning question # 3 of your weekly reports which asks, "What local news stories were unearthed by your station this week?"

One station reported in answer to this question, "...hail batters city's north side." Another, "...city grocers expect sugar prices to remain high." Neither of these fall into the category of unearthed news stories. The fact that the north side was subjected to hail was not exactly a dormant story which had been brought to light by the efforts of this particular news department.

This question refers to stories of a controversial, sensational nature, such as the following which are purely imaginary situations:

- 1.) One of your reporters follows an anonymous tip and finds that certain Police officers have been receiving pay-offs.
- 2.) Why no additional funds have been delegated to the expansion of park patrol when muggings and robberies have increased by 80%.
- 3.) The high bidder to supply the city with 20 new city busses gets the order and not the low bidder.
- 4.) A popular Country Club has a Life Guard who is selling dope to teenagers.
- 5.) The real reason behind the Union's refusal to arbitrate concerning the staffing of the N. S. Savannah, the atomic ship now tied up in Galveston.
- 6.) Facts uncovered by your reporter show that Galveston is the drowning capital of the nation. Why haven't additional precautions been taken?

As you can see, these suggestions would come under the heading of unearthing a news story. The story has been there all along but it was up to one of your people to dig it up and expose it to the light of day.

I hope this clarifies what is requested in the aforementioned question.

Don Keyes

Weekend
Sounds

What date
108?

M E M O R A N D U M

TO: ALL McLENDON MANAGING EDITORS
cc: All McLENDON STATION MANAGERS
FROM: DON KEYES
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I hope this clarifies what is requested in the aforementioned question.

Don Keyes

Weekend
Sounds

What date
108?

KLIF KRAZY KONTEST (Stan Richards, Program Director, KLIF)

Once an hour on an alternating basis, various Top 40 records were played either backwards, at high speed, or at low speed, and

listeners were invited to call and identify the record being played.

Records used in this contest should be pre-recorded on tape.

Frenzied telephone reactions. The prize each hour was \$11.90 to coincide with KLIF's free phone. Small merchandise prizes would also be appropriate.

**SAMPLE
DIGEST**

O F

Contest was promoted heavily in advance and ran during rating week.

WEEKLY REPORTS

Vol. 1 No. 1

May 29, 1963

THE FAVORITE PRINCIPAL CONTEST (Stan Richards, Program Director, KLIF)

KLIF's competitor and similar in structure to our School Spirit Contest. Kids are invited to vote for their favorite principal.

The school was a big hit for principal merchandise, including a color TV.

KLIF'S WEEK

Distribution: All Station Managers
B. R. McLendon
Gordon McLendon
Don Keyes
Bill Stewart

Weekend
Sounds

What date
108?

KLIF KRAZY KONTEST (Stan Richards, Program Director, KLIF)

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Records used in this contest should be pre-recorded on tape.

Tremendous telephone reaction. The prize each hour was \$11.90 to coincide with KLIF's frequency. However, small merchandise prizes would also be appropriate.

Contest was promoted heavily in advance and ran during rating week.

#

THE FAVORITE PRINCIPAL CONTEST (Stan Richards, Program Director, KLIF)

Run by a competitor and similar in structure to our School Spirit Contest. Kids are invited to sign petitions for their favorite principal.

The school won a hop and the principal won some merchandise, including a color TV.

#

KLASSIC WEEK

Several stations report that they are planning on reviving this again in early June or periodically through the summer.

I don't believe this requires explanation.

#

Weekend
Sounds

What date
1082

FUN PILL CONTEST (Johnny Borders, Program Director, KTSA)

To help carry out the theme of having a 'fun summer' on KTSA, the station gave away 'fun pills', which were actually pieces of bubble gum that the station had acquired some time ago.

Listeners desiring a 'fun pill' were invited to send their name and address on a postcard to KTSA. Once per hour a postcard was drawn, and the person's name and address were announced and they were sent a 'fun pill' plus two theatre passes.

Listeners did not have to call the station.

#

WALL TO WALL MUSIC (Stan Richards, Program Director, KLIF)

Run by a competitor. This is essentially constant music on the station under all deejay ad libs, under all announcements, and in this case, even under news.

While I wouldn't be in favor of carrying it to that extreme, it is a clever, catchy expression.

#

VIDEO INTERRUPTION (Rick Bennett, Program Director, WYSL)

Used by a competitor. Occasionally, possibly four or five times during the day, the station interrupts a record that is playing and a voice says, "We have temporarily lost the video portion of our program. Please stand by." Obviously, you can embellish that line from your familiarity with TV program interruptions.

This could be good for some comment. I would say that this should not run over four or five days, and not over five or six times a day. Beyond that, it becomes too cute and its value rapidly deteriorates.

#

Weekend
Sounds

What date
1082

PUBLIC SERVICE CAMPAIGN (Dick Lahm, Program Director, KILT)

KILT is working on an effective way to find summer employment for school age children. If you'll recall, I passed along Bill Stewart's idea on the 'Jr. Businessman's Club' during the Managers' Meeting. This should be an excellent vehicle to carry Dick's suggestion. To review briefly:

You invite kids who want summer jobs to come to your station at a given time. At that time, with the cooperation of your copy writer, they voice little announcements about themselves and these announcements are run as NCSA's throughout the summer. You will want to provide a short, produced intro, and the child himself would say, in effect, "My name is Johnny Jones; I live at 1234 Miller Road. I mow lawns; my rate is \$1.00 an hour. If you would like your lawn mowed, call me at PErshing 3-3877."

Recall, too, that Marcus Cohn advises that we not include baby sitters in this category unless you can find some way to check them out as to their mental stability.

#

PUBLIC SERVICE CAMPAIGN (Al Lurie, Sales Manager, KLIF)

Al suggests ten-second tips on swimming or water safety be recorded by YMCA or SMU swimming instructors and be broadcast as NCSA's over the summer.

This is not only a timely idea, but adds to the summer sound of your station.

#

Weekend
Sounds

What date
108?

COPY ANGLE (Jack Fiedler, Manager, KTSA)

I am attaching to this first report, copy of a commercial for Orsinger Buick in San Antonio. While not at all outstanding, this commercial did result in a sale of time on KTSA.

Spec # 1 (For Traffic Periods)

(To be delivered in hushed, confidential manner)

'Excuse me, sir--yes, you, struggling along in this bumper-to-bumper traffic. While your wife isn't listening, let me ask you a question. As long as you have to spend so much time in your car, why not enjoy every second of it? Indulge your tastes for a zippy, snappy sportscar fun with a new Buick Skylark from Charles Orsinger Buick. For a deal that's a humdinger, see Charles Orsinger. That snappy Orsinger Buick Skylark really costs no more than a Ford, Chevrolet or Plymouth. Wouldn't you rather experience the thrill of driving a bucket-seat Skylark, with a real powerhouse throbbing under the hood, and a four-speed stick shift awaiting your command? Your wife? One look and she'll love you for it. And the Buick Skylark has lots of room for all the kids and even mother-in-law, if such should be your fate. For a deal that's a humdinger, see Charles Orsinger. Buick for San Antonio at 4515 San Pedro."

Spec # 2 (Housewife times)

(To be delivered in a hushed, confidential manner)

'Excuse me, madam--are you alone? If you're sure your husband isn't around, I want to tell you a little secret. In your own discreet, womanly way, get your husband to take you to see the new Skylark by Buick at Charles Orsinger Buick, 4515 San Pedro. Let him know how much you'll love being seen in a new Buick Skylark. In just the style and color combination to match your new summer wardrobe. That's the way to tell him. Let him indulge his tastes for a snappy convertible and pretend it's HIS idea. Or maybe you'll both prefer a hardtop that just looks like a convertible. Real deceptive you might say. Price? Right down there with Ford, Chevrolet and Plymouth. Wouldn't you rather be seen driving a new Buick Skylark from Orsinger? Tell your husband. He'll get a deal that's a humdinger from Charles Orsinger. Buick for San Antonio at 4515 San Pedro. '

INSTANT TOP 40 (Johnny Borders, Program Director, KTSA)

KTSA calls it 'Instant Top 55' since that number has long been established at that station. Johnny suggests what appears to be an excellent embellishment. I will quote from his memo:

"To tie in with 'Instant Top 55' and to stimulate interest in the promotion. KTSA Requestline (provided an operator is utilized to take requests certain hours of the day or evening)--Intros to the top ten songs--

(Tabulator sound)

KTSA listeners by the thousands insist on this requestline smash! Instantly tabulated, today's No. 1 song! (segue to record)

Another fabulous requestline performance! Instantly tabulated, today's No. 2 song! (segue to record)

It's KTSA requestline for another musical spectacular! Instantly tabulated, today's No. 3 song! (segue to record)

Etc. through top ten.

This approach could be used heavily for two or three weeks, then perhaps more sparingly, depending upon the excitement it stimulates. I feel it would add sparkle, and help kick the 'Instant Top 55' off with a bang."

I think this should be done between 3:00 and 4:30 in the afternoon; therefore, at 4:30 each afternoon, your deejay will be able to announce the No. 1 song for that day and your evening man will be able to carry it through his show as well. Both time periods being heavy in teenage audience.

#

BEST NEW COMMERCIAL (Todd Branson, WYNR)

I am asking Todd Branson to send you a dub of a commercial for Washington Auto Parts -- a three voice, produced commercial containing a brief storyline on auto repairs.

While I have not heard this commercial, his description sounds intriguing enough to warrant investigating. Perhaps it will help you with a local auto parts concern.

#

AUTOMOBILE DEALERS PROMOTION (Al Lurie, Sales Manager, KLIF)

Al is proposing to a local Chrysler agency that a registration board be posted in their showroom and that three numbers be written on that board. If a listener's license number contains those three numbers, he receives a prize. Naturally, he must enter the dealership in order to check the board.

This could be done with any number of different approaches; in this case, license numbers.

#

SPECIFIC APPROACHES (Jim Hamby, Sales Manager, KTSA)

We discussed this at the Managers' Meeting, but again to quote from Jim's report, the following is his idea of a solid sales approach:

"I am insisting that each call should be made for the specific purpose of securing business from a specific account using a specific idea or a specific plan presented in tangible form."

#

Weekend
Sounds

What date
108?

SALES IDEA (Al Lurie, Sales Manager, KLIF)

In an effort to obtain additional Sunday business, Al has proposed to the agency handling Wolf Brand Chili that Sunday be made "Chili Day" during the Fall and Winter.

The agency liked it and is passing it along to the client.

#

TEENAGE APPEAL ADVERTISING (Al Lurie, Sales Manager, KLIF)

A survey taken by the Dallas Power & Light Company showed that most teenagers thought public utilities should be government owned. Al suggested to DP&L that they advertise on KLIF during teen times and that their message be so directed to change the thinking of these teenagers.

#

SALES APPROACH (Todd Branson, WYNR)

I do not know whether the Rydell line of clothing mentioned in the following quote has any direct connection with the singer Bobby Rydell, but even if it doesn't, evidently the idea of connecting the two in a commercial has merit. Here is Todd's explanation, and one that might be followed up.

"A WYNR production spot using 10-second excerpts from a Bobby Rydell disc which resulted in an initial one week \$243.00 sale to Feldman Brothers Clothing, who handles the Rydell line of clothing."

