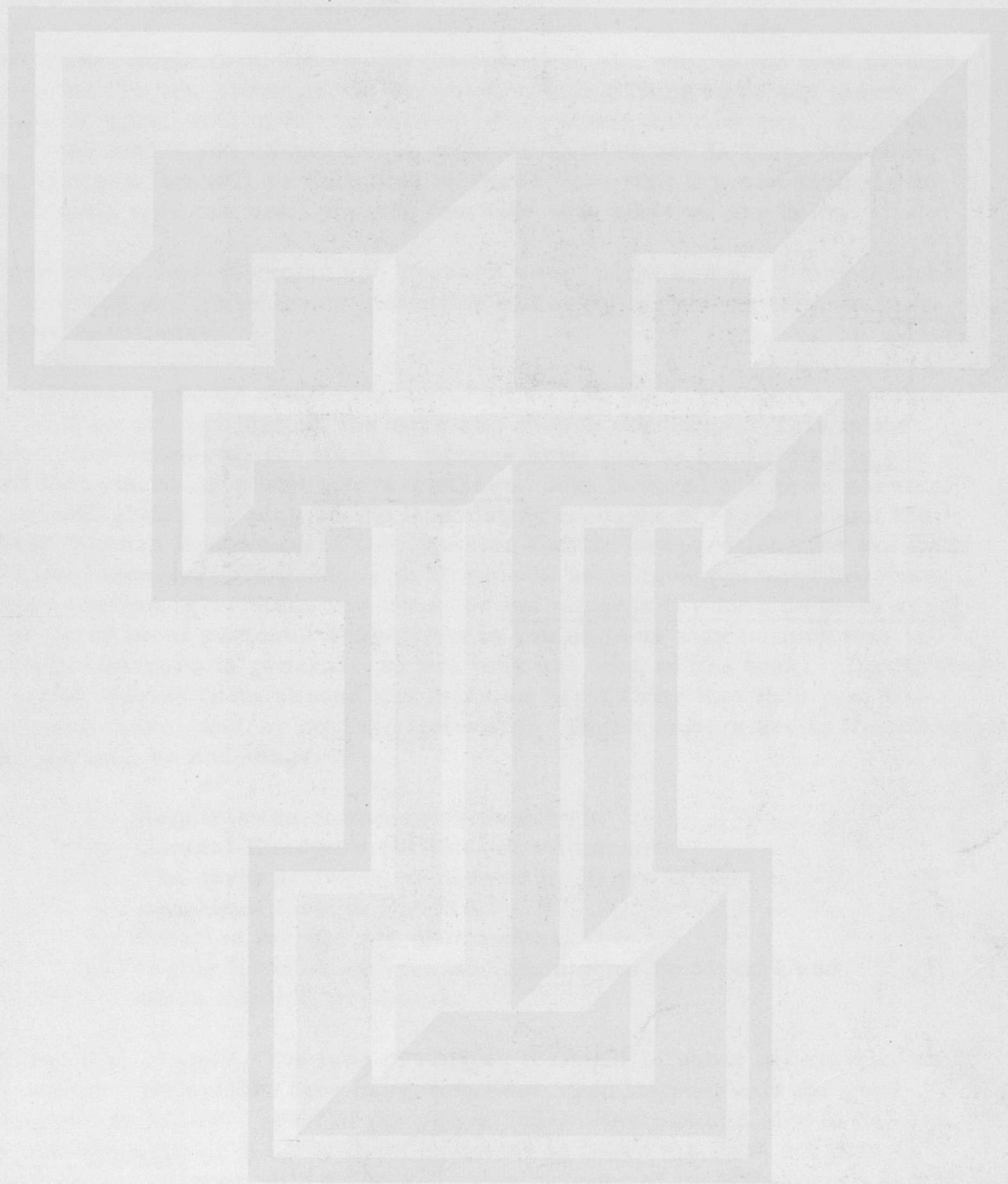


066

NEWS : General



File
News P.B.

ryle
news

ON DOING THE NEWS INTERESTINGLY

You must do the news interestingly, make the news sound as though it were rewritten for each newscast, although it may not be. This requires only a few simple procedures.

Before we begin this, let us say that those of you who do not plan to think while on the job, those of you who have minds flitting here and there while at work, will never be able to follow these instructions. And let us say also that if you cannot follow what we have to say in these following paragraphs, we will be delighted to spend time with you and actually do newscasts with you until you are familiar with what we are doing.

First of all, any newsman can prepare a top-flight newscast that is highly interesting and gives every indication of having been rewritten, in less than five minutes.

In the first minute, shuffle through items from the last three newscasts as well as stories just off the wire and choose the items. This is the first step--choosing the items. Choose news that is interesting to you and that you believe will interest others. Just because the news service has been giving big play on the Roundup to a couple of stories about the West German Rearmament Commission and the preparations for the International Monetary Conference in Prague is no reason you need headline these stories, give them any time, or not necessarily include them at all. They may be of profound disinterest to you and you may believe this is true of listeners in general--so you may not wish to use them. Don't, then. A lot of stories from abroad are news so repetitious that they just disinterest, bore, and/or confuse listeners. These stories are in the following categories, by and large:

1. Repatriation commission meetings.
2. Central European political developments.
3. The day's activity, or lack of it, in the U. N.
4. Localized foreign fighting.
5. Detailed foreign aid discussions.
6. Highly detailed stories on administration forums and other internal problems.

These are, roughly, the type of stories that will in short order, kill any newscast. Naturally, they have then destroyed listenership for your program to follow. Most of the above categories can and should be covered in one sentence or two. It is much better to leave the item out than to confuse the listener with a news service account of localized Arab skirmishing, of John Foster Dulles's erudite reasoning on why the Big Four foreign ministers should not agree to deflation of the German mark and should uphold immigration quotas against three-legged Slobovian Cement workers.

On Doing the News Interestingly (continued)

You say this is all the news there is? That is seldom true. There never was a newscast that did not have available good human-interest stories or more important, stories that could be made of human interest with a moment's intelligent thought.

On your news service wire for your upcoming 5-minute newscast, and among stories and features from the last 3 hourly newscasts, you will find stories of human interest like this, for example:

1. Marilyn Monroe denies she is marrying Christine Jorgenson.
2. Big Wall Street financier tells businessmen that 1959 will be a prosperous year.
3. Stocks are up quite a bit today.
4. Bulganin takes another blast at the United States--he says America is "definitely preparing for war."
5. After all these long years, the Cincinnati Reds have a chance to win the National League pennant this year.
6. Ike has made another Cabinet appointment.
7. The country is snowed in--here are the temperatures in some other cities.
8. Louella Parsons says Ava Gardner and Frank Sinatra are about to split up and that Sinatra will go to work for a circus.
9. Local announcer breaks his leg; is recovered by a tractor.
10. Alger Hiss cannot get out of jail; parole board says he'll have to serve his time.

Get the idea? The above mostly fictitious items are interesting. We don't want to give you the idea that we want to eliminate the international or national political news altogether, but at least play down all confusing or uninteresting stories--all stories without human interest.

Now you have chosen your items. What do you do now? The second step is to quickly figure a lead line approach to each story. An apparently dry story about gains in the cotton market can be given life with this lead: "Texas produces more cotton than any other state and cotton futures went up today." That story about that new airplane which looks so dull can be dressed up like this: "Aviators have always had a goal--the speed of sound. They're closer today." And when Walter Reuther lashes out at the Secretary of Labor, a good lead line "that man who wrote a/ of the law that labor fears the most is after the Secretary of Labor today." And on that story about John L. Lewis striking at Ike, why not: "Political honeymoons are short and it looks like Ike's is over. John L. Lewis had a few thousand choice words for him today."

On Doing the News Interestingly (continued)

So, take your news items and figure an interesting lead sentence slant. Either actually write out your lead sentence at the top of the item, or else make a note so you'll know what you're going to say when the item comes up. This makes your news sound rewritten.

On many, many stories, you may wish only to use the second or third paragraph and eliminate the rest of the story. Maybe the human interest is there in that second paragraph.

Now comes the sticker. You say "but I have five items that I used last hour." "I can't get another lead sentence." Sure you can. Take the above lead sentence, for example. Here's how you could change the whole approach to those to those stories in an eyelash:

"Those who worry about good times and keep their eye on the market will be interested to know that cotton is up today."

"Ten years ago if anybody had told you an airplane would go two thousand miles an hour you'd have said they were crazy. Well, listen to this..."

That man who always speaks his mind, Walter Reuther, has spoken it again today."

"Two of the world's strongest personalities were in a clash today for the first time... Ike Eisenhower and John L. Lewis."

That should give you a fair idea on what you can do with news in a very limited time.

Now, we are going to listen carefully to see which of you has the energy, ambition, and initiative to institute these reforms in the end of more interesting newscasting.

Again, if there are any questions on the above, we would like to have them.

The above is not an effort to make our news sound like Louella Parsons. On the contrary, it is an effort to make our news interesting. If you can take any story in which you feel there is little interest and make it interesting and news, we urge you to do so. Even the categories of generally uninteresting news we have listed in this memorandum can be worked up by an enterprising announcer to be made interesting.

On Doing the News Interestingly (continued)

Anytime you think it can't be done in five minutes, in case of emergencies, we'll be glad to demonstrate.

A couple of other points:

1. Save all news matter. This includes news that has been read on the air as well as news matter that is not used for broadcast purposes. Among other things, we must know what material is being furnished to us by United Press and INS each day.

2. Anytime a mobile unit broadcast is made, the story is to be used as the lead item on the next newscast and should be used on succeeding newscasts as its importance dictates. Naturally, it doesn't have to be the lead of subsequent newscasts. The man on the air will be responsible for jotting down the facts and giving them to the guy who does the upcoming newscast. Let's don't overlook this because it looks ridiculous to cover news in our unit as hot news and then to ignore it on our next news broadcast.

All these factors put together had a tremendous effect on the sound of the station. For the first time in a long time, it once again had that spark that gave you the feeling you didn't dare turn it off for fear you would miss something of interest. You have all experienced this feeling, so I know you understand what I am talking about. Here we had it on an extreme weather condition which was really not too awfully dangerous at all.

This whole thing could not have happened at a better time since it was right in the middle of the January Hooper. Our pilot survey taken over those few days showed KLIF in the upper 40's and lower 50's.

CONFIDENTIAL

Radio Policy Book

"News"

TO: All Station Managers
All Program Directors

FROM: Don Keyes

DATE: January 18, 1960

A few months ago when Gordon and I made a special tour of all the stations, we discussed with you among other things, the idea of keeping something going on on the air whenever humanly possible.

Naturally, there will be times when the ideas just do not flow and you are left with nothing but your standard format to run on. We cite the role of the news department in this effort, particularly the plane crash in Dallas and the school bombing and ship channel explosion in Houston. In other words, the emphasis was on current events, particularly local current events that were of tremendous interest to listeners in their individual areas.

KLIF employed this gimmick quite successfully just recently on a matter that might have been passed by in the rush of day-to-day routine activity. It was the extreme weather conditions that prevailed during some hard rains. KLIF did not create a false hysteria about the weather, but rather used every tool at its disposal to keep our listeners completely informed on every factor involved in this extreme situation. The mobile units reported once per hour from various sections of town regarding any unusual occurrence attributed to the intense rains; road washouts, tree limbs down, flooded sewers, and unusually deep puddles on main thorough-fares that could cause accidents. Also, once an hour the newsman on duty checked via telephone-beeper with various local weather authorities, or perhaps checkpoints rather than actual authorities. We had the weather bureau on, naturally, but followed up with, for example, a report from the Irving, Texas police chief, a report from the control tower operator at Hensley Field and a report of state significance from the Highway Patrol. This was all augmented by continual disc-jockey ad libs about weather reports up coming and the constant repetition of the forecast and anything of an ad lib nature on the subject.