#

Weekend
Sounds

What date
108?

NEWS STORY (Joe Long, Managing Editor, KLIF)

Confusion of rules at Parkland Hospital led to the refusal to send a doctor to an accident scene to ease the pain of a man trapped under an overturned bulldozer.

This story is alive with human interest and even suggests controversy and possible editorial follow-through to see who was responsible for this confusion and what has been done to alleviate it.

#

ys
5/31/63

Weekend
Sounds

What date
108?

Weekend
Sounds

What date
108?

Radio Policy Book

I am working on some plans that will give the KLIF sound some new (and I hope interesting) features.

The 7-Day broadcast week is divided into two parts: (1) WEEKEND; 6:00 P.M. Friday until Sunday midnight. (2) 6:00A.M. Monday thru Friday at 6 PM. We fix this change in the minds of our dee jays and newsmen so that they will get into the spirit of "That Weekend Feeling" called for in our policy book.

We will also make some tangible differences between the two "periods" so that the "spirit" of the men and the "tangible" things will go to make up a very exciting week-end sound.

During the "week-end" period our promos will be of a "teaser" nature of the things that are coming up during the following week in the "Mon thru Fri" period. Likewise, a separate set of live and e.t. promos run during the week will be of a "teaser" nature of the things we plan during the "week-end" period.

There will be a set of news intros for the "week-day" period. Then, beginning with the Friday 6:00PM news, there will be a set of intros that progressively count the hours of the "week-end".

Two sets of $\frac{1}{2}$ -hour intros. One for "week-end" -- one for "week-days."

Two sets of "Albums".....changed weekly....but one set for week-days; one set for week-ends.

Two sets of Station ID's.....changed weekly.....but each set in a different setting. i.e., the "week-end" breaks will sound "week-endish."

Other features of the "week-end" sound will include:

1. KLIF AIR SCOUT (plane scouting picnics, fishing, etc)
2. WEEK-END VIOLENT DEATH COUNT (run on a progressive basis)
3. TRANSCRIBED SPOT-BREAKERS. (5 and 10 Sec voices tracks by our own talent that plug various station promotions. Some humorous; some informative....all used to tie two spots together).
4. KLIF COMFORT INDEX: (On a plan developed by Weather Bureau, the relativity of temperature and humidity on a graduated scale. I have a meeting with Mr. Harrison Tuesday to get charts made)
5. We will transcribe some tracks similar to the old "Dallas Saturday Night" intro we used to have to show that all units of news and programming are on hand to keep up with events-at-large of every week-end. These will be played about every 6 hours during week-end.

During the "week-day" period ^{we} /will run many small contests and gimmicks that begin on Monday and end on Friday----with the climax of winners name's etc coming on the dee jay's Saturday or Sunday show.

Copies to Morgan-Royer

Ken Knopf

FORMULA
ON BACK

Weird

What date
108?

*John
Lester*

I am working on some plans that will give the KLF sound some new (and I hope interesting) features.

The 7-day broadcast week is divided into two parts: (1) WEEKEND: 6:00 P.M. Friday until Sunday midnight. (2) 6:00 A.M. Monday thru 5:00 P.M. We fix this change in the minds of our listeners so that they will get into the spirit of "that weekend feeling" which is the KLF.

$TEMP \times 0.85 + HUMID \times 0.125 = COMFORT$ INDEX

We will also make some tangible differences between the two "periods" so that the "spirit" of the men and the "tangible" things will go to make up a very exciting week-end sound.

During the "week-end" period our promos will be of a "teaser" nature of the things that are coming up during the following week in the "Mon thru Fri" period. Like wise, a separate set of live and e.c. promos run during the week will be of a "teaser" nature of the things we plan during the "week-end" period.

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Two sets of 1-hour intros. One for "week-end" -- one for "week-days". Two sets of "Albums".....changed weekly.....but one set for week-days; one set for week-ends.

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5. We will transcribe some tracks similar to the old "Dallas Saturday Night" intro we used to have to show that all units of news and programming are on hand to keep us with events-at-large of every week-end. These will be played about every 6 hours during week-end.

During the "week-day" period will run many small contests and giveaways that begin on Monday and end on Friday-----with the climax of winners names etc coming on the day's Saturday or Sunday show.

John Lester

John Lester

Weird Beard

What date 1082

ON BACK

PROG. 22 (Bob White, Program Director, KILT)

apb

"Name It and Claim It" - This is a take-off on "Name It and Claim It". It will be run during the afternoon drive or night show. Listeners send in names and the names of their favorite records. Each hour, a listener is selected and that person calls the station and claims their favorite record.

PROG. 23 (Bob White, Program Director, KILT)

It might be a good idea to run a "Back to School Promotion" whereby listeners send in a statement why they are returning to school. The best ones received get prizes. They get their names on the air and record their statement. It could be early as early as such a gimmick since school is about two weeks away.

CREATV. SALES IDEA (Doris Rosenfeld, Sales Manager, KILT)

The Carnation Company has come out with an ice cream bar called the "Berry Bar". We proposed to Blue Bell Ice Cream Company that they come out with an ice cream bar called the "Weird Beard" Bar, named after our nighttime show. This could be done in all of our Top 40 markets where we have personality shows.

SPORTS REVENUE (Doris Rosenfeld, Sales Manager, KILT)

To capitalize on KILT's play-by-play coverage of Olympic games and to attract Sunday viewers, we propose to program an "Analysis of the League" and use a former all-star while Al Jamison, as the voice. Jamison also does the color broadcast on the Oiler games. The two-hour program will discuss relative strengths, injuries, etc., of the teams playing that afternoon week.

Weird Beard

What date 1082

apb

PROMOTION (Bob White, Program Director, KILT)

"Ask For It and It's Yours" -- This is a take-off on "Name It and Claim It". It will be run during the afternoon drive or night show. Listeners send in their name and the name of their favorite record. Each hour, one card is selected and that person calls the station and claims their favorite record.

###

PROMOTION (Bob White, Program Director, KILT)

It might be a good idea to run a "Back to School Promotion" whereby listeners send in a statement why they are returning to school. The best ones received get X prize. Then call them on the phone and record their statement. It's not too early to start on such a gimmick since school is about five weeks away.

###

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

The Carnation Company has come out with an ice cream bar called the "Beate Bar". We proposed to Blue Bell Ice Cream Company that they come out with an ice cream bar called the "Weird Beard" Bar, named after our nighttime deejay. This could be done in all of our Top 40 markets where we have personality deejays.

###

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

To capitalize on KILT's play-by-play coverage of Oiler football and to boost Sunday revenue, we propose to program an "Analysis of the League" and use a former all pro tackle, Al Jamieson, as the voice. Jamieson also does the color broadcast on the Oiler games. The five-minute program will discuss relative strength, injuries, etc., of the teams meeting that particular week.

###

What date
1082



WHALE BACK RIDING

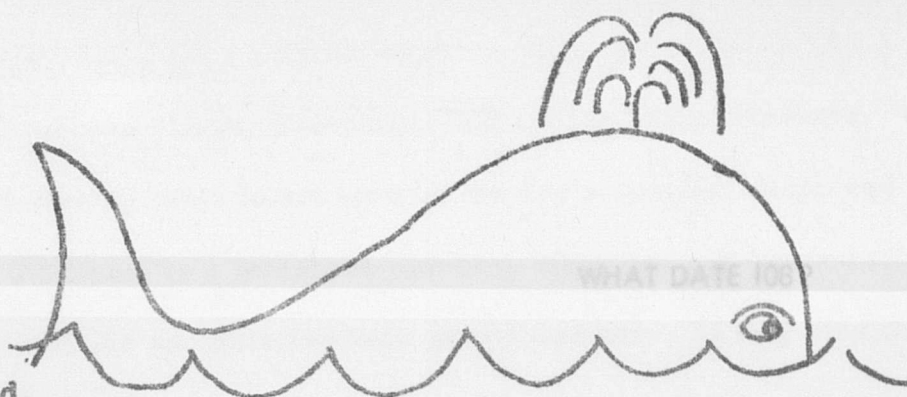
Dear Friend,

Thank you so much for the interest you expressed in America's fastest-growing sport, WHALE-BACK RIDING, as featured on KABL MUSIC. Here are your instructions.

1. GET YOURSELF A WHALE. White whales are preferred as they are generally more docile and easier to train.
2. Take your whale to Fleischbecker pool for preliminary training. (Any morning before 9 AM)
3. Be SURE your whale is clearly marked with your initials or some identifying symbol. It is often extremely difficult to tell one whale from another, especially in Fleischbecker Pool.
4. Choose bridle and bit carefully. Ask your harness-fitter what is best for your particular whale. Saddles are optional, since many prefer to ride standing up, but if saddle is desired take care that it is bound to whale with PLASTIC CLOTHESLINE rather than coarse rope or twine. There is nothing worse than riding the back of an irritated whale. Take care not to place saddle anywhere near whale's blow-hole. Ladies may prefer to include an umbrella in their equipment. If so, make sure it is a big one.
5. Start slowly. Do not expect to be able to ride your whale the first day. For the first week, simply sit in the saddle and reassure your whale with friendly pats.
6. Once you feel you and your whale have become "real pals", you may take him to Ocean Beach for a trial run. CAUTION - be careful not to go beyond 50-fathoms on your first dive. If your whale shows a tendency to dive despite harness, change your snaffle or carry scuba equipment. Above all, make sure your whale knows WHO'S BOSS. After a week or so of this - you're on your own.

If you have any trouble, communications should be addressed to "THAN SHE BLOWS", KABL, SAN FRANCISCO.

Sincerely,
CAPT. ANAN, President -
Whale Riders International



KABL -
rely

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WHAT DATE 108?

What's in 'ime

What's The

kind of fool do

for

What date
1002

npb

CREATIVE SALES IDEA (Earl Hawthorne, Sales Manager, KTSA)

Proposed "Lucky Telephone Contest" to Model Markets. In each of their stores special table is set up with the day's specials displayed on the table. On each of the items is a telephone number; listeners are invited to go to the store and check the specials for their phone number. If they find their number they win a nice prize.

###

CREATIVE SALES IDEA (Earl Hawthorne, Sales Manager, KTSA)

"Junior Salesman College Scholarship" -- Boys and girls go to Auto dealer and register as "Junior Salesmen". Then for each service customer, new car lead, etc., they receive points. At the end of the summer, the one with the most points wins free tuition at the college of his choice. Smaller prizes go to the runners-up.

###

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

"What date 108?" -- Listeners are invited to guess the first day that the temperature reaches 108 degrees in Tucumcarri, New Mexico. Winner gets box of chili peppers.

###

COMPETITOR'S PROMOTION (J. Tyler Dunn, Program Director, WYSL)

WKBW introduces its "classics" with the phrase, "From The 'KB' grooveyard.....etc"

###

REJECTED RECORD (Jim Randolph, Program Director, WYNR)

Jim rejected the record "Professional Lover" on Liberty.

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ngl

at Slenderbolic. It was fun! It was amazing! And in no time at all the pounds just melted away. Seems like overnight I went from dumpy to practically divine! Of course the Slenderbolic instructors talk about the importance of exercise for health, and thanks to Slenderbolic I do feel better than ever. But what really makes it worthwhile to me is... the inches off here... the inches off there... and that look in Willard Abernathy's eyes.