All these factors put together had a tremendous effect on the sound of the station. For the first time in a long time, it once again had that spark that gave you the feeling you didn't dare turn it off for fear you would miss something of interest. You have all experienced this feeling, so I know you understand what I am talking about. Here we had it on an extreme weather condition which was really not too awfully dangerous at all.

This whole thing could not have happened at a better time since it was right in the middle of the January Hooper. Our pilot survey taken over those few days showed KLIF in the upper 40's and lower 50's.

January 18, 1960

I believe two days remained in the Hooper pilot when the rain stopped and KLIF was left with the rather frustrating situation of allowing the station to fall back into its usual routine format. Jack Sharp, Program Director, used his head and came up with an idea that naturally did not match the intensity of the storm coverage, but did create a lot of comment and a certain amount of interest and excitement in the sound of the station. You may have heard that recently a two-year old baby was killed as a result of her clothing becoming entangled in the moving sidewalk at Love Field. Naturally this was the subject of much conversation and interest here. Sharp and Muhlstein put a policy into effect whereby the newsmen made one beeper-call per hour to anyone in the phonebook who would allow himself to be interviewed on the air and to express his opinion regarding the death of the infant and the moving sidewalks themselves. We did nothing to secure any sort of an answer. We simply asked: "What do you think should be done about the moving sidewalks at Love Field, if anything?"

As Sharp points out, this is not a new idea at all, but it is an example of taking advantage of a situation to keep your listeners stirred up, to keep them talking, and to greatly enhance the sound of interest and excitement on your station.

This has been rather a long-winded memo, but I take all this time to point out to you some situation that possibly could have been overlooked and as a safeguard to be ever on the alert for them in the future.

And, while on the subject, I might add that I would like to hear from any of our stations from time to time whenever you have done something similar.

cc: B. R. McLendon
Gordon McLendon ✓

bh

REMOTE NEWS UNITS

THERE IS NO REASON WHY RADIO CANNOT EXCEL NEWSPAPERS AS A NEWS-REPORTING MEDIUM. RADIO IS FASTER AND HAS THE EMOTIONAL APPEAL OF THE HUMAN VOICE.

AS A REMOTE NEWS REPORTER ONE LARGE PART OF YOUR JOB IS TO SEE THAT NO MAJOR STORY APPEARS IN A NEWSPAPER WHICH YOUR RADIO STATION HAS NOT PREVIOUSLY BROADCAST. IF THIS APPEARS TO BE A LARGE ORDER IN VIEW OF THE LARGER STAFF OF THE NEWSPAPER, IT IS MERELY YOUR JOB TO OVERCOME THIS MANPOWER ADVANTAGE. AND YOU HAVE MANY ADVANTAGES WITH THE SPEED OF ELECTRONIC COMMUNICATION WHICH PERMIT YOU TO COVER MANY MORE STORIES THAN THE NEWSPAPER REPORTER. THUS, YOUR FUNCTION IS, AS ONE MAN, TO DO THE JOB OF TWENTY.

YOU MUST NOT MISS IMPORTANT CRIMES, TRIALS, COUNCIL MEETINGS, ACCIDENTS, BUSINESS DEVELOPMENTS, ETC. YOU MUST HAVE CONTACTS TO TIP YOU ON SUCH IMMINENT STORIES.

YOU SHOULD SCAN EACH NEWSPAPER TO BE SURE YOU HAVE MISSED NO STORIES. IF YOU HAVE MISSED A STORY, BEGIN WORK IMMEDIATELY TO CORRECT YOUR CONTACT OR ESTABLISH ONE WHICH WILL PREVENT SUCH OMISSIONS IN THE FUTURE.

ANOTHER MOST IMPORTANT REASON FOR READING THE NEWSPAPER IS TO ASCERTAIN WHICH STORY OR STORIES IS BEING MOST TALKED ABOUT BY THE PEOPLE, AND THEREFORE WHICH ONE OR ONES YOU SHOULD WORK UPON MOST HEAVILY. ALWAYS HIT HARD AND FOLLOW UP RELENTLESSLY A STORY THAT SEIZES THE PUBLIC FANCY. IF THE PUBLIC IS INTERESTED IN A CERTAIN ITEM, GIVE THEM NEWS OF IT. IF THE SUBJECT ON EVERYONE'S LIPS IN DALLAS IS THE INTENSE HEAT, KEEP ABREAST OF THIS; IF YOUR MOST DISCUSSED STORY IS A MURDER, FOLLOW IT UP ON EVERY NEWSCAST; IF A CONTROVERSIAL CITY ACTION IS THE TALK OF THE TOWN, HIT HARD ON STORIES CONCERNING THIS. IN OTHER WORDS, SENSE WHAT THE PEOPLE ARE TALKING ABOUT AND ARE INTERESTED IN, AND GIVE THEM WHAT THEY WANT TO HEAR.

NEXT, WHEN YOU ARE REPORTING AN EVENT OVER THE AIR, KEEP TELLING THE PUBLIC WHAT YOU ARE REPORTING; WHEN YOU ARE TALKING TO SOMEONE, TELL THE LISTENING AUDIENCE TO WHOM YOU ARE TALKING. AND KEEP TELLING THEM. AND WHEN YOU ARE FINISHED REPORTING, SUMMARIZE, AND THEN CLOSE BY TELLING THEM WHAT YOU'VE REPORTED, WHO YOU'VE JUST TALKED TO, AND FROM WHERE.

IF YOU'RE REPORTING AN EXCLUSIVE STORY, DON'T HESITATE TO EMPHASIZE IT. AND EMPHASIZE THE SPEED OF RADIO NEWS. AND TELL THEM TO KEEP TUNED IN FOR A POSSIBLE FOLLOW-UP REPORT IF YOU THINK THERE'LL BE ONE.

PAGE TWO.
REMOTE NEWS UNITS
SEPTEMBER 29, 1954

DO NOT EDITORIALIZE ON THE AIR WITHOUT EXECUTIVE PERMISSION.

WHEN SIGNING OFF YOUR BROADCAST TO RETURN TO THE STUDIO, ALWAYS TELL YOUR LISTENERS THE NAME OF THE PROGRAM YOU ARE RETURNING TO.

IF YOU ARE SPONSORED, GIVE YOUR SPONSOR AN OCCASIONAL AD-LIB CREDIT, I.E., "AND NOW, FROM HERE AT THE CITY COUNCIL, ON THIS JOE DOAKES MOTOR COMPANY BROADCAST.....", ETC. DON'T LIMIT HIS MENTION TO THE COMMERCIAL UNLESS THE NATURE OF THE STORY DICTATES SAME.

CALL ATTENTION TO THE NEXT REGULAR NEWSCAST FOR COMPLETE DETAILS OF THE STORY YOU'VE REPORTED.

WHEN INTERVIEWING OFFICERS, GIVE THEIR NAMES AND GIVE THEM CLEARLY. IF NECESSARY, SPELL OUT THE NAME OF ANY PERSON, OFFICER OR OTHERWISE, WHOM YOU'RE INTERVIEWING.

WHEN INTERVIEWING AN ARRIVING CELEBRITY, SAY SOMETHING. DON'T JUST ASK HIM SOME IDIOTIC QUESTIONS ABOUT WHEN HE ARRIVED, HOW LONG HE'LL BE HERE, IF HE LIKES TEXAS, ETC. DON'T BE BANAL. THINK IN ADVANCE OF WHAT YOU'RE GOING TO ASK HIM. ASK HIM POINTED, NEWSY QUESTIONS--HE'LL APPRECIATE IT. ASK HIM ABOUT THINGS YOU'D LIKE TO KNOW--THINGS THAT YOU'D LIKE TO HEAR FROM HIM IN AN INTIMATE, TWO-MAN CONVERSATION. FOR HEAVEN'S SAKE, DON'T CONDUCT THE ORDINARY BLAB-BLAB INTERVIEW SO CHARACTERISTIC OF RADIO INTERVIEWS. GET SOMETHING OUT OF YOUR INTERVIEWEE, BE HE A GENERAL, A GOLFER, A MOVIE STAR, A CORPORATION PRESIDENT, OR WHAT-NOT.

DON'T BE AWED BY YOUR INTERVIEWEE'S PRESENCE. BE RESPECTFUL, BUT BE A NEWS REPORTER. DON'T INDULGE IN A FLATTERING MATCH. HAVE HARD-HITTING QUESTIONS. IF YOUR INTERVIEWEE IS GENERAL RIDGWAY, DON'T ACT AS A ONE-MAN CHAMBER OF COMMERCE WELCOMING COMMITTEE TO DALLAS. YOUR LISTENING AUDIENCE DOESN'T GIVE A TINKER'S DAMN ABOUT YOUR WELCOME OR ANYTHING YOU SAY. THEY WANT TO HEAR THE GENERAL ANSWER QUESTIONS. ASK HIM IF HE THINKS WE'RE GOING TO HAVE ANOTHER WAR, HOW MANY TROOPS CHIANG HAS ON FORMOSA, IF HE PLANS TO RETIRE SOON, IF HE'S EVER BEEN SHOT AND IF SO, HOW, IF HE BELIEVES THE RUSSIAN ARMY IS AS GOOD AS IT IS CRACKED UP TO BE, WHAT HE THINKS SHOULD BE DONE IN THE FAR EAST, ETC. THESE ARE EXAMPLES OF MEATY QUESTIONS.

PAGE THREE
REMOTE NEWS UNITS
SEPTEMBER 29, 1954

DON'T DWELL ON SUCH THINGS AS HOW GLAD WE ARE TO HAVE HIM, HOW LONG WILL HE BE HERE, WHERE DOES HE MAKE HIS HOME, DID HE HAVE A GOOD FLIGHT, DOES HE LIKE TEXAS, HAS HE EVER BEEN IN TEXAS BEFORE, WHERE WILL YOU GO NEXT, ETC. YOU ARE NOT A REPRESENTATIVE OF EITHER THE ROYAL GEOGRAPHIC SOCIETY OR THE LADIES SEWING AND PINK-TEA PATTEN PARTY. TRY THE LATTER METHOD OF QUESTIONING, AND WE WILL SEND YOU TO PINE BLUFF FOR SEASONING.

BY NOW YOU MUST HAVE GATHERED THAT THIS RADIO STATION WANTS TO DO THE NEWS DIFFERENTLY THAN OTHER RADIO STATIONS--AND INTERVIEWS TOO.

CONDUCT YOUR INTERVIEWS AS THOUGH YOU WERE A MEMBER OF THE "MEET THE PRESS" PANEL. IF YOU HAVEN'T THE GUTS OR THE FORESIGHT TO THINK OUT YOUR QUESTIONS IN ADVANCE, WE DON'T WANT YOU.

IF YOU MEET AN ENTERTAINMENT PERSONALITY, ASK THE SAME NEWSY QUESTIONS. IF IT'S MARILYN MONROE, ASK HER (WITHIN DECENCY) WHAT YOU'D LIKE TO KNOW ABOUT HER. FOR INSTANCE, ASK HER IF SHE'S HAPPY WITH JOE, IF SHE'S HAVING ANY MORE TROUBLE WITH 20TH, IF SHE'S EVER REGRETTED HER CALENDAR POSE, IF IT'S TRUE ABOUT HER SLEEPING ATTIRE, OR LACK OF IT, ABOUT HER SALARY, IF SHE LIKES THE SCRIPT OF HER NEXT PICTURE, WHAT WAS HER FAVORITE SCENE, WHO IS HER FAVORITE LEADING MAN, ETC.

THINK OUT YOUR QUESTIONS, AND FOR THE THIRD TIME, ASK YOUR INTERVIEWEE WHAT YOU'D LIKE TO HEAR IF YOU WERE AT THE OTHER END OF THE RADIO.

DON'T BE AWED. YOU HAVE AN OPPORTUNITY TO BE AS IMPORTANT IN YOUR FIELD AS YOUR INTERVIEWEE IS IN HIS; HE OR SHE PUTS ON HIS OR HER PANTS ONE LEG AT A TIME. GET THE NEWS. YOU ARE DOING A PUBLIC SERVICE WHEN YOU GIVE YOUR AUDIENCE WHAT IT WANTS TO HEAR.

ASK ANY INTERVIEWEE--AN ARRIVAL, A CELEBRITY, A CRIMINAL, A PUBLIC OFFICIAL, ANY OF THEM--THE SAME TASTFUL BUT PIERCING QUESTIONS. GET THE NEWS. DON'T BE TIMID.

GORDON McLENDON

GM/sg

TO: ALL NEWSMEN

FROM: DAVID MULLSTEIN

March 21, 1955

ADDITIONAL MEMO ON OPERATION OF NEWS TRUCK

KLIF has recently introduced a very fine way of using a news teaser in connection with the Mobile Unit. The Unit, as soon as it has gotten underway to an accident, fire or some other major event, breaks in with a 20-second report that it is enroute along such and such an avenue or street to a major fire or accident at such and such a place. This makes the listener want to hold on for the on-the-scene report and has received many compliments in Dallas.

3 -- Headlines at the half-hour are being written too long. Refer to policy book immediately. Headlines should be one-liners in headline form, terse and exact, not stories.

4 -- Newsmen are missing chances to air good local bulletins that our own newsmen uncover. If you know there has been a traffic fatality, immediately contact a mobile newsmen to air a bulletin from a unit. If there is to be a delay of several minutes before a mobile unit can report, the man in the newroom should put the story on as a bulletin, promising details "from a KLIF mobile news unit enroute to the scene."

A report of an explosion or other story of this type in which you are unable to immediately confirm the facts can be handled in the manner of this example: "There has been a report of an explosion in the two-thousand block of Jackson Street. Police, fire equipment and ambulances are enroute to the scene. However, there have been no reports yet of any injuries. A KLIF mobile news unit also is enroute to the scene and will report further details."

5 -- Teasers are to be aired every hour. If you are not sure of the style please refer immediately to the policy memos.

6 -- The program monitor is to be turned low enough at all times so that the police monitor is clearly audible. Too many police calls are being missed.

7 -- The editor on duty should begin immediately to check out any story to which he is assigned or to which he is given a lead from the police radio.

8 -- A mobile report is to be re-written or written for insert immediately after it is aired. Or before it is aired if possible. There is no excuse for not having a story on the newscast after any special report. It should lead the next news, in fact.

TO: ALL NEWSMEN

FROM: DAVE MUHLSTEIN

news
JUNE 2, 1959

- 1 -- A one-liner repeat of the top-story-of-the-hour is to be heard on all newscasts with the exception of the five and six p.m. newscasts, Monday thru Friday, when we repeat top stories heard earlier in the day. For the uninitiated, the top story format for the repeat should follow this style:

"Once again, here's KLIF's top story of the hour: Death toll now stands at eleven in Pennsylvania turnpike crash."

- 2 -- We want more use of the telegraph key sound effect in newscasts. Refer to policy memo immediately for suggested spots where sound effect may be inserted.

- 3 -- Headlines at the half-hour are being written too long. Refer to policy book immediately. Headlines should be one-liners in headline form, terse and exact, not stories.

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RFB

TO: ALL NEWSMEN

FROM: DAVE MUHLSTEIN

GORDON'S
file news

JUNE 15, 1959
JUNE 2, 1959

- 1 -- A one-liner repeat of the top-story-of-the-hour is to be heard on all newscasts with the exception of the five and six p.m. newscasts, Monday thru Friday, when we repeat top stories heard earlier in the day. For the uninitiated, the top story format for the repeat should follow this style:

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FROM: Dave Muhlstein

June 30, 1959
JUNE 15, 1959

TO: ALL NEWSMEN
FROM: DAVE MUHLSTEIN

One -- 'Tis the season for drownings....and when they occur on area lakes we have our most difficult problems for obtaining not only the facts but even the information there has been a drowning. ~~is not always easy to determine.~~

For this reason, Stan White has been assigned the task of working up a list of key phone numbers at each lake: Boat docks, restaurants, Corps of Engineers and so forth.

This will assist in obtaining information after we know there has been a drowning.

To make certain we find out about a drowning, we will add the Department of Public Safety radio to our hourly check list during the Summer months. This means we call Dallas Police, Dallas Sheriff and State Police hourly, without fail.

The list that Stan gathers will be printed and put in the notebook over the news desk for ready reference.

Two -- Whenever it is obvious that a bad storm is hitting Dallas it will be taken for granted that each newsman will call in to see if he can assist in the coverage. This year, so far, we have been lucky. But for the past two years it has been a full-time job covering the areas where flooding has occurred, plus wind and lightning damage.

Three -- Whenever we have a running news story of exceptional interest, such as the recent kidnapping and machine-gun, tear gas assault by police, the newsman shall advise the control room, if it's a continuous coverage of the type in the example, or shall himself, tape the entire series of reports. That is, we want a taped record of our reporting, including any segment handled by the newsroom. Do not erase any of these until they've been cleared by the News Director.

FOUR -- Pollsters should report totals to the station each day by 4 P.M. Each day's raw results go on the air for the first time on the five P.M. news, then repeated throughout the evening and on the six, seven, eight and noon newscasts the following day.

FIVE -- Unless an individual day's results show a sharp variance with our cumulative totals, we report only the cumulative.

SIX -- Most important: REPORT THE RESULTS ONLY BY PERCENTAGES. NEVER REVEAL TO ANYONE THE ACTUAL VOTE, OTHER THAN PERCENTAGE, AND NEVER REVEAL THE SIZE OF THE SAMPLE.

RFB
FROM: Dave Muhlstein

news
June 30, 1959

KLIF TELEPHONE POLLS

ONE -- For our purposes, the best poll generally is one that covers only one political race, or only the top candidates. By the same token, a poll on an issue is best if the results can be tabulated simply "for" or "against". Add, of course, a single, combined grouping of those who "refuse to state or are not decided."

TWO -- Those being polled will be informed "the survey is impartial...names are not being used or even recorded...that all we are interested in are the answers." Of course, the poll should be identified as "a (station) poll."

In asking the interviewee his or her opinion, it is important that the interviewer list the choices:

"If the election were tomorrow, which candidate would you vote for: Cabell, Fox or Thornton?"

Note that in the case of elections, the interviewee up-dates the election, avoiding answers which hedge over the fact the election may not be for two weeks.

THREE -- In Dallas, we divide the city into six sections, roughly following natural divisions in voting history. Usually we make an equal number of calls in each area. Our interviewers report to us only the over-all total results. However, if any time we want to compare the vote in one of the sections, it is available.

FOUR -- We do not go to the poll tax lists, but simply use the phone book.

FIVE -- Size of the sample is arbitrary. The easiest is to ask for an even hundred total from each pollster each day.

SIX -- So that working people also are included in the poll, half the calls should be made during the day and half during the evening. That is, each day's report will include calls made that day plus an equal number of calls made the previous evening.

SEVEN -- Pollsters should report totals to the station each day by 4 p.m. Each day's new results go on the air for the first time on the five p.m. news, then repeated throughout the evening and on the six, seven, eight and noon newscasts the following day.

EIGHT -- Unless an individual day's results show a sharp variance with our cumulative totals, we report only the cumulative.

NINE -- Most important: REPORT THE RESULTS ONLY BY PERCENTAGES. NEVER REVEAL TO ANYONE THE ACTUAL VOTE, OTHER THAN PERCENTAGE, AND NEVER REVEAL THE SIZE OF THE SAMPLE.

RPM
TO: All Newsmen

FROM: Dave Muhlstein

FROM: Dave Muhlstein

March 11, 1959
March 11, 1959

This is a brief continuation of previous memos on general news policy points that need re-emphasis.

SUBJECT: Tight news production.

21 -- Off-duty reporters are to be utilized at all times for reporter-on-the-beat reports. The news editor on duty should immediately contact another reporter. It is imperative that the news department tighten production immediately. You will adhere strictly to these mechanical procedures. to be used for a special report and/or as an insert on newscasts.

1 -- When the mike goes on, be ready to speak immediately.

2 -- Use earphones. The jock then will turn your mike on early and you can take a voice cue rather than wait for the light to go on. The same holds true in major weather stories at the first indication of flooding, sighting of

3 -- Instead of "I'll be back in a moment," use this procedure: At the beginning of the story that precedes the commercial, thump the squawk box several times to gain the jock's attention, then give him a hand signal. Do not use "tone signal" to intro commercial. Do not give verbal throw. editor on duty is to make a routine check with police and sheriff's dispatchers.

4 -- When using an insert, warn the jock prior to the newscast. THEN WARN HIM AGAIN WHEN YOU REACH THE STORY WHERE THE INSERT IS TO BE USED. This second warning will be done by thumping the squawk box several times. stopped running a story on a court trial earlier in the evening. He should have that story for the

Whenever possible, type out the final line of the insert and display for the jock. the morning man are to be left on the news desk, never filed until after handled by the morning man. Stories that are left for the all-night jock to

Regardless, if you've typed an insert or not, you will ask for return of the mike with a hand signal. Come in fast at the end of the insert. Do not worry about turning down the volume on the magnacord until after you are into the next story...and then turn off the recorder...don't worry about the volume. In fact, it is better not to refer to doctors or nurses at all as information sources in a story of this nature. Merely say the condition is reported.

CAUTION: When using an insert be certain you turn off the speaker on the recorder. Otherwise your tape, which still is running, will feed through the newsroom mike after you have gone back on the air. If you are having difficulty hearing the insert, use the earphones. minute's

Wire copy that is not going to be used is to be discarded immediately. Feature material for the jocks is to be left on top of the cover for the wire machines.

27 -- Hospital critical sheets are to be filled out by the editor on duty immediately the information is available. Follow-through checks on condition of patients is to be adhered to as religiously as routine beat checks of other news sources.

28 -- Loafing by off-duty newsmen or jocks is not allowed in the newsroom. It is distracting to the editor on duty and there is not time enough in the hour now to do an absolutely thorough job.

29 -- In any story look for the unusual angle. Many times in wire copy the best angle is buried. The same holds true in many local stories that you uncover during routine check and that seem routine.

30 -- Each newsmen, before coming on duty, is required to thoroughly read the local newspaper. The editor going off duty is to thoroughly brief his relief on the play on stories in the day's file. The outgoing editor will prepare top stories from his shift for use in the review on the five and six p.m. newscasts.

RPB
TO: All Newsmen

FROM: Dave Muhlstein

March 11, 1959

This is a brief continuation of previous memos on general news policy points that need re-emphasis.