WHAT'S COOKING

Typewriter ball diags

PROMOTION (Bob White, Acting Program Director, KILT)

"What's Cooking" -- A contest wherein the dee-jays give the ingredients to dishes at various times and the listeners are asked to write in and give what dish was being described. Winners (two per day) get a dinner for two at restaurant of their choice.

STATION BREAK (Bob White, Acting Program Director, KILT)

"KILT... The giant in your radio..."

PROMOTION / Bob White, Acting Program Director, CH 3

"We have just completed a very successful adverst. We had listeners draw Beatie Wig on pictures from away for the prize. We awarded 150 Beatie Wigs to winning entries. Can't believe how over 1,000 entries came in for the contest and even the losers enjoyed receiving. Here's a picture of the winners were put in the paper. Good lot of good drawings."

STATION BREAK / A lot of fun...

KILT is the station that...

What's in Time

What's The Word Contest

t kind of fool do I think I am?

for

Wheel of Fortune

What's Cooking

rph

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Typewriter bell dings

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"We have just completed a very successful contest. We had listeners draw Beatle Wigs on pictures from newspaper and magazines. We awarded 150 Beatle Wigs to winning entries. Contest drew over 10,000 entries. It was a real fun contest and even the losers enjoyed entering. Some of the winning entries were put in the paper. Drew a lot of good comment. "

#

STATION BREAK (Bruce Hathaway, Acting Program Director, KTSA)

"KTSA... the station that creates... not imitates!"

#

What's in Fine
a Name Contest

What's The
Word Contest

t kind of fool do
think I am?

for

Wheel of
Fortune

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What's in Fine
a Name? test

What's The
Word Contest

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think I am?

for

Wheel of
Fortune

ECONOMY IDEA (Bill Weaver, Manager, KILT)

Bill suggests the following:

"Instead of keeping pens and pencils in the supply room, they are kept in my secretary's desk. When someone wants a pen or pencil, they must ask her for it. We have saved lots of pencils and pens."

WHAT'S IN A NAME

###

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Fill In The Blanks" -- This is KTSA's write-in contest. It is simple and designed to draw ample mail response. They take four top records from the survey and out of each record take a line, then one word from the well-known line is blanked out with a horn sound and the four different records are run in sequence on the same promo.

Finalists are read each hour, and at the end of the contest ten or twenty winners with correct answers will be drawn and given Beatie albums.

###

SPEC SPOT (Al Loria, Sales Manager, KLIF)

"For new drive-in, suggested a get-acquainted offer of free coffee and doughnuts for three days. This offer good for 30 minutes after each announcement. \$510.00 schedule spots. Radio to drive-in raised to \$1000."

###

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

"What's In A Name" -- Tyler suggests three ways of doing this. One is taken literally, with other more suggestive ideas. He suggests that the contest be run on a daily basis. He suggests that the contest be run on a daily basis. He suggests that the contest be run on a daily basis.

ECONOMY IDEA (Bill Weaver, Manager, KILT)

rych

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###

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

"What's In A Name" -- Tyler suggests that names of famous people, if taken literally, will often mean something else. Examples: Christian Herter: a sadistic gladiator. Tab Hunter: an absent-minded waiter. Lili Palmer: a flower thief, etc.

###

What Time
99 Contest

What's The
Word Contest

Kind of fool do
think I am?

for

Wheel of
Fortune

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#

What Time

What's The
Word Contest

at kind of fool do for

Wheel of

- 2 -

PROMOTION (Bob White, Program Director, KILT)

"What's The Word Contest" -- In the English language there are many words that are pronounced differently than they are spelled. Each day KILT will take a word such as "chamois" and hourly give one of the letters contained in the word and drop in a couple of elusive clues. They do not give all the letters in the word. The object is for the listeners to figure out "What's the word". They send in their guess on a postcard. From the correct entries, one is drawn. That person gets \$10 for each letter in the mystery word. Each day there is a new contest and a new winner. Only one entry per person per day.

#

PUBLIC SERVICE PROMOTION (Bob White, Program Director, KILT)

"National Eye Research Week" is coming soon and KILT will have some of the best eye specialists at the Texas Medical Center record some short PSA announcements on eye care.

#

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

Due to the shortage of golf courses in Houston, KILT proposed to the Houston National Bank that they sponsor a series of "Waiting Time Reports" from the various Houston Golf courses to be broadcast Saturday and Sunday from 6 AM to 2PM. The reports will give the approximate waiting time to tee-off at each of the courses and any other pertinent information of interest to golfers. This is a natural mainly because banks are always on the alert to reach affluent males and, generally speaking, most golfers are fairly affluent.

#

PROMOTIONS (Bob White, Acting Program Director, KILT)

"Kings For Rings" -- Since Ringo Starr is one of the most popular Beatles and has over 1500 rings, the all night man at KILT is asking teens to send in rings to send to Ringo.

Reports from Houston are that the kids have jumped on this thing and that it's turning out to be quite successful.

STATION BREAK (Bob White, Acting Program Director, KILT)

KILT...the brightest thing about spring...

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"What Kind of Fool Do You Think I Am?" contest --

Since April Fool's Day is at the beginning of the KTSA April Hooper, they preferred not to run anything that would deceive or confuse the listeners.

They are running, instead, cute and catchy i. d. 's and deejay promos

and a contest to run a week before and winner to be announced April 1st.

Each deejay asks his listeners the question and the best answer telling "yech

"yech and such" deejay is a bigger fool than the other deejays is the winner.

PROGRAM SAVED IDEA (Bruce Hathaway, Acting Program Director, KTSA)

"The KTSA Spring Clean Up" -- This promotion was held

to clean up the very serious mess made in the parking lot. Listeners are

asked to send in a card if they would like to have their car cleaned by

a KTSA deejay. A card out of the program is sent to the car owner.

Since the cleaning will be done by a KTSA deejay, the car will be

cleaned by the deejay and any of the deejays who are not

What Time
is Contest

What kind of fool do
you think I am?

Wheel of
Fortune

rya

PROMOTIONS (Bob White, Acting Program Director, KILT)

"Rings For Ringo" -- Since Ringo Starr is one of the most popular Beatles and has over 1500 rings, the all night man at KILT is asking teens to send in rings to send to Ringo.

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PROGRAM SALES IDEA (Bruce Hathaway, Acting Program Director, KTSA)

"The KTSA Spring Clean Up" -- This promotion was sold to Sears who very seldom buys radio time in San Antonio. Listeners are asked to send in a card if they would like to have their yard Spring Cleaned by a KTSA deejay. At the end of the promotion, we draw one card as a winner. Sears is furnishing all the tools for the promotion, plus making signs to put up in the yard the day of the event. They have also given a power

What Time
99 Contest

Wheel for
a Day

Wheel of
Fortune

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What Time
99 Contest

Wheel for
a Day

Wheel of
Fortune

WHAT TIME 99

Contest

#1

May, 1957

SM

WHAT TIME 99 CONTEST

CONTROL: S.E. TEMP GOING UP, UNDER AND OUT

ANNOR: There it goes, up .. up .. up ...

Yes, from now on we can expect temperatures go keep getting higher and higher. When do you think the Dallas temperature will first reach 99 degrees this year?

Put down your guess .. the exact date, hour, and minute ..

and send it to KLIF, Dallas. That's all there is

to KLIF'S new "What Time 99?" Contest. The Winner

will receive a Vernado Car Air Conditioner, completely installed. Just make a guess .. when do you think

the Dallas temperature will reach 99 degrees? Put down the exact date, hour and minute .. and mail

your entry to KLIF, Dallas. Entries will be closed

when the temperature reaches 92 degrees. In case of

ties, the earliest entry wins. If no one guesses the exact day, hour and minute, the closest entry will

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What Time
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Wheel for
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Wheel of
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Wheel for
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Wheel for
a Day

Wheel of
Fortune

2/26

TEMPERATURE CONTEST

Control: (ECHO CHAMBER -

ANNCR 1 What time 99 !

ANNCR 2 What time 99 !

Control: (ECHO CHAMBER OUT - BRIGHT MUSIC IN & UNDER

ANNCR 1 What time 99 ? Give CLIFF the answer to that question
and you win a Mark IV Auto Air Conditioner, that fits
any car!

ANNCR 2 Just guess what day, hour and minute the temperature
will hit 99 degrees in Dallas!

ANNCR 1 Only one entry per person or family!

ANNCR 2 Send your guess on a Postcard to Temperature - KLIF,
Dallas.

ANNCR 1 The closest guess wins the Mark IV Auto Air Conditioner.

ANNCR 2 Gets your entry in the mail now - to Temperature -
KLIF, Dallas!

Control (CURTAIN)

Wheel for
a Day

Wheel of
Fortune

TEMPERATURE CONTEST

WHEEL OF FORTUNE

Control: (ECHO CHAMBER -

ANNCR 1 What time 99 !

ANNCR 2 What time 99 !

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Control (CURTAIN)

Wheel for
a Day

Wheel of
Fortune

COMPETITOR'S COMMERCIAL (Rep Ruth, Sales Manager, WYNN)

"This is not a commercial but a good idea. WKBW had a small cocktail party at their studios and invited all agencies. The agency people threw darts at a board with pics of all the jocks. They received a free spot on the jock's show."

WHEEL OF FORTUNE

###

PROMOTION (Jack Fiedler, Manager, WYNN)

"Wiener Wheel of Fortune" -- Using Kay Starr's record for title line, the first person to call from odd or even phone number got a spin on the Wheel of Fortune. Swami comes in with funny fortune ("I see 30 children in your life", "You are destined to be a school teacher") and sound voice from turn of wheel awards cash prize in varying amounts (\$3.00 to \$25.00).

###

HOT COMERS

KLIF

- 1.) "Kiss Me Sailor"
- 2.) "Not Fade Away"
- 3.) "I've Got Mine"

Diana Dancy
Rolling Stones
Sapphires

20th Century
London
Swan

KLT

- 1.) "What Kind of Bird is That" Hank Cochran
- 2.) "Cracked Little Man"
- 3.) "Draggla Wagon"

Superstition Report
Sister Girls

ROM
Palm
Columbia

Wheel of
Fortune
a Day

Wheel of
Fortune

ryh

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#

HOT COMERS

KLIF

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- 2.) "Not Fade Away"
- 3.) "I've Got Mine"

Diane Renay
Rolling Stones
Sapphires

20th Century
London
Swan

KILT

- 1.) "What Kind of Bird Is That" Hank Cochran
- 2.) "Crooked Little Man"
- 3.) "Draggin Wagon"

Serendipity Singers
Surfer Girls

RCA
Philips
Columbia

Wheel for
a Day

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

"This is not a commercial but a good idea. WKBW had a small cocktail party at their studios and invited all agencies. The agency people threw darts at a board with pics of all the jocks. They received a free spot on the jock's show. "

#

PROMOTION (Jack Fiedler, Manager, WYNR)

"Winner Wheel of Fortune" -- Using Kay Starr's record for title line, the first person to call from odd or even phone number got a spin on the Wheel of Fortune. Swami comes in with funny fortune ("I see 30 children in your life", "You are destined to be a school teacher") and second voice from turn of wheel awards cash prize in varying amounts (\$3.00 to \$25.00).