- 21 -- Off-duty reporters are to be utilized at all times for reporter-on-the-beat reports. The news editor on duty should immediately contact another reporter whenever routine checks uncover a story with unusual aspects. The second reporter's feed back to the editor is to be used for a special report and/or as an insert on newscasts.
- 22 -- Whenever a multiple-alarm fire is reported, an auto death, fire death, murder, or any other story top-rated with violence, a mobile news reporter is to be alerted immediately. Even before any facts have been determined. The same holds true in major weather stories at the first indication of flooding, sighting of funnel-bearing clouds, extensive wind damage and etc. Do not wait for all the facts before calling a mobile reporter.
- 23 -- Immediately after completing a newscast on the air the editor on duty is to make a routine check with police and sheriff's dispatchers.
- 24 -- The night news editor is responsible for stories left for the morning man. This takes common sense. Although the night man may have stopped running a story on a court trial earlier in the evening, he should leave that story for the morning man if the story is continuing. Stories that need to be re-written by the morning man are to be left on the news desk, never filed until after handled by the morning man. Stories that are left for the all-night jock to read are to be re-written for the jock by the night editor and the original copy is to be left on the news desk for the morning newsman.
- 25 -- Never quote a doctor or nurse by name as the source of information on condition of patients. In fact, it is better not to refer to doctors or nurses at all as information sources in a story of this nature. Merely say the condition is reported.
- 26 -- The newsroom is to be kept neat at all times. This goes double for the news desk. It is important that any other newsman be able to take over the news desk at a minute's notice without having to wade through useless and outdated copy. Wire copy that is not going to be used is to be discarded immediately. Feature material for the jocks is to be left on top of the cover for the wire machines.
- 27 -- Hospital critical sheets are to be filled out by the editor on duty immediately the information is available. Follow-through checks on condition of patients is to be adhered to as religiously as routine beat checks of other news sources.
- 28 -- Loafing by off-duty newsmen or jocks is not allowed in the newsroom. It is distracting to the editor on duty and there is not time enough in the hour now to do an absolutely thorough job.
- 29 -- In any story look for the unusual angle. Many times in wire copy the best angle is buried. The same holds true in many local stories that you uncover during routine check and that seem routine.
- 30 -- Each newsman, before coming on duty, is required to thoroughly read the local newspaper. The editor going off duty is to thoroughly brief his relief on the play on stories in the day's file. The outgoing editor will prepare top stories from his shift for use in the reviews on the five and six p.m. newscasts.

Radio Policy Bk.

TO: All Newsmen

FROM: Dave Muhlstein

February 8, 1959

These are general notes on policy, covering points that need constant review for one reason or another. The list is by no means complete. Additions will be made to this memo from time to time.

- 1 -- All news stories are to be written present tense. Be prepared to defend any exception. This means all copy must be up-dated for each newscast.
- 2 -- All stories are to be written in a simple, hard-hitting style. Don't confuse your listeners by being too clever. Avoid alliteration and other tongue-twisting, jargon-jumbling sounds.
- 3 -- Use lead lines on all stories. Again, don't confuse the listener by being too clever. A lead line is not a teaser. A lead line should prepare the listener for the rest of the story, should adjust the listener...not start him guessing. In short, a lead line should accurately tell the listener what it's all about.
- 4 -- Lead lines always should be "active"---never "passive." That is, the subject of the sentence should be doing the action...not receiving it.
- 5 -- City datelines are required on every story.
- 6 -- Overseas times are required on all foreign stories outside this hemisphere.
- 7 -- On rare occasion, it is permissible to use a sharp transition line preceding the dateline. These will be stories of similar nature, but separated geographically or otherwise. Don't ever try to get by with that simple bromide..."meanwhile"...and remember, the transition line is a rarity in our newscasts.
- 8 -- Be accurate. Take nothing for granted. If a newsman on the beat gives you a story, or makes a beeper or mobile report, check with him at that moment to make certain you have the facts correctly. If you are taking a story from a news source, always double-check your spelling and pertinent facts.
- 9 -- Any remote report, telephone or beeper, should have high priority rating for the number one spot on the newscast immediately following. That is, whether or not you use an insert, that story should come first. If you use an insert, make certain it is short and full of meat. Don't re-run the entire report. If necessary, edit the tape into a short take. Better yet, if it is a report from one of our own men, ask for two reports, one for the special report...then a short version for the news.
- 10 -- Check every story that comes over the wire for the possibility of a phone beeper. Then get one. If we find ourselves beat on a local story, the chances are we can re-coup the loss by getting a clever interview.
- 11 -- On the subject of inserts. Use them whenever possible, repeating on several newscasts. Another reason why they should be short.
- 12 -- Always think ahead on billboard possibilities. When an important story moves on the wire with a release time some hours ahead, you can turn the advance to our advantage by billboarding the fact KLIF will bring a major development in such and such a story at such and such a time. The same thing can be done with advances on sports polls, hinting at certain changes in the ratings, or all-america selections, hinting at possible membership.

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

cc: Managing Editors

FROM: DON KEYES

DATE: JUNE 25, 1963

The following is to be considered as this Company's firm policy on editorializing, and it supersedes all previous correspondence on that subject.

SUBJECT MATTER:

It must be significant, timely and topical. We do not editorialize just to editorialize. We editorialize to support or reject a significant idea that is of interest to the majority of the audience in our community.

Subjects of national or international interest are not to be handled by individual stations but will be covered by Gordon McLendon. Exception made for WYNR when related to racial issues.

WRITING :

Editorials are to be forcefully written with a marked dramatic flair utilizing simple words and short sentences. Your stand on the matter must be made crystal clear by the writing you employ. Example:

(DON'T) "The Mayor conferred with the City Council late last Thursday afternoon and recommended that they reconsider his proposal to actively oppose integration in various facets of Dallas business. While the Mayor is certainly entitled to his opinion, we don't think that, in the light of world conditions...."

(DO) "Mayor Smith wants the shame of Little Rock to come to Dallas. He said as much last week. He asked the City Council to smear Dallas streets with blood by opening fighting integration of Dallas' businesses. KLIF feels that the Mayor has really hit the nail with his head. Dallas needs bloodshed, boycotts, and fear like the Mayor needs another Cadillac!!"

Your attention is called to Gordon McLendon's memo of June 21st on 'editorials' for further information on writing.

DELIVERY :

Not a commercial "sell" but an intensely interested conversational approach--as if you were deeply engrossed in a serious conversation with a close friend.

SPEAKER:

Gordon McLendon, General Manager, Managing Editor, Program Director, or myself should you wish to use me for a change of voice.

FORMAT:

Each editorial shall have a transcribed intro and close. The wording and structure may be changed occasionally, but as this memo is written, use this format:

Annecr: "A KLIF Editorial. The speaker is (name),
(title) of KLIF ("...and the McLendon
Stations" when appropriate). Listening time,
one minute."

Biz: (editorial)

Annecr: "You have just heard a statement of editorial
opinion. The speaker was (name),
(title) of KLIF ("...and the McLendon
Stations" if appropriate)."

LOGGING:

Logged as a program. "T" for "Talk" with time on and off indicated. Code remainder accordingly. Subject matter indicated on log either by your own code system or by writing down the subject matter. It is suggested that a written copy of the editorial be attached to the log for future reference.

EQUAL TIME:

A copy of the editorial along with a letter offering equal time to make reply, must be sent to responsible opposing groups or individuals. When an individual is mentioned, he should receive the copy and letter simultaneously with the start of the broadcast or preferably before the start of the broadcast. Naturally, if he lives outside your area this is virtually impossible.

When you editorialize against Communism (in general) or you praise a local civic leader or you do an obituary editorial, common sense indicates that you need not offer equal time.

- 3 -

See Marcus Cohn's instructions in your files for further information.

This paragraph, by the way, was cleared by Marcus Cohn by telephone June 21, 1963.

RETENTION OF COPY :

Written copies of editorials should be retained indefinitely. Transcriptions or tapes should be retained 30 days.

SCHEDULING:

Editorials will, henceforth, be removed from the confines of the newscast and will be broadcast at 20 minutes past the hour. The only exception being that noted on Sunday mornings.

UNLESS IMMEDIATE IN NATURE, all editorials will be broadcast on the following times on the following days:

Sundays: 9:20 AM, 10:40 AM, 12:20 PM, 2:20 PM, 4:20 PM, 5:20 PM, 6:20 PM, 7:20 PM. (Morning schedule may be altered to accommodate religious programming).

Mondays and Tuesdays: 6:20 AM, 7:20 AM, 8:20 AM, 12:20 PM, 4:20 PM, 5:20 PM, 6:20 PM.

Again, you may editorialize on any other day should your need be immediate. Use the Monday-Tuesday schedule when you do.

MISCELLANEOUS :

Gordon McLendon will frequently send you editorials which he has voiced himself. Most of these will not be "dated" and should be scheduled either Sunday, Monday or Tuesday. Should an occasion arise during those days that dictates immediate editorial action in your city, feel free to pre-empt his editorial for your own.

Need I say that if you don't have any editorials to broadcast on Sunday, Monday and Tuesday, don't broadcast any?

Don Keyes

MEMORANDUM

rule
NEWS

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

FROM: GORDON McLENDON

DATE: NOVEMBER 26, 1962

Henceforth, all editorials will be placed within newscasts. Any newscast containing an editorial will run 5:45 instead of 4:30, or, if your newscasts are normally shorter than 4:30, they will be allowed to be 1:15 longer when they contain an editorial.

This rule applies only to KLIF, KILT, KTSA and WYNR.

We believe that we will be hitting an audience listening to, and thus presumably concerned with, news. We believe the editorials will spice our newscasts. Further, it should overcome the frequently heard objections from teenagers that we editorialize too much, interrupting the music. This group in the main mentally tunes off during newscasts so we haven't lost a thing. Furthermore, this new move will give our newscasts a greater sense of "depth", if in length alone.

Editorials should be placed about 2 1/2 minutes deep into newscasts and followed with other news stories.

The intro:

More news following this one-minute (call letters)
editorial by _____, (title)

Instead of a close, you will go directly to the dateline of the next story.

Gordon McLendon

ys

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

P.B.#4

TO: All Station Managers
cc: Marcus Cohn

DATE: June 4, 1960

FROM: Gordon McLendon

SUBJECT: Editorials

I caution you again that it is important that whenever you run an editorial you take steps affirmatively to seek out an answer. Some editorials do not demand an answer, but your own common sense will tell you those that are controversial and those that are not. I full well realize how difficult it is to get an answer to most of these editorials. We must, however, be in a position to say that we exercised effort in an attempt to find response. You should make notations in your files of your efforts to get an answer--who you contacted, when you contacted them, etc.

Gordon McLendon

bh

The editorials I am receiving from most stations--the local editorials that is--are proper subjects for an Einstein mentality--the sentences are long and rambling. The New Yorker would put the editorials under the classification of "the cloudy crystal ball" because you cannot ever understand very much in them.

Remember that you are writing to an audience which is hearing a vocal editorial. It has no time or opportunity to go back and hear again or reread the editorials. It must get it the first time. A radio editorial must be twice as clear as a newspaper editorial--in fact four or five times as clear. There is no room in radio editorials for long sentences. There is no room for involved and intricate clause structure. There is no room for long words which the audience may or may not understand. If there is any doubt in your mind, pick a shorter word. You cannot be too crystal clear and simple in your editorials. You cannot keep your words too simple. You cannot keep your sentences too short. You cannot emphasize and re-emphasize your fundamental point too often. You must remember that it may slide by the first time. Your audience has no opportunity to reread the editorial--I repeat that again. Don't fail to make your fundamental point at least twice.

Furthermore, and just as alarming, I am not seeing any real evidence of ingenuity or thoughtfulness with respect to local editorials. I am seeing absolutely no puckish humor, such as illustrated in our "Pink, Texas" editorial or our editorial on the Profumo affair. Is it impossible for you to

(cont'd)

MEMORANDUM

June 21, 1963

TO: ALL MANAGERS
ALL PROGRAM DIRECTORS
ALL NEWS DIRECTORS

cc: B.R. McLendon
Don Keyes
Bill Stewart
Mitch Lewis

FROM: Gordon McLendon

Subject: EDITORIALS

I am sick and tired of foggily written editorials. I am enclosing some recent editorials from WYNR in Chicago. If they are not sufficient to give you an idea of the type of thing we want, study my own editorials, copies of which are sent to you regularly.

The editorials I am receiving from most stations--the local editorials that is--are proper subjects for an Einstein mentality--the sentences are long and rambling. The New Yorker would put the editorials under the classification of "the cloudy crystal ball" because you cannot ever understand very much in them.