#

HOT COMERS

KLIF

- 1.) "Kiss Me Sailor"
- 2.) "Not Fade Away"
- 3.) "I've Got Mine"

Diane Renay
Rolling Stones
Sapphires

20th Century
London
Swan

KILT

- 1.) "What Kind of Bird Is That" Hank Cochran
- 2.) "Crooked Little Man" Serendipity Singers
- 3.) "Draggin Wagon" Surfer Girls

RCA
Philips
Columbia

Wheel for
a Day

Hey, kids. Here's a contest just for you!

If you are 7 years old or under, you can enter KLIF's "WHEEL OF THE DAY" contest. Now and then, if your kids aren't listening now-pass on the word, will ya? Because this is their contest...and it's one they won't want to miss out on. Here's what you kids do to enter. Just make up a drawing of one of our KLIF Mobile News Units. It doesn't matter whether you've seen one or not. Draw it as you think it looks. You can use crayon, pen and ink, pencil-or any other materials. After you've made the drawing of the KLIF Mobile News Unit, mail it, with your name, address, and age, to KLIF CONTEST, Dallas. It has to be postmarked by midnight, next Wednesday. And the winner will be announced Saturday, March 9th. Now, if our judges decide your drawing is best, you'll be named Wheel-For-a-Day...and here's what you get...A miniature KLIF Mobile News Unit Number 13-a car you can actually ride in., A bicycle from Goodyear Service Stores, a bomber Bar a day, every day for a year, from Cretella Mini Markets, a complete record library and phonograph. And now for the really exciting part: you'll ride in a real police car, with police chief, Carl Hanson; you'll ride in a real Fire Engine with Fire Chief, Penn; you'll sit in the captains seat of a Trans Texas Airliner, and the crew will explain to you how the ship flies. And you'll get a scroll making you a Junior Captain, if you're a boy, or a Junior Hostess, if you're a girl. And that's not all-You'll visit the Civil Aeronautics Administration Control Tower at Love Field, and watch the planes come in and take off; you'll visit Hensely Air Force Base and sit in the cockpit of a real jet plane, while a jet pilot shows you how the plane works, and you'll visit the FBI Office and hold the actual guns the agents use. They're will be a luncheon

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in your honor . Of course you'll come up to KLIF studios and meet every one up here, everyone you hear on the radio, and you'll ride in a real mobile news unit. Now kids, if you're 7 years old or under you can enter this "WHEEL FOR A DAY" contest. Just make a drawing of what you think our KLIF mobile news units look like, and send it to KLIF, Dallas. Send us your name, address, and age. And be sure your entry is postmarked by midnight Wednesday, March 6th. The decision of our judges is final--and entries become our property.

It looks like you can use crayon, pen and ink, pencil or any other material. After you've made the drawing of the KLIF mobile news unit, mail it, with your name, address, and age, to KLIF, P.O. Box 100, Dallas. It has to be postmarked by midnight, next Wednesday. The winner will be announced Saturday, March 7th. Now, if you win, here's what you get: A miniature KLIF Mobile News Unit. A car you can actually ride in. A bicycle from Goodyear Service Station. A bumper bar a day, every day for a year, from Dallas' Main Market. A complete record library and photographs and news for the really exciting parts. You'll ride in a real police car with police chief, Carl Hanson; you'll ride in a real fire engine with fire chief, Tom; you'll sit in the captain's seat of a Trans Texas Airline, and the crew will explain to you how the plane flies. And you'll get a scroll making you a Junior Captain, if you're a boy, or a Junior Captain, if you're a girl. And what's not all that? You'll visit the Civil Aeronautics Administration Control Tower at Love Field, and watch the planes come in and take off; you'll visit General A. J. Foran and sit inside cockpit of a real jet plane, while a jet pilot shows you how the plane works, and you'll visit the FBI Office and hold the actual gun the agents use. They'll be a luncheon

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

FOR IMMEDIATE RELEASE -----

KLIF, Dallas, caused a mild sensation among Dallas' younger folks last week (February 27-March 6) when they announced their "Wheel For A Day" Contest--designed especially for boys and girls 7 years old and younger.

The list of prizes and awards was enough to make any child's mouth water, as was proved by several thousand entries to the contest before deadline.

The kid's entries consisted solely of a drawing of a KLIF Mobile News Unit (any of the three), which almost all had seen darting around the city on news beats. The winner was 5 year old Lee Wilde, III, who was literally overwhelmed when notified that he won the contest.

Monday (March 11) was Lee's day to be a "Big Wheel". Accompanied by his dad and KLIF DJ-Program Director George Singer, Lee spent Monday on a round of activities that would wear out much older folks.

On the agenda were a ride in a Police Car with Dallas Chief of Police Carl Hanssen; a ride in a Sheriff's car with Sheriff Bill Decker; a visit aboard a Kay engine; a tour of KLIF's studios; a visit on a Trans-Texas Airways Airliner; a visit to the CAA Control Tower at Dallas' Love Field; a talk with a Jet pilot; and a visit to the local FBI Office. Then Lee was guest of honor at a special luncheon attended by city dignitaries and KLIF DJ's.

Lee will be able to prove all of this high-living in later years, too, because he was presented with a complete photo record of the day's activities.

Among the prizes Lee was able to take home with him were a KLIF Minature News Mobile, a bicycle, and a phonograph and record library.

next
over

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File:
Children's Contest
Station Promotion

"WHEEL" CONTEST BROUGHT THRILLS TO DALLAS YOUNGSTERS

File

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WHEEL FOR A DAY CONTEST INFORMATION

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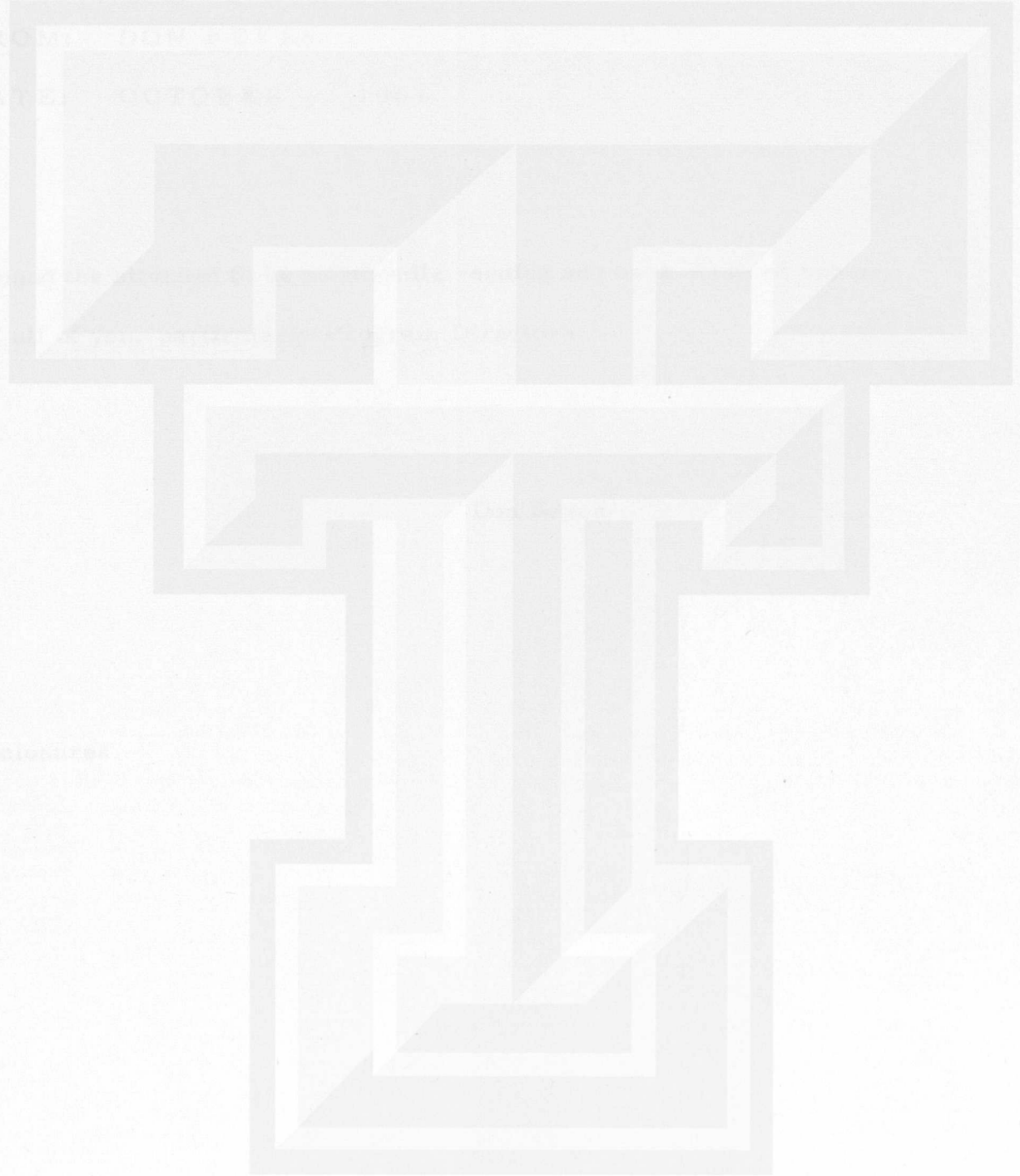
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TO: ALL BAYVIEW ALL FIVE

FROM: DDV

DATE: OCTOBER 1981



RE: BAYVIEW

RE: BAYVIEW

Whistle Missile

SPRING

White Sale

When to use The Needle

of Money

when to use the
MEMORANDUM *Needle*

1961

Prog.

Ylb

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: OCTOBER 4, 1961

I found the attached to be worthwhile reading and have obtained copies
for all of you, particularly Program Directors.

Don Keyes

ys

Enclosures

Whistle Missile

SPRING

White
Sale

Whittinghill

of Money

A management report from
Nation's Business

When to use the needle

Constructive criticism builds better morale

YOUR PEOPLE can be spurred to better performance by judicious application of an old but little understood executive tool: the needle.

Studies by industrial psychologists have shown that supervisory personnel generally fall far short of doing the best work of which they are capable. Bonuses, good example and other incentives may help raise this level, but one of the surest ways to improve performance is to needle people into doing better work.

Needling has fallen from favor in recent years because of industry's preoccupation with human relations techniques. Now many experts feel that the time is at hand for more tough-minded motivation.

In a survey to determine the influences which helped bring them to their present levels, 300 managers of a large manufacturing company put "working under a demanding type of manager" high on the list. They credited these managers with having stimulated their efforts to grow.

After two years of study, the director of psychological research and services for Sears, Roebuck and Company reported "doesn't let shoddy work get by" as a major characteristic of the successful executive.

Needling a subordinate in a constructive manner can go a long way toward cultivating a pride in workmanship. Taxing his brainpower, energy, and resourcefulness, and seeing a different and better product come from it, is the cumulative reward attached to pride in workmanship. It can instill in a subordinate a willingness to measure up to diverse responsibilities and to equip himself to take on other responsibilities in the future.

It can enable him at times to take over in your absence—and to see, from where you sit, how a boss reacts to a mediocre performance by his subordinates.

This can be done with respect, dignity, and with a show of confidence that the man can turn in much better work.

It does not have to be a matter of keeping a man

in a constant state of jitters, nor does it have to involve needless nit-picking, bluffing, or threat.

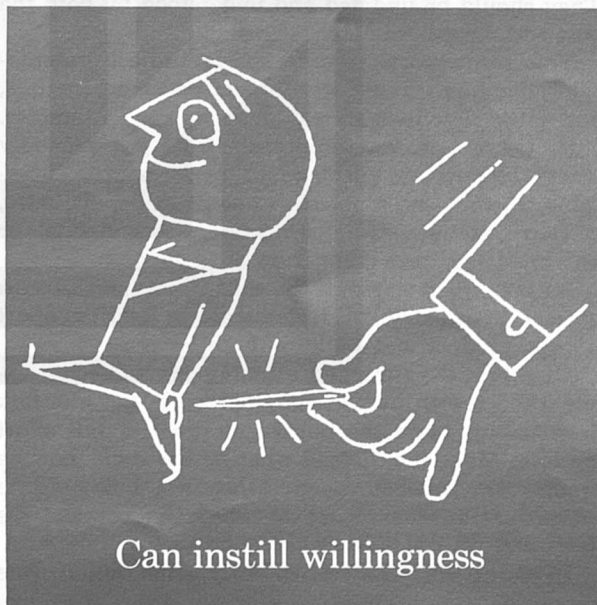
To use needling effectively, you need to know:

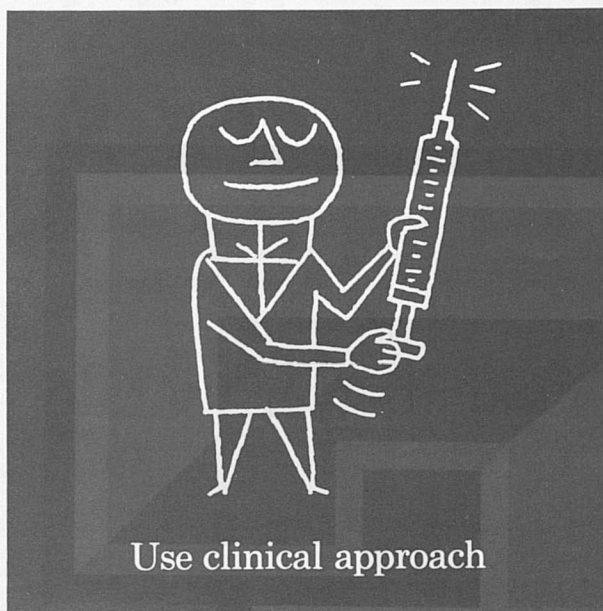
- ▶ How the technique works.
- ▶ Pitfalls to avoid.
- ▶ How to capitalize on results.

In learning, the central focus is on reaching a goal. Annoyance in not reaching it produces greater stress and determination to reach it next time. Needling generates the annoyance which induces better effort.

What to do

Pride in performance is a positive motivational force. Needling and good example can set this force





in motion. Moreover, subordinates want to feel that their immediate boss is competent. There is no better display of technical or managerial competence than disappointment in and nonacceptance of mediocre work—and insistence upon better work in the future.

Begin where the subordinate is—not where you hoped he would be.

The take-off must be his present work habits and performance, not a backtracking to his experience in former jobs. Point out specific weaknesses in his work. Avoid generalities.

Have well prepared and realistic standards of work performance. Without standards you have no yardstick by which to assess performance. The standards should be neither too high nor too low, but attainable. They should be updated and understood by both the boss and the subordinate.

Your own reports, records, special project presentations, decision-making, handling of personnel matters, and other activities should serve as good examples.

Be clinical in your approach. Find out precisely what accounts for substandard performance. Determine whether the problem is one of skills, attitudes, physical stamina, communication, work habits, or another factor or combination of factors.

As you criticize, coach the subordinate in skills, in special knowledge, in techniques, in tearing apart a poor product and building a better one.

Give him the time and attention warranted to explain the reason for the marginal work. Let him talk it out. But, place the burden of proof of full effort on him. Make him defend what he has done, how he went about it, what resources he used, how hard he worked at it, the extent to which he checked his facts and his conclusions.

In doing so, however, interrupt him, interrogate

him, show your skepticism if it is warranted, pin him down for clear answers. In short, give him his day in court—but make it a trying day.

Act without delay

Be timely. Criticize when the work is done, not in advance, nor long after its completion. Coaching works best when the facts and the completed work are fresh in the minds of both the boss and the subordinate.

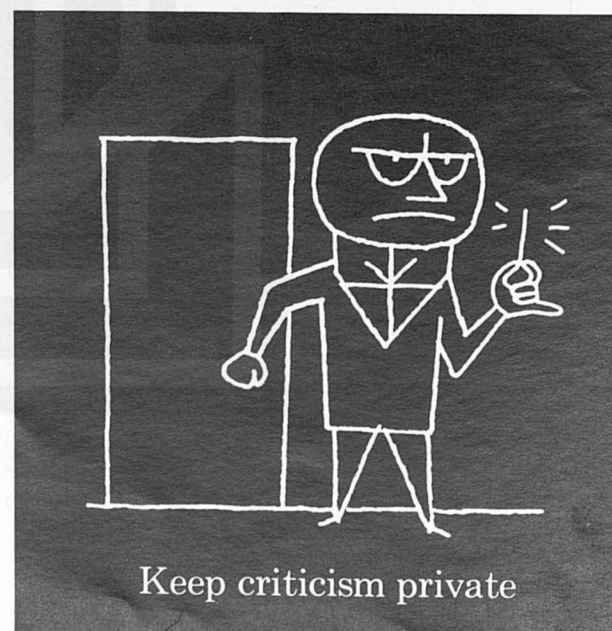
Respect individual differences and limitations. Know the intellectual capacities, physical stamina, outlook, and work attitudes of your men. Know their strengths and weaknesses. Allocate your assignments in light of their individual differences and limitations within the range of their responsibilities.

Criticize firmly, sharply, objectively—and, if necessary, caustically. There is no meeting of minds if you hedge or compromise.

A sales executive recently lamented that the weekly staff meetings conducted by his subordinate manager were dull, and completely lacking in stimulation. This was at a time when the company was involved in some exciting plans for sales ventures. The manager's communication to the sales staff was clearly substandard.

In a private audience with the subordinate the executive lampooned the manner in which the staff meetings were conducted. He then asked if he could run the next meeting to show how it could be done more effectively. Two demonstration sessions showed convincingly how a dull meeting could be converted into a lively and stimulating event.

The head of a subdepartment in another firm's personnel division used what he termed the "rainbow edition" in correcting some of the poorly written reports subordinates submitted. Corrections and in-



WHEN TO USE THE NEEDLE

sections were marked in green, red, and blue pencil and returned. Obviously, the needling hurt, since the returned product usually crossed the desk of the man's secretary, and the man's ego was deflated in knowing that his secretary was aware of the criticism. The men dreaded the "rainbow edition" and reports improved enormously.

The pitfalls

There are pitfalls in the needling process. You must avoid demoralizing the man or impairing his self-confidence so much it becomes difficult to restore.

Don't make your criticism of a subordinate a public scene. A subordinate may smart under criticism in private and still be resilient in getting back on his feet.

But the hurt which comes with embarrassment in the presence of others is deep.

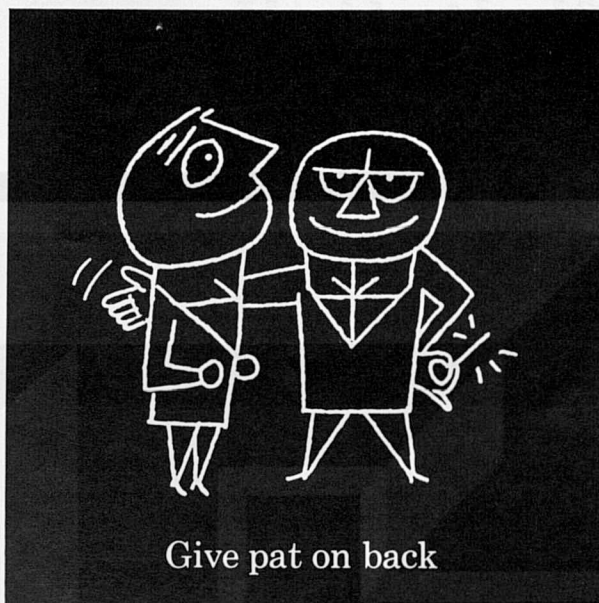
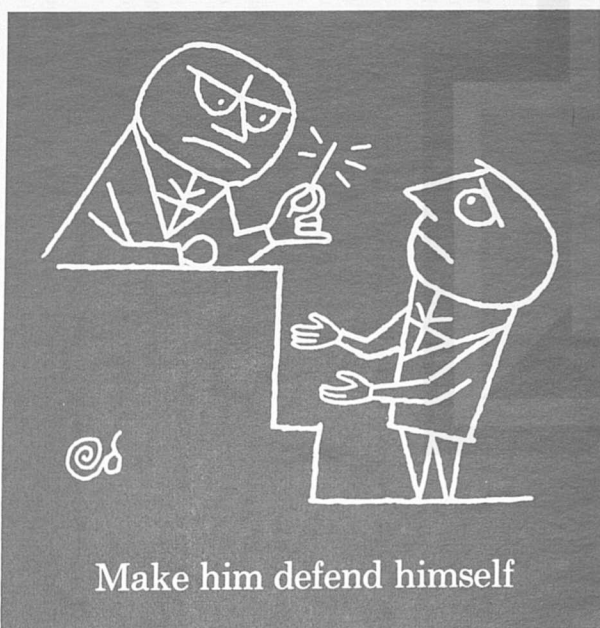
Don't warp his judgment by overcriticism. Measure criticism out as needed to have the work redone and done well.

Don't harp on his job description. All it discloses is what the man is expected to do. It does not deal with how well he is to do it. The yardstick for this is the statement of performance standards. Don't be ambiguous on this point.

Don't threaten him. Expressions of your dissatisfaction have a cumulative effect in making the man question his own security. Threat is not needed.

Avoid creating irritation every time you get together. Give credit for a job well done.

Above all, don't wait for merit-rating time as the day of reckoning. This is a complete distortion of the boss's responsibility as an appraiser and coach the year round. Semiannual or annual merit-rating time should be nothing more than a summarization of what both you and he already know and have dis-



cussed many times before—and a time for setting targets for improvement in the future.

Capitalize on results

Having used a clinical approach and determined where the weakness lies and what should be done about it, watch for results. Assess the before and after products. See to it that the therapy is not temporary, but that the man is actually concerned with his self-esteem and wants to avoid mediocre performance.

Move on from counteracting lesser and relatively minor weaknesses to more serious weaknesses.

Show enthusiasm for the progress he is making.

When a relatively new man shows signs of mediocre or marginal performance, start him in smaller and less complex assignments and have him work gradually into more difficult and larger tasks. Keep prodding him toward more qualitative performance. Make him carry out responsibilities gradually but effectively.

If the man shows no capacity or will to extend himself, there is no alternative but to demote or fire him. A boss has to face up to mediocrity of subordinate performance, however unpleasant this might be.

In too many cases, today's managers tend to shift the blame for mediocre performance to the more or less ethereal factor of "company climate." This is a mistake. The test of motivating people to higher performance comes at the direct point of contact between boss and subordinate.