Remember that you are writing to an audience which is hearing a vocal editorial. It has no time or opportunity to go back and hear again or reread the editorials. It must get it the first time. A radio editorial must be twice as clear as a newspaper editorial--in fact four or five times as clear. There is no room in radio editorials for long sentences. There is no room for involved and intricate clause structure. There is no room for long words which the audience may or may not understand. If there is any doubt in your mind, pick a shorter word. You cannot be too crystal clear and simple in your editorials. You cannot keep your words too simple. You cannot keep your sentences too short. You cannot emphasize and re-emphasize your fundamental point too often. You must remember that it may slide by the first time. Your audience has no opportunity to reread the editorial--I repeat that again. Don't fail to make your fundamental point at least twice.

Furthermore, and just as alarming. I am not seeing any real evidence of ingenuity or thoughtfulness with respect to local editorials. I am seeing absolutely no puckish humor, such as illustrated in our "Fink, Texas" editorial or our editorial on the Profumo affair. Is it impossible for you to

(cont'd)

MEMORANDUM

- 2 -

June 20, 1963

have a little humor or satire in local editorials? I see no creativity in editorial subjects. I see no evidence that people are sitting down and reading the newspapers, listening to comment, etc., and then creating an editorial that will cause plenty of talk.

I expect this from our news departments and I expect the program director to be responsible for observance of this by the news department.

Gordon McLendon

GBM:us
encl.

R.P.B.
Editorial Policy

MEMORANDUM

June 28, 1963

TO: ALL STATION MANAGERS
ALL PROGRAM DIRECTORS

cc: Don Keyes
Bill Stewart
Mitch Lewis

FROM: Gordon McLendon

You have received already my copy regarding poorly written editorials. Let's now discuss the subject of clarity in writing promotional copy. Here, the same basic rules apply as applied to editorials. Keep the sentences short. Deal in the simplest possible words. State your idea early and explain it once and preferably twice.

In preparing suggestions for the production of "The Instant Top 40" I had anticipated that all of you would have had much descriptive material of your own and, in particular, many promos. Insofar as I can tell, particularly in Dallas, that did not prove to be the case. The only promos that got on the air that I heard were, I believe, those which I had written later. Some few station originated promos did finally make the air, but they were unclear in explaining exactly what The Instant Top 40 was. I then wrote some new ones, copies of which have been sent to all stations, and you will find that they are quite explicit and clear in explaining to the listeners precisely what we mean by Instant Top 40, how it is better than other stations' Top 40, etc.

Now we are getting ready to have between the three Texas Triangle stations a three-way Disc Jockey record hop at a point at which the signal of the three stations converge--in other words at the point in Texas where KTSA, KILT and KLIF are all audible. That point seems to be around Madisonville, Texas, although it bears checking before the point is finally decided upon. Anyway, it will be necessary to have promos advertising the event on our stations, and they will have to be as simple as possible. I give you the following as an example:

"Here is news, the biggest record hop which will ever be held in the State of Texas--the Texas Triangle Hop at Madisonville. Here is the story: The three Texas Triangle stations are KLIF, Dallas, KILT, Houston and KTSA, San Antonio. These three stations can be heard throughout most of Texas. In fact, there is one point in East Texas where all three stations can be heard. The three Texas Triangle stations are now going to join and have a record hop at that place--Madisonville, Texas. Visitors are invited from Houston, from San Antonio, from Dallas and Fort Worth--as well as from

(cont'd)

everywhere else in the listening area of the three Texas Triangle stations. Remember, the Big Hop will be at Madisonville--the spot where all three Texas Triangle stations can be heard clearly. The date will soon be announced. We want you present at the first Texas Triangle Record Hop at Madisonville. The only state-wide record hop ever held. "

Now this will give you a general idea. It is clear and spells it out so the listeners can understand why we are having a record hop at Madisonville, what it is all about, etc. It is a clear promotional announcement. The listener has no trouble getting the vital Who, What, When, Where and Why of any good announcement.

Let's keep our promos clear. When we have a contest, let's explain it as though we were laying it out for a six-year old child. When we have any other sort of promotion, let's make it chrystal clear in its simplicity. The same thing is true for commercial continuity, obviously.

Gordon McLendon

GBM:us

March 20, 1967

EDITORIAL CHECKLIST

Brad Messer / KLIF

THE FOLLOWING EDITORIAL CHECKLIST WAS ORIGINALLY DISTRIBUTED TO ALL McLENDON STATIONS ON ORDER OF GORDON McLENDON ON OCTOBER 27, 1966, AS AN AID TO THOSE WHO ORIGINATE AND HANDLE BROADCAST EDITORIALS. It is hereby reprinted and redistributed to replace those copies which may have become lost, and for new personnel.

1. Is the main point of the editorial stated, plainly, at least twice?
2. Does the editorial have good "talk potential" to generate lively conversations? ("I heard KLIF say..")
3. Is the editorial in the best interest of the general public?
4. Have "spinoff reaction" potentials been fully assessed? Reaction comes not only from those directly affected by the editorial, but also from station advertisers, their agencies, and others.
5. Does the editorial improve the overall image of the station?
6. Is the editorial worded simply and clearly so it can be understood by the average listener?
7. Is the editorial on a local matter? Subjects of other-than-local implications must be referred to Gordon McLendon for consideration.
8. Have you checked your files to confirm the viewpoint taken on this subject agrees with stands taken previously on the same or related subjects? (It is easy to forget what ran six months ago).
9. Have you taken advantage of satire or humor in the editorial where possibly applicable? Editorials do not have to be frowningly serious.
- 10. Has a registered letter been sent to "the opposition" offering equal time for reply?
11. Have you made a note on your calendar to check for follow-up on the editorial? Follow-up action should be taken where necessary.
- 12. Is the editorial absolutely justifiable on legal grounds? With no room for doubt?

COPIES: Gordon McLendon, B. R. McLendon, Bill Stewart, Mitch Lewis, Al Lurie, All Station Managers, all News Directors, others.

KLIF EDITORIAL POLICY

FROM: Brad Messer / KLIF News

DATE: March 20, 1967

Copies: Gordon McLendon, B. R. McLendon, Bill Stewart, Al Lurie, Jim O'Brien, Mitch Lewis, Traffic Dep't. and others

1. A normal editorial will be broadcast twelve (12) times, logged every other hour on the :50, starting just after one midnight and ending just prior to the next midnight, all within the same date. It will start at either 12:50-A or 1:50-A at the option of the Manager or News Director.

2. When an editorial is initiated later in the day than midnight it will nevertheless be cut off the following midnight unless specifically designated otherwise by the Manager or News Director.

3. Normal procedure for an editorial will be as follows:

- 1) Editorial compared to Editorial Checklist for compliance
- 2) Editorial approved in writing by Manager
- 3) Recorded with open and close disclaimer
- 4) Typed for printing on KLIF Editorial form, including date of broadcast, number of times broadcast, specific times of broadcast, and title of editorial.
- 5) Logged by Traffic Department as editorial
- 6) Copy sent by registered, reply-form mail to any and all who would be interested in seeking equal time for reply.
- 7) Copies of editorial mailed to other interested parties
- 8) Copies of editorial sent to Gordon McLendon, B. R. McLendon, Mitch Lewis, Bill Stewart and other Corporation personnel.
- 9) Copy posted on station bulletin boards for information of station personnel.

4. A "normal" editorial as referred to in this policy is an editorial that originates at KLIF, as differentiated from one sent down by Mr. Lewis, Mr. McLendon or others higher than News-Department-level. Procedures for handling these high-level editorials sometimes differ.

5. Open and close disclaimers for KLIF editorials will be as follows:

"The following is a statement of editorial opinion from K-L-I-F.
The speaker is (name), (title):

"The preceeding was a statement of editorial opinion. The speaker was (name), (title). Equal time is offered for reply!

6. The recording for broadcast will be placed in the Traffic Department for subsequent delivery by normal procedures to Programming.

MEMORANDUM

DELIVERY :

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

cc: Managing Editors

FROM: DON KEYES

DATE: JUNE 25, 1963

The following is to be considered as this Company's firm policy on editorializing, and it supersedes all previous correspondence on that subject.

SUBJECT MATTER:

It must be significant, timely and topical. We do not editorialize just to editorialize. We editorialize to support or reject a significant idea that is of interest to the majority of the audience in our community.

Subjects of national or international interest are not to be handled by individual stations but will be covered by Gordon McLendon. Exception made for WYNR when related to racial issues.

WRITING :

Editorials are to be forcefully written with a marked dramatic flair utilizing simple words and short sentences. Your stand on the matter must be made crystal clear by the writing you employ. Example:

(DON'T) "The Mayor conferred with the City Council late last Thursday afternoon and recommended that they reconsider his proposal to actively oppose integration in various facets of Dallas business. While the Mayor is certainly entitled to his opinion, we don't think that, in the light of world conditions...."

(DO) "Mayor Smith wants the shame of Little Rock to come to Dallas. He said as much last week. He asked the City Council to smear Dallas streets with blood by opening fighting integration of Dallas' businesses. KLIF feels that the Mayor has really hit the nail with his head. Dallas needs bloodshed, boycotts, and fear like the Mayor needs another Cadillac!"

Your attention is called to Gordon McLendon's memo of June 21st on 'editorials' for further information on writing.

DELIVERY:

Not a commercial "sell" but an intensely interested conversational approach--as if you were deeply engrossed in a serious conversation with a close friend.

SPEAKER:

Gordon McLendon, General Manager, Managing Editor, Program Director, or myself should you wish to use me for a change of voice.

FORMAT:

Each editorial shall have a transcribed intro and close. The wording and structure may be changed occasionally, but as this memo is written, use this format:

Annrc: "A KLIF Editorial. The speaker is (name),
(title) of KLIF ("....and the McLendon
Stations" when appropriate). Listening time,
one minute."

Biz: (editorial)

Annrc: "You have just heard a statement of editorial
opinion. The speaker was (name),
(title) of KLIF ("....and the McLendon
Stations" if appropriate)."

LOGGING:

Logged as a program. "T" for "Talk" with time on and off indicated. Code remainder accordingly. Subject matter indicated on log either by your own code system or by writing down the subject matter. It is suggested that a written copy of the editorial be attached to the log for future reference.

EQUAL TIME:

A copy of the editorial along with a letter offering equal time to make reply, must be sent to responsible opposing groups or individuals. When an individual is mentioned, he should receive the copy and letter simultaneously with the start of the broadcast or preferably before the start of the broadcast. Naturally, if he lives outside your area this is virtually impossible.

When you editorialize against Communism (in general) or you praise a local civic leader or you do an obituary editorial, common sense indicates that you need not offer equal time.

See Marcus Cohn's instructions in your files for further information.

This paragraph, by the way, was cleared by Marcus Cohn by telephone June 21, 1963.

RETENTION OF COPY :

Written copies of editorials should be retained indefinitely. Transcriptions or tapes should be retained 30 days.

SCHEDULING:

Editorials will, henceforth, be removed from the confines of the newscast and will be broadcast at 20 minutes past the hour. The only exception being that noted on Sunday mornings.

UNLESS IMMEDIATE IN NATURE, all editorials will be broadcast on the following times on the following days:

Sundays: 9:20 AM, 10:40 AM, 12:20 PM, 2:20 PM, 4:20 PM, 5:20 PM, 6:20 PM, 7:20 PM. (Morning schedule may be altered to accommodate religious programming).

Mondays and Tuesdays: 6:20 AM, 7:20 AM, 8:20 AM, 12:20 PM, 4:20 PM, 5:20 PM, 6:20 PM.

Again, you may editorialize on any other day should your need be immediate. Use the Monday-Tuesday schedule when you do.

MISCELLANEOUS :

Gordon McLendon will frequently send you editorials which he has voiced himself. Most of these will not be "dated" and should be scheduled either Sunday, Monday or Tuesday. Should an occasion arise during those days that dictates immediate editorial action in your city, feel free to pre-empt his editorial for your own.