Needling, properly used, can be one of the principal instruments in making subordinates measure up to their responsibilities.—NATHANIEL STEWART

REPRINTS of "When to Use the Needle" may be obtained for 10 cents a copy or \$7.00 per 100 postpaid from Nation's Business, 1615 H St. N. W., Washington 6, D. C. Please enclose remittance with order.

Nation's Business

September 1961 Vol. 49 No. 9
Published by the Chamber of Commerce of the United States
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Whistle Missile RING

WHISTLE MISSILE

FORWARDED BY: Robert L. Luther, General Manager, WYSL

See attached copy of photo from "MotorSport News", #100.

It features a stock car which runs on a track which is built in
the shape of a "Whistle Missile", which is the name of the

WYSL's latest circulating record, each week on the Top 40 Hit Parade.

Lead newspaper coverage, excellent response at all tracks in area.

PLANNED PROMOTIONS (Larry Kane, Program Director, WYSL)

WYSL INTERNATIONAL TUG-O-WAR

This McLendon promotion has been sold to the Canadian
Exhibition and will be staged the night of August the 27th at the C & S grandstand
in Toronto before a crowd of thousands. This Canadian Exhibition draws many
thousands of Buffaloes every year and even though the "Tug-o-war" isn't
being held in Buffalo it will be witnessed by a tremendous number of Buffalo
area citizens. The tug teams will be composed of outstanding Buffalo and Toronto
business men, business men who we hope will become important WYSL sponsors in
the near future. Here is a brief outline of the entire activity. We have received
excellent support from Buffalo Mayor Frank Sedita and his staff regarding this
promotion. Last week WYSL executive flew to Toronto reporting Mayor Sedita's
representative to Toronto Mayor Philip Oliver's office with the official "Tug-o-war"
challenges, tapes were made of the proceedings and have been incorporated into

of the eye: the wink was first used by ancient warriors to signal a surprise attack. So, to avoid those unnecessary battles, (sock! thud!) watch that wink!

Music: Out

###

OUTSIDE PROMOTION (Robert L. Luther, General Manager, WYSL)

See attached copy of photo from "Motorsport News". WYSL is partially sponsoring a stock car which runs on four or five local tracks. In all events, the car is known as the "Whistle Missile", which is the same name as WYSL's hottest climbing record each week on the Top 40 list (instant request list). -Good newspaper coverage...-excellent response at all tracks in area.

###

PLANNED PROMOTIONS (Larry Vance, Program Director, WYSL)

"WYSL INTERNATIONAL TUG-O-WAR"

This McLendon promotion has been sold to the Canadian Exhibition and will be staged the night of August the 27th at the C & E grandstand in Toronto before a crowd of thousands. This Canadian Exhibition draws many thousands of Buffalonians every year and even-though our "Tug-o-war" isn't being held in Buffalo it will be witnessed by a tremendous number of Buffalo area citizens. The tug teams will be composed of outstanding Buffalo and Toronto business men, business men who we hope will become important WYSL sponsors in the near future. Here is a brief outline of the entire activity: We have received excellent support from Buffalo Mayor Frank Sedita and his staff concerning this promotion. Last week WYSL executives flew to Toronto escorting Mayor Sedita's representative to Toronto Mayor Phillip Givens' office with the official "Tug-o-war" challenge, tapes were made of the proceedings and have been incorporated into

of the eye: the wink was first used by ancient warriors to signal a surprise attack. So, to avoid those unnecessary battles, (sock! thud!) watch that wink!

Music: Out

###

OUTSIDE PROMOTION (Robert L Luther, General Manager, WYSL)

See attached copy of photo from "Motorsport News". WYSL is partially sponsoring a stock car which runs on four or five local tracks. In all events, the car is known as the "Whistle Missile", which is the same name as WYSL's hottest climbing record each week on the Top 40 list (instant request list). -Good newspaper coverage...-excellent response at all tracks in area.

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BEST ON THE AIR PROMO IDEA

X-TRA - Vin Lawford has developed a conflation of the "Mystery Voice" and "Name the Newsmakers" which should result in increased ratings. The contest prize is more exciting than an all-expense paid trip by air to Hawaii. Short teaser promos are now on the air. The contest is scheduled to start on Monday.

Copy:

"Journey back in time for a moment...do you recognize this voice?" (10-second of John Barrymore from *Caesar's Hour* (The Years))

If you recognized John Barrymore, you'll soon be able to compete with other X-TRA News listeners in a contest that could win you a fabulous all-expense paid trip to Hawaii! Keep tuned to X-TRA News for details of the X-TRA Special 'Name the Newsmakers' contest."

(MUSIC UP TO FINISH)

WYSL - D.J. Roulette - Slightly an advertising setting with... Hestons are invited to guess which fish will be on the air the next hour. Name only during the day because the night show would be too hard to cover. However, the right fisher of 2 per 24 hour every now and then during the promotion. Prize for guessing correctly can depend on budget.

BEST OUTSIDE PROMO IDEA

WYSL - WYSL is looking for a whistle that will... used on the T.V. show "Good Morning, Hawaii", which will be distributed through local retail stores as the official "Whistle". Good whistle with their call letters. Whistle over got to be a tad.

KILT - "Miss Teenage Monster Pageant" will be televised... (October 17, 1967) and KILT dj's will be involved in the... skits with contestants.

BEST COMPETITIVE ON THE AIR PROMO

KILT - KILT - "Golden Pheasant Search". Pheasant, contained... case is hidden in either the basement, lab or attic. Listener is given to call in and guess which location is an... appropriate sound effects.

WHY I LIKE SPRING

White Sale

Whittinghill of Money

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(MUSIC UP TO FINISH).

✓ WYSL - D.J. Roulette - Strictly an attention getting bit... where the listeners are invited to guess which jock will be on the air the next hour. Runs only during the day because the night shows would be too hard to cover. However, the night jocks will pull an hour every now and then during the promotion. Prize for guessing correctly can depend on budget.

BEST OUTSIDE PROMO IDEA

✓ WYSL - WYSL is looking for a whistle that will sound similar to the one used on the T.V. show "Good Morning World", which will be distributed through local record shops as the official "Whistle-Whistle". Good tie-in with their call letters. Might even get to be a fad.

KILT - "Miss Teenage Houston Pageant" will be televised tonight (October 17, 1967) and KILT dj's will be involved in the impromptu skits with contestants.

BEST COMPETITIVE ON THE AIR PROMO

✓ KILT - KNUZ - "Golden Pumpkin Search". Pumpkin, containing \$12.30 cash is hidden in either the basement, lab or attic. Listener is first to call in and guess which. Location is on cart with appropriate sound effects.

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Why
"WHY I LIKE SPRING"

White
Sale

Whittinghill

Wide World
of Money

SALES IDEA (Ron Ruth, Sales Manager, WYSL)

White Sale -- Rather than go the entire route of wearing white suits as suggested by Jim Hamby several months back, Ron's salesmen will wear white carnations. He points out that they are not going to have special rate cards, but that they are selling the carnations.

WHITE SALE

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

WHBW is asking their listeners to send in all their trading stamps and that they in turn will deliver them to charitable organizations in the area for subsequent redemption.

Ron reports that this has put them in the budget of many of the stamp people.

COPY APPROACH (Ron Ruth, Sales Manager, WYSL)

The House of Ulman has bought a WYSL schedule as a result of the attached copy.

PROMOTION (Art Kohn, Sales Manager, WYSL)

Art is revising my old neonlight sign that says "Don't go into the store simply record it and have it made up to you."

Why

"WHY I LIKE SPRING"

White Sale

Whittinghill

Wide World of Money

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PROMOTION (Art Holt, Sales Manager, WYSL)

Art is revising my old aeolipile exotic. Rather than go into this, I'll simply record it and have dubs sent to you.

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"WHY I LIKE SPRING"

Whittinghill

Wide World
of Money

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Why

"WHY I LIKE SPRING"

Whisper

Whittinghill
Vide World
if Money

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

Since department stores hold "white sales" in January, Al suggests that an automobile dealer be pitched a "white sale" for that month. The gimmick is that during that month he gives additional discounts on white automobiles.

###

SALES IDEA (Al Lurie, Sales Manager, KLIF)

It was proposed to Everts Jewelry Store that they place a small, revolving Christmas tree in one of their windows. On the tree would be all kinds of diamond jewelry. The contest tie-in is to have the listeners stop by and enter their guess as to the number of karats contained in the diamonds on the display.

###

PROMOTION (Rex Jones, Program Director, KLIF)

"Fibber Finder"-- KLIF disc jockeys announce carefully planned mistakes during the hour. They give the time incorrectly, they introduce a certain record and then play something altogether different--all kinds of mistakes such as this. The first listener to call and point out that he has found the fib, wins the prize of \$11.90.

###

PROMOTION (J. Tyler Dunn, Program Director WYSL)

Dunn & Wander, the two-man team in Buffalo, announced that they had a Thanksgiving turkey in the studio but that it was terribly scrawny. Listeners were invited to stop by the studio on their way to work and leave some fattening food for the turkey. The result was several bags of cookies, some cream donuts, cheese cake, etc.

You might do this with a Christmas turkey.

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Whittinghill
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Why

"WHY I LIKE SPRING"

Whittinghill

Whittinghill Money
Wide World

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KAPPEL

DATE: AUGUST 23, 1968

Whittinghill of MMPC, one of the nation's most popular morning shows, has been selected as the only radio program to be featured in the new "Why I Like Spring" campaign. This is a significant honor and a testament to the quality of the program. The campaign will be a series of spots on the radio, television, and in print, all featuring the Whittinghill show. This is a great opportunity for us to reach a large audience and to promote our station's programming.

Obviously, the goal of "Whittinghill" is to be a part of morning activity as brushing your teeth, shaving, getting ready for work, etc. This is a great opportunity for us to reach a large audience and to promote our station's programming. The campaign will be a series of spots on the radio, television, and in print, all featuring the Whittinghill show. This is a great opportunity for us to reach a large audience and to promote our station's programming.

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Don Kappel

Why

"WHY I LIKE SPRING"

Whittinghill

Whittinghill
of Money
Wide World

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 23, 1960

Dick Whittinghill of KMPC, one of the funniest, most popular morning men in Los Angeles radio came up with an off-beat gimmick a few months back which is worth running at all of our pop music stations. He has taken his last name, a noun, and changed it into a verb. The one line promos all over the station are so unusual sounding that they get lots of comment. For example...

"Did you Whittinghill on the way to work this morning?"

"Did you Whittinghill during breakfast this morning?"

"Did you Whittinghill as soon as you got out of bed this morning?"

Obviously, the act of "Whittinghilling" is acknowledged by KMPC to be as much a part of morning activity as brushing your teeth, dressing, eating breakfast, driving to work, etc.

Naturally, you can write a great many variations on this. Since the one line presentation is such a shocker, I think it's best that all stations except KILT and KTSA use both first and last names of their morning men. The names Knox, Ward and Hart are one syllable and could easily be misunderstood or lost altogether. Spivak and Lester are two syllable and will be more easily understood.

Try this for a while and see what type of reaction you get.