Need I say that if you don't have any editorials to broadcast on Sunday, Monday and Tuesday, don't broadcast any?

Don Keyes

TO: ALL NEWSMEN
FROM: DAVE MUHLSTEIN

Gordon for your files Bym new
JUNE 28, 1959

SIX -- It is important that you understand and follow the instructions in this memo to the letter. If you have any questions, please immediately consult with me.

ONE -- Beginning immediately, we are dropping the half-hour weather and news headlines, the fishing forecasts and the quarter-hour baseball scoreboards.

SEVEN -- However, the baseball scoreboards still will be carried on newscasts.

TWO -- The weather forecast on the news should be written into a single, simple sentence, or at most a couple of short sentences, eliminating as much detail as possible. For instance: "The weather forecast for Dallas, Fort Worth...continued warm and in the eighties.

Unless the temperature is going to drop considerably during the night, don't bother giving the predicted night low during the day.

NINE -- When giving the readings drop the phrase, "Now let's take some readings." Drop the use of Love Field and Amon Carter Field. Simply say, "Dallas temperature____. Fort Worth temperature____.

TEN -- If rainfall or high winds figure in the news, certainly include the information: "Rainfall in Dallas since six this morning, _____inches."

THREE -- Newsroom will give the jock constant weather information. Any radar report within our listening area should be cleared from the weather wire immediately for the jock to use. Try to have something, a new approach to the forecast, a radar report, anything, at least once during the hour.

FOUR -- Now that we have dropped the half-hour format, we must stress even more the importance of bulletins. Make them short and hard-hitting. If they are ~~worth~~ worth it, interrupt a record. But, always get into them fast, punch and out, promising more details on KLIF. We want lots of bulletins!

FIVE -- Be critical of your own sound on newscasts. Content as well as delivery should combine to make each cast sound fresh and exciting. Blended with this should be a fast, authoritative pace with dramatic punch.

We are going to be extremely critical of this sound until everyone is consistent with the format. Simply stated: we want everyone to sound exciting!

(MORE)

TO: ALL NEWSMEN
FROM: DAVE MUHLSTEIN

JUNE 28, 1959 MEMO CONTINUED -- ADD ONE

SIX -- It is possible to get five, six or even more extra stories on each newscast if we write more summary-type, one-sentence stories, disposing of interesting news that nonetheless might be in the realm of routine: "Geneva ---Deadlock continues as diplomats refuse to budge on German issue."

By this means, it also is possible to carry top stories throughout the day that ordinarily you might have dropped until the five and six p.m. reviews of top stories.

SEVEN -- We want to hear more Hollywood stories, more violence stories, more short human interest stories. If they seem remote or routine, carry them as one-sentence items: "Hollywood --- Actress Terry Moore takes third trip to altar...weds wealthy businessman Stuart Cramer."

EIGHT -- Whenever there is a traffic tie-up or slow-down on a major thoroughfare because of an accident or some other reason, the information will be given to a jock immediately. Do this even if the information is only that there MAY be a possible traffic bottleneck at the location because of an accident.

NINE -- Continue the policy of reporting on the news all accidents to which an ambulance was dispatched, even if injuries are minor and details are sketchy. Use lots of names.

TEN -- Get off the news on time!

TWO -- Too many top-notch interest stories are being dropped after the six p.m. news. High interest stories, or sensational stories from earlier in the day, even if up-dated and boiled down to only a couple of lines, should be carried throughout the evening. With good sense, of course.

THREE -- Yesterday, Stan made a special report on the move by firemen for pay increase. An insert was used twice on following newscasts, then the story apparently was dropped. It was not on the five or six pm casts, the night man was notified of the story, but still it was not written or carried on the news. In both instances, it was a complete let-down by the newsmen involved. It takes little imagination to realize the interest city-wide, when 900 employees hint for a pay hike.

FOUR -- Today, Ike asked Congress for a pocket full of dough to build the nation's first underground civil defense center at Denton. A-R moved a long story in the morning, but it never made KLIF 'til mid-afternoon. This is another instance of not reading the wire closely.

Corkin
news
TO: ALL NEWSMEN

FROM: DAVE MUHLSTEIN

JUNE 24, 1959

ONE -- Beginning immediately: missing person reports will be aired on a regular basis, one each during the following periods, Monday through Saturday:

between 8 - 9am

" 11 - 12n

" 2 - 3pm

" 5 - 6pm

" 8 - 9pm

There is a brief, recorded intro in the control room. It is suggested you run the report, as briefly as possible, in the first half hour.

Since the juvenile bureau at city hall will not always be able to supply us with a new report, save the used reports through the day for possible repeats.

Use the forms supplied on the news desk.

A warning: do not take missing persons reports from the public, but advise anyone ~~who~~ calls that you will be glad to run it if they will have the police call you.

TWO -- Too many top-notch interest stories are being dropped after the six p.m. news. High interest stories, or sensational stories from earlier in the day, even if up-dated and boiled down to only a couple of lines, should be carried throughout the evening. With good sense, of course.

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my file ✓

TO: KLIF NEWS DEPARTMENT

FROM: Gordon McLendon

DATE: November 22, 1955

I am getting damned sick and tired of interviews where we ask the person interviewed "how long she intends to be there," "how glad we are to see her," "when did she come to town" and all of that unmitigated crap. The function of an interviewer is not to act as a one-man welcoming committee. A prime example of this was Edd Routt's interview of the lady who was President Roosevelt's secretary. This followed by only a few hours Edd's really outstanding job of coverage of the Lyndon Johnson speech. The lady from Washington should have been asked some informative questions, for instance: "did she believe that Lyndon Johnson was a prospective 1956 presidential candidate?" "Was her visit here connected with the possibility of his campaign?" What decision in President Roosevelt's career seemed to worry him the most?" and things of this general ilk. These are interesting questions and would produce more interesting answers even if the answer were "no comment."

If you will all read the policy book again, you will discover that we do not like these welcoming committee interviews and are just not going to stand for it.

Also, please discontinue using the brand name of cars in reporting from the mobile news unit at the scene of an accident. Don't say "a 1956 Ford" or a "1949 Hupmobile", just say "a 1953 model car" or whatever it happens to be.

Thanks.

GBM:bp

✓

TO: AL KLF
FROM: GORDON McLEOD

ON CONTINUING COVERAGE OF A JUICY NEWS STORY

When you get a good tabloid news story, ride it a hundred miles an hour.

An example: The Susan Hayward--Jill Jarmyn story where over two full days we demanded and got seven different stories from INS and three different stories from UP, all containing new and fresh material and side-lights. All of these stories provided us with new headlines. This is the sort of thing much of the public enjoys. On a story like the Hayward-Jarmyn bit, contact agents and husbands and studio spokesmen and witnesses and lawyers and out of city policy, and get beeper telephone interviews. Ride the story to death--you don't get them every day.

The insurance scandals in Texas furnished KLIF with an example of what can be done if you ride a story.

Another example of a story which should have been ridden was the Anita Ekberg dress dropping episode in London. This should have been hit hard with something fresh every hour or so. And INS and UP won't send it through unless you demand it of them. Make them work when these openings arise.

When you get a choice story, ride INS and AP and the beeper phone interviews and play it to the hilt with something new and fresh every hour. Jump on the story and stomp it half to death.

policy

✓

TO: All KLIF Newsmen
FROM: Gordon McLendon
DATE: November 19, 1955

I have noticed several things lately that disturb me. For one thing, on many newscasts there are not enough items. On other newscasts, the sound on the news machine in the background is not audible. We are not plugging enough the fact that certain stories and mobile reports are "as reported exclusively from the scene on KLIF." We are not making adequate follow ups on our news. The other morning we had a bank robbery story and played it up pretty heavily in the middle of the day. There was no mention of it on late afternoon or evening newscasts. You have got to remember we have an entirely different audience and this item is at least worth a mention on later newscasts. When you come on duty, check your back file.

Thanks.

GBM:bp

R.P.B.

MEMORANDUM

TO: ALL McLENDON STATION MANAGERS
FROM: GORDON McLENDON
DATE: AUGUST 30, 1963

Apparently, some of you are somewhat confused about our policy on editorials--that is, when they will be run--and this memorandum is intended to clarify that issue.

We agreed at the last Managers Meeting that editorials, unless time forbade or unless they would be dated and must run immediately, would be run on Sunday, Monday, and Tuesday--if you had editorials to offer on those days. If you have other editorials you are perfectly free to run them on any other days of the week that you wish. It is simply that we want the first three editorials that you run, if you run any, done on Sunday, Monday, and Tuesday, if one of those editorials is not going to be dated by waiting for one of these three days.

If any of you have any further questions, don't hesitate to let me know.

Gordon McLendon

ys

P.S. I should add that if you have local editorials that you feel are more important, delay the use of my editorials. Say for instance, that you had 2 local editorials and 2 of mine, you could delay mine until later Sunday, Monday, or Tuesday--delay, that is, the least timely one.

File
" Mobile Unit
GBN's files.

REMOTE NEWS UNITS

There is no reason why radio cannot excel newspapers as a news-reporting medium. Radio is faster and has the emotional appeal of the human voice.

As a remote news reporter one large part of your job is to see that no major story appears in a newspaper which your radio station has not previously broadcast. If this appears to be a large order in view of the larger staff of the newspaper, it is merely your job to overcome this manpower advantage. And you have many advantages with the speed of Electronic Communication which permit you to cover many more stories than the newspaper reporter. Thus, your function is, as one man, to do the job of twenty.

You must not miss important crimes, trials, council meetings, accidents, business developments, etc. You must have contacts to tip you on such imminent stories.

You should scan each newspaper to be sure you have missed no stories. If you have missed a story, begin work immediately to correct your contact or establish one which will prevent such omissions in the future.

Another most important reason for reading the newspaper is to ascertain which story or stories is being most talked about by the people, and therefore which one or ones you should work upon most heavily. Always hit hard and follow up relentlessly a story that seizes the public fancy. If the public is interested in a certain item, give them news of it. If the subject on everyone's lips in Dallas is the intense heat; keep abreast of this; if your most discussed story is a murder, follow it up on every newscast; if a controversial city action is the talk of the town, hit hard on stories concerning this. In other words, sense what the people are talking about and are interested in, and give them what they want to hear.

Next, when you are reporting an event over the air, keep telling the public what you are reporting; when you are talking to someone, tell the listening audience to whom you're talking. And keep telling them. And when you are finished reporting, summarize, and then close by telling them what you've reported, who you've just talked to, and from where.

If you're reporting an exclusive story, don't hesitate to emphasize it. And emphasize the speed of radio news. And tell them to keep tuned in for a possible follow-up report if you think there'll be one.

Page Two
REMOTE NEWS UNITS
September 29, 1954

Do not editorialize on the air without executive permission.

When signing off your broadcast to return to the studio, always tell your listeners the name of the program you are returning to.

If you are sponsored, give your sponsor an occasional ad-lib credit, i.e., "And now, from here at the City Council, on this Joe Doakes Motor Company broadcast.....", etc. Don't limit his mention to the commercial unless the nature of the story dictates same.

Call attention to the next regular newscast for complete details of the story you've reported.

When interviewing officers, give their names and give them clearly. If necessary, spell out the name of any person, officer or otherwise, whom you're interviewing.

When interviewing an arriving celebrity, say something. Don't just ask him some idiotic questions about when he arrived, how long he'll be here, if he likes Texas, etc. Don't be banal. Think in advance of what you're going to ask him. Ask him pointed, newsy questions--he'll appreciate it. Ask him about things you'd like to know--things that you'd like to hear from him in an intimate, two-man conversation. For heaven's sake, don't conduct the ordinary blab-blabb interview so characteristic of radio interviews. Get something out of your interviewee, be he a general, a golfer, a movie star, a corporation president, or what-not.

Don't be awed by your interviewee's presence. Be respectful, but be a news reporter. Don't indulge in a flattering match. Have hard-hitting questions. If your interviewee is General Ridgway, don't act as a one-man Chamber of Commerce Welcoming Committee to Dallas. Your listening audience doesn't give a tinker's damn about your welcome or anything you say. They want to hear the General answer questions. Ask him if he thinks we're going to have another war, how many troops Chiang has on Formosa, if he plans to retire soon, if he's ever been shot and if so, how, if he believes the Russian Army is as good as it is cracked up to be, what he thinks should be done in the Far East, etc. These are examples of meaty questions.

REMOTE NEWS UNITS

Page Three

REMOTE NEWS UNITS

September 29, 1954

Don't dwell on such things as how glad we are to have him, how long will he be here, where does he make his home, did he have a good flight, does he like Texas, has he ever been in Texas before, where will you go next, etc. You are not a representative of either the Royal Geographic Society or the Ladies Sewing and Pink-Tea Patter Party. Try the latter method of questioning, and we will send you to Pine Bluff for seasoning.

By now you must have gathered that this radio station wants to do the news differently than other radio stations--and interviews too.

Conduct your interviews as though you were a member of the "Meet the Press" panel. If you haven't the guts or the foresight to think out your questions in advance, we don't want you.

If you meet an entertainment personality, ask the same newsy questions. If it's Marilyn Monroe, ask her (within decency) what you'd like to know about her. For instance, ask her if she's happy with Joe, if she's having any more trouble with 20th, if she's ever regretted her calendar pose, if it's true about her sleeping attire, or lack of it, about her salary, if she likes the script of her next picture, what was her favorite scene, who is her favorite leading man, etc.

Think out your questions, and for the third time, ask your interviewee what you'd like to hear if you were at the other end of the radio.

Don't be awed. You have an opportunity to be as important in your field as your interviewee is in his; he or she puts on his or her pants one leg at a time. Get the news. You are doing a public service when you give your audience what it wants to hear.

Ask any interviewee--an arrival, a celebrity, a criminal, a public official, any of them--the same tastful but piercing questions. Get the news. Don't be timid.

GORDON MCLENDON

GM:sg

File
Mobile Unit
GB73 files.

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GORDON MCLENDON

GM:sg

C O P Y

THOSE LISTED

June 7, 1967

NAXON TELESIGN CORP.

Mitchell I. Lewis

News Cruisers

3600 West Touhy Avenue
Chicago 45 U.S.A.

AIR MAIL

The news department at KLIF has been experiencing trouble with their News Cruiser. I called Chicago in an effort to straighten out the difficulty.

Should any of you have similar trouble, I suggest you keep this on file or posted in your News Cruiser. The driver should be advised.

Dear Mitch:

Incidentally, while plans remain to have all trucks in Detroit and Winnipeg on the proposed promotional kickoffs, the dates have been postponed--thus, indefinite. We will try to give as much notice as possible. I had a very lengthy discussion with Pete Stefan of the Waukesha service station and he told us that when the Cruiser was brought in he let it run as long as 8 hours steady and there was never a cut-out. I asked him to re-check the apparatus completely, and not to Mitchell Lewis his efforts to prevent a recurrence.

MIL:lr
Enclosure

In discussing this here today it was suggested that since Mr. Stefan reassured me that tapes were steadily running through the system during the day-long test on his premises, perhaps your driver had inadvertently let a tape run out or tear from the Transmitter completely in which case, unlike Mr. Stefan's tests, the lamp panels would fill up solid. In such prolonged event this would impose an overload on the generator and the protective devices would automatically cut out the system.

Bill McDowell - XTRA

Bob Luther - WYSL

Herman Sitrick - WNUS

Dickie Rosenfeld - KILT

Al Lurie - KLIF

Gordon McLendon

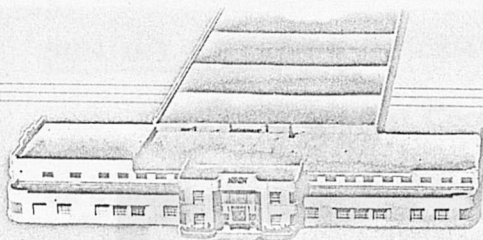
Policy Book ✓

Very sincerely,

NAXON TELESIGN CORP.

Irving Naxon, Pres.

IN/kk



NAXON

NAXON TELESIGN CORP.

AIR MAIL

3600 West Touhy Avenue
Chicago 45 U.S.A.
June 6, 1967

Mr. Mitchell I. Lewis
National Director, Adv. and Public Relations
The McLendon Stations
2008 Jackson Street
Dallas, Texas 75201

Dear Mitch:

I presume by this time the Kohler service station has cleared the question of the mysterious cut-out that seems to have crept into the generator in your News Cruiser. Last week we had a very lengthy discussion with Pete Staton of the Waukesha service station and he told us that when the Cruiser was brought in he let it run as long as 8 hours steady and there was never a cut-out. I asked him to re-check the apparatus completely and not to spare anything in his efforts to prevent a recurrence.

In discussing this here today it was suggested that since Mr. Staton reassured me that tapes were steadily running through the system during the day-long test on his premises, perhaps your driver had inadvertently let a tape run out or tear from the Transmitter completely in which case, unlike Mr. Staton's tests, the lamp panels would fill up solid. In such prolonged event this would impose an overload on the generator and the protective devices would automatically cut out the system.

Frankly, I do hope this is all that really happened since this could be guarded against but I would also suggest you have your man make sure all of the several plugs interconnecting the various electronic components are pushed in firmly since it's possible one of these may have jarred loose.

With thanks for your cooperation and with kindest personal regards, we remain

Very sincerely,

NAXON TELESIGN CORP.

Irving Naxon, Pres.

IN/kk

News
rel

SUNDAY REVENUE (Dickie Rosenfeld, Sales Manager, KILT)

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

#

SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

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

#

NEWS IDEA (Richard Dobbyn, Managing Editor, KILT)

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

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

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

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

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

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

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#

News
Nph

NEWS IDEA (Horner Odom, National Sales Director, New York)

When a really major news story (like Eastern Seaboard blackout) causes regular programming to be suspended, it should be very effective for the W-NUS and X-TRA salesmen to call key agency personnel to ask if they've heard about the story, and to advise that they tune in X-TRA or W-NUS where broadcasting of the story is continuous.

This was done in Los Angeles during the New York blackout, providing a graphic illustration of the effectiveness of the all-news format to some important agency people.

#

SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

We have sold a schedule to Art Grindle's "Westheimer Dodge" location to be run in conjunction with a special promotion giving cash value for certain rare coins. For example, an 1898-D dime may be worth \$500 or any new car on the lot.

#

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

We have added extra revenue by pitching night clubs a combination ID and one minute spot package to promote their New Year's Eve. They will use the ID's to promote the New Year's Eve party they will have, and use the minutes in January when their business dies down. We've already signed several clubs and expect to sell more.

#

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#

*News
Roh*

Gordon McLendon

December 30, 1965

Don Keyes

Gordon, while at X-TRA I came up with the following and made it part of the closing format. I like the sound of it and thought you might want to institute it at W-NUS.

"If you tuned in late and heard just part of this X-TRA newscast, stay tuned...another X-TRA newscast is coming up in seconds, when _____ reports on _____."

The blanks obviously are for the name of the next newscaster and his lead story.

DCK:lr

Gordon McLendon

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DCK:lr

FROM: Dave Muhlstein

March 17, 1959

City Election
Poll Service?

INSTRUCTIONS FOR KLIF CITY ELECTION POLL (TELEPHONE) 1959

The poll will start, Monday, March 23, 1959.

The poll will run through the afternoon of April 6, 1959.

The poll will cover only the mayor's race. There are three candidates: Mayor Thornton, Earle Cabell and George Fox, Junior. We will not tally those who refuse to answer their preference for one of the three.

A total of 60 calls is to be completed each day. Except for the first and final days, one half of the poll is to be conducted during the day, the other half during the evening. On the first and final days the poll is to be completed by four p.m. On the first day, an additional 30 calls are to be completed that evening for the next day's report.

* Each day, at about four o'clock, Monday through Saturday, the results will be phoned to KLIF. These will include 30 calls from the night before and 30 from that day. Monday through Friday, the results will be phoned to Mrs. McAdoo, at Riverside 7-9311. On Saturday, only, the results will be phoned to Riverside 22779.

In making the poll, the city is to be divided into six sections: North, Northeast, East, South, South Oak Cliff and North Oak Cliff. Divide Oak Cliff at Jefferson. Divide East and South Dallas at the Texas & Pacific Railroad tracks.

In reporting the results to KLIF, do not break it down into sections. Report only the totals for the three candidates.

* KLIF WILL REPORT THE RESULTS ONLY BY PERCENTAGES. NEVER with actual figures. The station will each day report that day's results plus the running total. NEVER REVEAL TO ANYONE THE ACTUAL VOTE, OTHER THAN PERCENTAGE, AND NEVER REVEAL THE SIZE OF THE SAMPLE.

In making calls, the persons conducting the poll will inform the person called that this is an impartial survey. That no names will be used or recorded. That all we are interested in is the result and that that is all we keep a record of. Of course, identify it as a KLIF election poll. Ask if they've made up their mind on the mayor's race.

In asking their preference, state it in this manner: "If the election were tomorrow, which candidate would you vote for, Cabell, Fox or Thornton?"

* KLIF will run the results on the five p.m. news, each day, then repeat on newscasts throughout the evening and on the six, seven and eight a.m. newscasts the following day. But, the first release of each day's poll will be on the five p.m. news.

Please "Okay" if you call him
on the phone if you choose

KLIF ELECTION PARTY PROMOS - General
KK

SPEC

(1)

Its election time again. 'Time for people to exercise and enjoy their right-to-vote. KLIF urges you to vote for your favorite candidate or issue---but please vote. KLIF also believes in giving the people of its vast listening area fast, accurate and dependable reports. K L I F NEVER just "gives election returns...." Instead, KLIF gives a complete colorful program designed to keep the voting public in constant touch with voting tabulations! When the polls close on election day----KLIF'S regular programming stops. And like a giant machine ~~the~~ K L I F ELECTION CENTRAL goes into action with returns, information about the key issues and candidates involved, interviews with-and-about important political figures. As a true American----cast your vote on election day! As a true KLIF*LISTENER----cast away all your other activities and hear the K L I F ELECTION PARTY beginning promptly at 7 PM, Tuesday, April 7th!

For E.T.
Bill Morgan has this copy too,
Please "okay" it with him
on the phone if you choose

KLIF ELECTION PARTY PROMOS - General
KK

SPEC

(2)

On any election night the huge K L I F ELECTION CENTER becomes a beehive of activity! All regular programming ceases and an army of KLIF-REPORTERS, ANNOUNCERS, COMPUTERS, ENGINEERS and OBSERVERS set into motion a fast moving, accurate and colorful program of returns, interviews, trends and interesting stories about the candidates and issues involved. The listener is taken on a tour of all the key centers where minute-by-minute vote counting is taking place. From the press rooms in Dallas and Fort Worth KLIF REPORTERS are there to keep the tabulation up to date. From KLIF ELECTION CENTRAL the listener often hears a candidate concede.....or perhaps claim victory. Often tempers flare-up even after the voting has stopped. Because it is SO REAL, SO UP-TO-THE-MINUTE AND OFTEN SO DRAMATIC.....the KLIF ELECTION PARTY has been acclaimed by millions as the most accurate and most exciting program of voting results in the nation today. DON'T MISS THE K L I F ELECTION PARTY, TUESDAY, APRIL 7 BEGINNING AS THE POLLS CLOSE AT 7 P.M.!

- 1.) "Sleep John B"
- 2.) "Rainy Day Woman"
- 3.) "I Love You Drops"

The Beach Boys
Box Car
Don Cherry

Capital
Columbia
Monument

NYSL

No report received

mpb

REMINDER (Bill Young, Program Director, KILT)

San Jacinto Day is April 21st. KILT is running some historical announcements.