Don Keyes

MEMORANDUM

WHO'S LAUGHING

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 31, 1959

SUBJECT: PROMOTION

Small contest idea that I think is excellent and will really serve to keep things happening.

"The KLIF Who's Laughing Contest"

Get a portable tape and visit Chief of Police, Mayor, sports figure or, even, one of your folks. Record his laughter. Dress up comically and put on a

First person to identify laughing voice wins small prize. One dollar, five dollars, etc.

Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

Why

"WHY I LIKE SPRING"

Wishbone

Wide World
of Money

RPB

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 31, 1959

SUBJECT: PROMOTION

Small contest idea that I think is excellent and will really serve to keep things happening.

"The KLIF Who's Laughing Contest"

Get a portable tape and visit Chief of Police, Mayor, sports figure or, even, one of your jocks. Record his laughter. Dress up appropriately and put on air. First person to identify laughing voice wins small prize. One dollar, five dollars, etc.

Don Keyes

DK/ys

cc: Gordon McLendon ✓
B. R. McLendon

Why

"WHY I LIKE SPRING"

Whisper

Wide World
of Money

Why

"WHY I LIKE SPRING"

Wide World
of Money

For those in the automobile generation, "faster than a speeding bullet" was pretty impressive...so was the newsreel. Now, when people want the latest news, they think of XTRA News, over Los Angeles, the world's first all-news radio station.

At the turn of the century, baseball fans learned to cluster around the Western Union office or outside of the local newspaper plant to hear the latest ball scores. Now, when Southern Californians want news from the world of sports, they tune to XTRA News, over Los Angeles -- the world's first all-news radio station.

KILT - "Who's on the Honda?" ... We have four Hondas to give away and to to so, we are taking the first call each hour and giving the contestant a chance to guess which jock is on the Honda. On cartridge are recorded bits with each deejay's name. If the contestant guesses correctly, he wins a record album and becomes eligible for the Honda drawing.

#

BEST PUBLIC SERVICE IDEA

WYSL - MEASLES IMMUNIZATION DRIVE: Erie County Health Dept. is conducting a drive called "End Measles Week." They will be giving free shots to all children. 28 different clinics will be used to give the shots. Local doctors will cut personalized spots for WYSL, with live tags as to which clinics will be open each day. We will have copy on the newscruiser all week. Also, local clinics and doctors will be invited to call in reports as they see fit. One of their time checks will be... "WYSL end measles week time _____" Possibly, DJ appearances giving away records, and great shakes to kids getting shots.

#

QUESTIONABLE MOVIE SPOTS OR RECORDS

KILT - "Drums"...Jon and Robin on Abnak...rejected by KILT until they see printed lyrics.

#

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Why

"WHY I LIKE SPRING"

ink Promo

Wishbone
Roundup

Wide World
of Money

WHAT EXCEPTIONAL NEW AND CREATIVE SALES IDEA WAS EITHER SOLD OR PROPOSED TO A CLIENT THIS WEEK?

Contest: Listeners are invited to write in fifty words or less "Why I like Spring." Prizes include bushel basket of wash rags, left handed garden sprinklers. There are two incentive awards to the winner...theatre and dinner for two... spring tune up for auto...two rooms of wall to wall carpet cleaned...tickets to a movie. WNUS picked up new found money from sponsors totalling more than \$2400.00 (WNUS)

###

Proposed to shopping center: Each store in group will participate through purchase of saturation spot schedule by Merchant's association. Spots will feature Mother's Day copy and urge listeners to come into the stores and register their Mother's name for a chance to win her a complete wardrobe for Mother's Day. (KILT)

###

WHAT IS THE BEST NEW COMMERCIAL APPROACH HEARD ON A COMPETITOR THIS WEEK?

"Window Test" approach by United Men's Store. Client urges listeners to see if they can resist coming in to the store after seeing unusual mod clothes display in window, with "Man From U.N.C.L.E." Theme. (WYSL)

###

Home Savings Association: Starts with a voice saying..."Will John please come home.. will John please come home." Then the voice says: "Will John please call home...Home Savings Association...for news on how to build greater saving power, etc...etc..." Near end of spot voice says "Will John please call Home ...and Harry...and Mary...and Susie...and Charlie... Call Home Savings Association today." (KILT)

###

For Allen's TV (WYSL)

Voice 1: Well, gosh-golly, ladies and gentlemen... I'm your overly-friendly Allen's TV Sales-and-Service interviewer... and as our special guest today, we're so fortunate to have the famous Professor Bon Giorno and his Talking Dog! Welcome to the show!

Voice 2: Gracia, gracia...thank you so much...it is our pleasure I assure you!

#1 Tell us...what do you think of Allen's TV Sales and Service here at 11-96 Sycamore at Howlett?

#2 Bella, bella, bella! Never in all the world have we seen so great a selection at such low prices and all in one place. As you know, Professor Bon Giorno and his Talking Dog have appeared the world-over...Rome, London, Paris, Cheektowage... and we can honestly say that Allen's TV stands out among the world's greatest

Why

WIFE PROMO

Wink Promo

Wishbone Roundup

Wide World of Money

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WHY ?

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WIFE PROMO

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BEST ON THE AIR PROMO

✓ WYSL - "Goodtimer Sing-A-Long." Rotation contest with four cuts from Mitch Miller Xmas-Sing-A-Long album. They produced shorties with the jocks singing along. Results were pretty funny. Good contest to have fun with on the air.

✓ X-TRA - A brief (30-45s) feature is now on the air during weekday drive-times, with questions posed as to word origins or the history of customs in the morning, answers given afternoons. Titled simply "Why", the feature hopes to build an interlocking stimulus in drive-time habits. The listener who "tunes out" after catching one newscast in the morning now has the reminder of an unanswered question to cause him to tune back to X-TRA on the way home. Emphasis is placed on seasonal words and customs during this holiday period. Samples lead weekly aircheck.

QUESTIONABLE MOVIE SPOTS OR RECORDS

WYSL - "Cuddly Toy" Monkees latest album... "You are not the only cuddly toy that has ever been enjoyed by any boy. Not the only cherry delight left alone in the night... who gave up with a fight."

KABL - "The Graduate" movie spot.

BEST PUBLIC SERVICE IDEA

✓ X-TRA - Once again, as he has for the past 21 years, Norm Epstein's father quietly brought Christmas to hospitalized children in Los Angeles. X-TRA ran a brief spot campaign on the morning of his Christmas party (leads aircheck), but would like to get X-TRA News involved next year. If this can be arranged without impinging on the doctor's Christmas efforts, X-TRA could add whatever contributions they might manage to his store of gifts, while adding some outside promotion in Los Angeles at a time when it would be very beneficial.

BEST STATION BREAK

✓ WYSL - WYSL... 1400
The spot that's super hot... thanks to you.

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✓ WYSL - WYSL... 1400
The spot that's super hot... thanks to you.

Panel tells us that the shark is one of the tastiest of all fishes. Perhaps that's the answer. Instead of man-eating WIFE PROMO not shark-eating men? Do your part to rid the seas of sharks. This week, eat a shark...before he eats you! A KABL scientific reminder.

Zambia exotic

Waterfall up & under

In the heart of Southeast Africa, the natives say this is the voice of "Mosi-oa-tunya"...the smoke that thunders.

Waterfall up

Victoria Falls, one of the many reasons you'll want to visit Zambia this year. (Music) Zambia, carved from old Tanganyika territory, is one of the newest, most progressive states in independent Africa. Not only is Zambia fabulously scenic, it is also growing economically. Reports say that Zambia has the highest income, per head, in Africa. And since Zambia became civilized, there's hardly any danger. Head-hunters are now mostly employed building roads and hotels. This year, plan to visit Zambia-in-the-sun. For details, write to Zambian Embassy, 1875 Connecticut Avenue, N.W., Washington D. C.

Wife promo

Do you find that, lately, your wife goes around the house with a dazed expression on her face? She seems more romantic...doesn't fight with you so much? That's strange, isn't it? Or is it just because there's something with her all day...the beautiful sounds of W-Music? Did you notice? Your wife's in love with W-Music. And why shouldn't she be? Everybody falls in love with W-Music. Why not your wife?

Ever wonder what your wife does all day? After all the housework, how can she still be romantic and feed you candlelight suppers? Strange, isn't it? But not if you hear what she listens to all day...the hauntingly beautiful melodies of W-Music. If you think it's odd that she should fall in love with a radio station, listen in yourself sometime. W-Music...it's Chicago's roman-tastic radio station.

Gentlemen, we're sorry, but while you were away at work, we spent the day with your wife. Can we help it if she fell in love with W-Music? Tomorrow, watch her closely. W-Music may be only the beginning.

When was the last time your wife kissed you? Or looked deep into your eyes...or even...straightened your tie? That bad, huh? Well, when friendly persuasion won't work, try W-Music. W-Music...a package of romance guaranteed to change her mind about love. Oh, and if she kissed you today already, then she's probably already been listening to W-Music. It has a way with women!

WIFE PROMO

Wink Promo

Wishbone Roundup

Wide World of Money

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PAUL TOLSON, Director, Federal Bureau of Investigation, Washington, D.C.

10-10-68

WINK PROMO

Wink Promo

Wishbone
Roundup

Wide World
of Money

Ryld

PROMOTION (Dave McKinsey, Program Director, KABL)

Ad Promo

How would you like to win a (sound effect)

Well, not that, it's more like (sound effect)

You know, one of those, uh... (sound & music) actually, we're not sure what it is, but it could be yours! Yes, if you're a careful observer and keep your eyes peeled, (rriipp!) you may be the first to spot the misspelled word in the current series of "Think - KABL" ads now running in your neighborhood newspaper. To win, just look in your newspaper, or a reasonable facsimile - and find the one ad in which one word is misspelled.

If you are first to correctly identify the misspelled word, KABL will give you one. Decision of the judges is final. So, watch for the "Think KABL" ads. You may win a (sound effect) or something like that. Send your entry today to, "Big Flub", KABL.

Music: Out

Wink Promo

Winkers, beware!

Music: Up ominous

A wink, is a wink, is a wink. Or, a wink by any other name might still get you in trouble! (Sounds: "Well!" slap!) So, gentlemen, please - KABL and the American Winkers Association implore you to return to the proper and sophisticated wink, or don't wink at all! The correct wink is not: a twitter, (music effect) flutter (effect) or blink! It is a quick, straightforward closing

Wishbone
Roundup

Wide World
of Money

of the eye: the wink was first used by ancient warriors to signal a surprise attack. So, to avoid those unnecessary battles, (sock! thud!) watch that wink!

Music: Out

###

OUTSIDE PROMOTION (Robert L Luther, General Manager, WYSL)

See attached copy of photo from "Motorsport News". WYSL is partially sponsoring a stock car which runs on four or five local tracks. In all events, the car is known as the "Whistle Missile", which is the same name as WYSL's hottest climbing record each week on the Top 40 list (instant request list). -Good newspaper coverage...-excellent response at all tracks in area.

###

PLANNED PROMOTIONS (Larry Vance, Program Director, WYSL)

"WYSL INTERNATIONAL TUG-O-WAR"

This McLendon promotion has been sold to the Canadian Exhibition and will be staged the night of August the 27th at the C & E grandstand in Toronto before a crowd of thousands. This Canadian Exhibition draws many thousands of Buffalonians every year and even-though our "Tug-o-war" isn't being held in Buffalo it will be witnessed by a tremendous number of Buffalo area citizens. The tug teams will be composed of outstanding Buffalo and Toronto business men, business men who we hope will become important WYSL sponsors in the near future. Here is a brief outline of the entire activity: We have received excellent support from Buffalo Mayor Frank Sedita and his staff concerning this promotion. Last week WYSL executives flew to Toronto escorting Mayor Sedita's representative to Toronto Mayor Phillip Givens' office with the official "Tug-o-war" challenge, tapes were made of the proceedings and have been incorporated into

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Roundup

Wide World
of Money

COMPETITOR'S PROMOTION (Rex Hander, General Manager, KJZZ)

KONO "Mobile Money Game" -- KONO Mobile will call certain streets each hour. First person to call in from that street wins \$5.00.

If name and address is same as that contained in sealed envelope, winner wins \$50.00.

PROMOTION (Bob White, Program Director, KILT)

"Wishbone Roundup" -- KILT has been telling listeners to save their Christmas turkey wishbones. Now they will be valuable on KILT. KILT will

invite listeners to send in their Christmas turkey wishbones. Each wishbone will be

measured from one tip to the other. For the largest received, KILT will pay \$25.00

per inch and for the smallest, \$10.00 per inch.

CREATIVE SALES IDEA (Rex Hander, Sales Manager, W-NH)

W-NH is currently working on a plan with Sears to promote

the idea of featuring the "here's news from Sears" concept. The idea is to bring

and the plan is to feature several different items each week under the News from

Sears banner.

I feel this is especially good for NTRA NEWS.

PROMOTION (Richard Wilson, General Manager, KABL)

I am attaching copy for KABL's "A British Holiday" for

day after Christmas.

Wishbone
Roundup

Wide World
of Money

zph

COMPETITOR'S PROMOTION (Jim Hamby, General Manager, KTSA)

KONO "Mobile Money Game" -- KONO mobile unit will cruise certain streets each hour. First person to call in from that street wins \$8.60. If name and address is same as that contained in sealed envelope, listener wins \$50.00.

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CREATIVE SALES IDEA (Ron Ruth, Sales Manager, W-NUS)

W-NUS is currently working on a plan with Sears to promote the idea of featuring the "here's news from Sears" concept. The tie-in is obvious and the plan is to feature several different items each week under the News from Sears banner.

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PROMOTIONS (Bob White, Program Director, KILT)

I quote from Bob's Weekly Report:

"KILT WIDE WORLD OF MONEY -- This contest centers around the exchange rate of foreign money in America. Five times per day we will deposit various amounts of foreign money in the KILT INTERNATIONAL BANK. Listeners will be asked to change this foreign money into American money. The following morning an executive of the BANK OF THE SOUTHWEST will call KILT and give a beepers tape as to the amount in American money. The postcard entry with the closest exact amount will win that amount of money. In case of more than one correct entry, then a drawing will be held to determine the winner. There will be a new contest each day. We are asking for the exchange rate in America, not in a foreign country. Also the exchange rate varies each day so it will take some research on the part of the listener."

Keyes noted: This promotion could be cleverly adapted for KAIL.

NEWS PROMOS (Dick Debya, News Director, KILT)

Dick reported: "I was listening to some old production tapes in master control and came upon the 1951 series of news promos. 'It Was Big News That' in 1951 and for the big news of 1955, etc., etc."

He is considering reactivating these for January as promos, possibly with a music programming series like 'It was a big hit in 1954 when Jan. 1st was' and for the hits of 1955, etc., etc."

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

"Give Your Wife's Tire for Christmas" for Pickett Tire Company.

Dickie has suggested this startling idea and proposed a campaign based on this approach using a very distinctive and catchy voice which begins, "Wondering what to get your wife for Christmas? Well, we have a suggestion, buy her a Pickett, a U.S. Rapid Tire."

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Keyes note: This promotion could be cleverly adapted for KABL.

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NEWS PROMOS (Dick Dobbyn, News Director, KILT)

Dick reports: " I was listening to some old production tapes in master control and came upon the 1959 series of news promos 'It Was Big News Back in 19... and for the big news of 1959, stay tuned to _____' .

He is considering reactivating these for January 1st promos, possibly with a music programming series like 'It was a big hit in 1924 when Joe Blow sang _____ and for the hits of 1965, stay tuned, etc. etc. "

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WIN A CIRCUS

WIN A CIRCUS

This little almost explains the whole idea. When the circus comes to your town, it might be good to contact the publicity director and see if you can borrow, as exchange for the free publicity, four or five features of the circus to give away as a prize some afternoon. It seems to me it would be spectacular and still safe to include perhaps an elephant, a trained bear, a clown, a tumbling or acrobatic act and a juggler.

The simplest way to handle this contest would be to restrict it to children under twelve years of age and run it by simply having a postcard drawing. Your winner should be some crippled child who doesn't get out much and would really appreciate having a prize like this at his house. You should announce the winner several days in advance of the event in order that the family and neighborhood children will be together to see the action. I would think this would lead first not only to mobile news coverage but even your local newspaper. Of course, what you can do with circus music and sound effects on promotion is virtually unlimited.

DK/ys

WIN A PARTY

Winter Carnival

Win a Circus

Win a Million

WIN A VET

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DK/ys

WIN A MILLION

July 9, 1956

KLIF is today authorizing Mr. Clifton Blackmon, Vice-President of the First National Bank in Dallas, to remove the envelope previously handed to him and presently on deposit in the safe-keeping department of the First National Bank. This envelope contains the answer to the KLIF million-franc riddle.

The winner of the KLIF win-a-million riddle will receive a free trip for two to Paris, via Sabena-Belgian World Airlines, and one million French francs upon the eve of his or her departure, something over twenty-five hundred American dollars. The winner can stay in Paris as long as his or her million French francs last.

The win-a-million riddle on KLIF was as follows:

"Though bitter it may be, my lover will not deny
That our one sweet rose must die before July
Then, not even the grain of salt, the dust, the bird above
Will remember what it is we meant by love."

KLIF will explain the meaning of each sentence of the riddle in a moment, as well as each hint KLIF gave throughout the week that the contest lasted. First, the answer to the KLIF win-a-million riddle.

The answer is COMPASS ROSE, from the moving-picture and best-selling novel "The Cruel Sea", by Nicholas Monsarrat.

Several people came close but none of them were able to identify Compass Rose, the name of the British corvette in Monsarrat's great novel. "The Cruel Sea" has gone through twenty-nine printings, has been serialized in eighteen newspapers, was put out by the Book of the Month Club, condensed

WIN A PARTY

Winter Carnival

Win a Million
WIN A VET

Win a Million Contest

in both Reader's Digest and the Atlantic Monthly and made into a stirring motion picture by Universal International, starring Jack Hawkins.

July 9, 1956

Now to explain the riddle, before announcing the winner, our French millionaire who does not yet know that he or she is going to Paris.

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In the first sentence of the riddle, the phrase "my lover will not deny", is quite similar to the title of an earlier novel by Monsarrat, "My Brother Denys". The second line, "that our one ~~sweet~~ rose must die before July", alludes to Compass Rose, the corvette, and July to the fact that Compass Rose was sunk before the death of Julie, heroine of "The Cruel Sea", the word July signifying Julie. The third line: "then, not even the grain of salt, the comet, the bird above", is equally as full of clues. The grain of salt refers not only to the sea, but also the the Saltash, that hardy ship that replaced the sunken Compass Rose. "The comet" is an allusion to Julie Hallam, the heroine, and, of course, Halley's comet, the "bird above" is intended to draw one to the fact that Julie Hallam was a WREN-- the British women's auxiliary. The last line, "will remember what it is we meant by love", is quite near the title of an early Monsarrat novel, "Depends What You Mean By Love".

So much for the riddle. The hints...On Monday last, we gave the hints, "Sealed within her heart, the key to happiness", an attempt to get to Lockhart, hero of "The Cruel Sea" and the second hint, "My prize begins with the learning", the prize and the learning being the titles of the last and first chapters of "The Cruel Sea." The third hint, on Tuesday, "In the schoolroom, you learn to ward off the viper's blow", is similar to the title of an earlier Monsarrat novel "This Is The Schoolroom" and the "viper's blow" refers to Viperous, one of His Majesty's Ships in the action in the "Cruel Sea". The fourth clue, "several million people have heard the answer", is clear in that several million people have either read the best-selling "Cruel Sea", or seen the picture, or both. The fifth clue, "I came

WIN A PARTY

Winter Carnival

WIN A VET

in the heat of August and left in the cold of winter", points out that "The Cruel Sea" was first published in August, 1951, and the Compass Rose was sunk in the bitterest cold of winter in the North Sea. The sixth clue, "between prevailing and prize, I am in danger", is clear in that "prevailing" or winning, "prize" refers to the titles of the two final chapters of the book, and between these two chapters Compass Rose was sunk by the Germans, thus, "between prevailing and prize, I am in danger." The seventh clue was, "one, two, or a hundred and fifty--all three can recall" refers to Monsarrat's opening words in "The Cruel Sea"-- this is the story of one ocean, two ships, and about a hundred and fifty men--all of whom could, obviously, recall the Compass Rose. The eighth hint referred to Phillippa, and the book was dedicated to Phillippa Crosby, and to Love-in-the-Mist, a suggested ship's name referred to in "The Cruel Sea." The ninth clue, "there was also Grace and Gracey", referred to Skipper Erickson's wife, Grace, and of the ship's crew many times mentioned, Gracy. The tenth clue was "it seemed inevitable at the age of four", and this was at this age, four, that Compass Rose was sunk. The eleventh clue, and the last before our winner sent the winning message, was "The needle spins...it is the moment of balance". Having not talked to our winner, I can only conclude that he got his decisive hint from this clue. "The needle" is intended to draw one to the word "compass", and "the moment of balance" is the title of perhaps the most dramatic chapter in "The Cruel Sea". We can only conclude that, since our winner's message was sent so shortly thereafter, that this clue was the final tip to the winner.

Our winner posted a letter postmarked July sixth--that's Friday night, at 10:30 p.m. Our winner's letter says, simply, "Gentlemen: Answer: The COMPASS ROSE, from the book, "THE CRUEL SEA". That letter is signed by Mr. James C. Miller, the third, of 1808 Argentinia Drive, Dallas, Texas.

WIN A PARTY

Winter Carnival

WIN A VET

COPY FOR ALL STATIONS

6/25/36

KLIF's congratulations to you, Mr. Miller--you have won a free trip for two to Paris and return on Sabena Belgian World Airlines and one million French francs. When you depart, you will be a French millionaire...James C. Miller, III, of 1808 Argentinia Drive in Dallas, who first identified Compass Rose in a telegram postmarked at 5:19 p.m. Friday night, July sixth. No other correct answer was received bearing any postmark. He will be in trust in the First National Bank in Dallas, and the First National Bank will also have the one million francs on display in its window. Enter KLIF's "Win A Million" contest, biggest contest ever staged by one radio station, and win a free vacation for two in Paris, transportation by magnificent Sabena Belgian Airlines, and one million French francs, all for guessing a riddle, hints on which will be given over KLIF beginning July first.

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WIN A PARTY

Winter Carnival

WIN A VET

6/25/56

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