###

NEWS COVERAGE (Brad Messer, Managing Editor, KILT)

KILT is anticipating broadcasting Texas' most comprehensive coverage of the May 7th Primaries. I have attached an initial information sheet which is a tentative schedule of Block programmed coverage. I believe this type coverage, and the way in which we handle it, is going to eliminate most of the confusion with which the average listener greets election returns. When they hear KILT, they will understand what they're listening to. And they'll hear it first.

Sample attached.

###

HOT KLIMBERS

KLIF

No report received

KILT

- 1.) "Sloop John B"
- 2.) "Rainy Day Woman"
- 3.) "I Love You Drops"

The Beach Boys
Bob Dylan
Don Cherry

Capitol
Columbia
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WYSL

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KLIF

No report received

KILT

- | | | |
|------------------------|----------------|----------|
| 1.) "Sloop John B" | The Beach Boys | Capitol |
| 2.) "Rainy Day Woman" | Bob Dylan | Columbia |
| 3.) "I Love You Drops" | Don Cherry | Monument |

WYSL

No report received

REJECTED RECORD (Johnny Borders, Program Director, KLIF)

"I Want My Baby Back" by Jimmy Cross on Tollie. Johnny
reports it's a very sick record.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"KTSA Happy House" -- An exciting contest where the listener must listen each day, and each hour, to put the clues together to be able to win the prize of \$100.00 KTSA Cash. Inside the KTSA Happy House is a well-known household item (such as a paper napkin). Once per hour, the deejay plays a produced contest signal and gives a new clue each hour. Listeners are then urged to call and be put on the air to see if they can identify the item in the Happy House. If their guess is correct, they win \$100.00.

###

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

"KONO Kutie" -- Asking female listeners to send in a photo of themselves and for the boys to send in a photo of their favorite girl. Each week KONO picks one photo to be placed on the back of their weekly survey. The girl picked has the honor of being the "KONO KUTIE" for the week.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Dual News" -- Starting soon from 7 AM to 6 PM KTSA's entire newscast will be done with two newsmen alternating between stories. During certain newscasts, a woman newscaster will even be used as the second voice. Along with this will go a step-up of "beeper" reports, and "first person" reports, to give a wider scope of news coverage.

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#

2/26
NEWS

PROMOTION (Bruce Hathaway, Program Director, KTSA)

On December 31st KTSA previewed the top 100 songs for the year 1964, along with a "Name It and Claim It" contest where listeners could win the top 100 hits of '64. The top 100 ran for the whole day only, along with the contest. The following four days, every other record from the top 100 and the other from the weekly survey were played. They also had a top 100 public survey available at local record shops.

#

PROMOTION (Dick Dobbyn, Managing Editor, KILT)

I quote from Dick's report:

"Every day in the morning papers, there is a column that most times says, '25 years ago today... , such and such...'; '... five years ago today... etc...' and on down to '... one year ago today...' this or that happened. These are local stories that happened in the past. In the Houston Post, the column is called 'On This Date In Houston'.

KILT, beginning Monday, will occasionally insert in the daily newscasts a dateline such as, 'KILT News Flashback... one year ago today, when KILT newsmen first broadcast the guilty verdict given former Probate Judge Clem McClelland, who still to this day is out of jail on bond pending appeals.... etc.'

Once or twice a day, KILT will have 'KILT News Flashbacks' always using phrases that indicate that KILT News broke the story, completely covered that story, etc. , and always updating and saying where the story stands at present."

#

HOT COMERS

KLIF

- | | | |
|---------------------|---------------|----------|
| 1.) "Name Game" | Shirley Ellis | Congress |
| 2.) "Hey-O-Daddy-O" | Newbeats | Hickory |
| 3.) "Do It Right" | Brook Benton | Mercury |

KILT

- | | | |
|-------------------------|--------------|---------|
| 1.) "Do It Right" | Brook Benton | Mercury |
| 2.) "Jolly Green Giant" | Kingsmen | Wand |
| 3.) "Shake" | Sam Cooke | RCA |

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HOT COMERS

KLIF

1.) "Name Game"	Shirley Ellis	Congress
2.) "Hey-O-Daddy-O"	Newbeats	Hickory
3.) "Do It Right"	Brook Benton	Mercury

KILT

1.) "Do It Right"	Brook Benton	Mercury
2.) "Jolly Green Giant"	Kingsmen	Wand
3.) "Shake"	Sam Cooke	RCA

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: APRIL 5, 1963

Charlie Payne, Sales Manager of KABL, has sent me an idea that provides an interesting new slant on giving the weather forecast.

While I do not feel that this method should replace the conventional method of reading the forecast, it might be a good feature for one deejay to use.

I am attaching a copy of Charlie's note.

Don Keyes

ys

Enclosures - 1

KABL

SAN FRANCISCO

TO: Don Keyes cc Gordon Melendon
FROM: Don Keyes Al Hart

DATE: April 3, 1963

FROM: Charlie Payne

SUBJECT: Weather forecast

SUBJECT: Sales Gimmick

Don, I heard something similar to the following on KSFR (FM) here recently. Depending on the reading, the execution and the production it can either be a provocative feature or obviously can fall flat. They felt that they could say what they thought of their product in a 10 or 20 sec. spot, and they did not want to pay the additional money to merely repeat an accepted theme. I mean, Announcer: "And now KSFR brings you the latest weather report. Set to music, here is our 'Do It Yourself Weather Forecast.' Musical selections to match the mood of the weather. The copy writer was not exactly a smashing success. When the gimmick grew old, we changed it to one called "More Gimmick" wherein the "Weather Department" delved into for the of from. When this failed, we went back to regular programming without explanation. The most recent one which is my point of this article reads as follows: When I heard this it was a balmy day and nothing really outstanding to report, and the music featured was a balmy, innocuous springtime sound. I am sure that you also can think of many tunes which will only four bars set the pace and tell the story of the weather. For rainy weather--the new tune on the charts "Rhythm of the Rain." Cool weather--"Baby It's Cold Outside," and so on. When done in a flippant, puckish reading--there was a certain flair to this "Do It yourself" bit. I thought you might like to hear about it for the other stations.

Thanks and best regards.

Don Keyes

TO: All Managers, All Program Directors

FROM: Don Keyes

DATE: October 27, 1958

SUBJECT: Sales Gimmick

Bill Weaver at KILT in Houston, has a good gimmick running on the air sponsored by Rainbo Bread. Since I was in all the original acquisitions of this contract a year or so ago, I can tell you first hand what the circumstances are in getting this bread company on the air. They did not want a 60 sec. commercial since they felt that they could say what they thought of their product in a 10 or 20 sec. jingle, and they did not want to pay the additional money to merely repeat an accepted theme. I mean, what can you say about bread that will particularly set one brand apart from another with particular significance. We do not have a 10 or 20 sec. rate, therefore, in order to "get the business" we gave them a gimmick which would be a short intro and close with sponsor credits. The inclusion of their commercial was a short jingle and the gimmick itself which ran anywhere from 15 sec. to 1 min. One of the gimmicks involved the explanation of teenage slang. The copy writer would write a sentence of teenage jargon and the DJ would translate into proper English. This was not exactly a smashing success. When the gimmick grew old, we changed it to one called "Name Gimmick" wherein listeners were invited to send in their names which the KILT "Research Department" delved into for the original meaning in whatever language they happened to come from. When this cooled, we picked up the "Kiddie Thoughts" in which we invited listeners to send in cute sayings of their children. The most recent one which is my point of this entire memo is a simple one which can easily be duplicated in any of our markets should you want to use it to crack a bread account. The spot that they have scheduled in the morning show is presented for the parents and the youngsters telling them what the public school lunch menu is for that particular day and of course, every lunch menu was decked with the line "and of course, several slices of that good, enriched bread". The second announcement was run between noon and 1, where the menu is given again for the mothers who may at that time of day be interested in knowing what the children are having for lunch at school. And the last spot of the day was run in the late afternoon or early evening informing all concerned of the lunch menu for the following day. These menus can be easily obtained by phoning the chief dietician of the school system. Rainbo Bread has been advertising on KILT now for well over a year and is apparently very happy with our ingenuity in presenting to them something different.

Don Keyes

(continued)

MEMORANDUM

TO: ALL McLENDON STATION MANAGERS
cc: All Managing Editors
FROM: DON KEYES
DATE: JUNE 7, 1963

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

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

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

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

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

(continued)

1963

News

note

"B"

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

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

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

Don Keyes

ys

1 1 A mme file

M E M O R A N D U M

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Don Keyes

ys

KLIF
1961
News

MEMORANDUM

TO: JOE LONG

CC: Bill Morgan, Jack Sharp, All KLIF
Disc Jockeys

FROM: DON KEYES

DATE: SEPTEMBER 1, 1961

Effective immediately, revise the opening portion of the news format as outlined here. After the hourly tone, the mike is to be thrown directly to the newsman who says, in a dramatic, gripping manner.....

Newsman: "It's _____ degrees in Dallas at _____
O'clock...this hour's big story.....
(headline of lead story)....."

Control: (hit present news intro tape)

Newsman: (If Sponsored)
"A service to Dallas of.....(sponsor credits)...."

Newsman: (If Sustaining)
(go directly to first story)

Don Keyes

ys

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: JANUARY 26, 1965

This morning I received a tape from Dick Dobbyn, Managing Editor of KILT News, which demonstrates a simple little gimmick that could be the cause of a tremendous amount of comment. Occasionally, on a beeper telephone or mobile report, an eye-witness in a state of agitation will automatically let improper language color his description. Dobbyn's tape has the offending word obliterated by the "beep, beep" type sound that you hear on the Personna spots on TV.

I think it's a very clever idea and think you should all do likewise when such incidents occur.

Don Keyes

ys

EDITORIAL (Don Keyes, Home Office, Dallas)

While looking at the Chronicle in San Francisco recently, I got the idea for the attached editorial. If you look through one of your papers closely, you can do the same. Delivery must be a bit tongue-in-cheek and condescending.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"Summer Sounds Sweepstakes" -- Postcard contest. First to name the five summer sounds, in correct order, wins prize (to be determined). Sounds would be outboard motor, splash in pool, etc.

###

REJECTED RECORD (Johnny Borders, Program Director, KLIF)

"Subterranean Homesick Blues" by Bob Dylan on Columbia. He says that though it's difficult to understand, he feels the song has to do with dope, peddling, etc.

###

PROMOTION (Richard Dobbyn, Managing Editor, KILT)

Dick reports that the KILT jocks are ad libbing during the program hour that "The Freeway Edition of KILT News goes to press in just 23 minutes, at five o'clock."

###

PROMOTION (Homer Odom, XTRA NEWS Sales)

Reminder for weekend specials: (SOUND) Musical tick-tock background fades down and under. Announcer: Twelve noon. Time to plan your evening at Piedmont or Stewart Drive-In Theatres. Tonight's feature is " Summer Holiday" with Cliff Richard and Lauri Peters plus "Haunted House" with....etc. etc.

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#

News
rph

SPEC SPOT (Art Holt, General Manager, WYSL)

For Cataract Loan Company. Series of brief "need money to pay taxes" spots built around dramatizations of average-citizen types. Got \$490.00 for the final week before tax time.

###

PROMOTION (Art Holt, General Manager, WYSL)

WYSL has pitched to Putman's pet shops for the old incubator and egg Easter promotion. They are to put the incubator in the window of their main pet shop location and listeners will guess the time of hatching.

###

NEWS PROMOTION (Dick Dobbyn, Managing Editor, KILT)

For about ten days, short one-line promotions are run through the afternoon traffic programming hours.

"Don't miss the 7:00 AM edition of KILT News this Friday, March 26th"

"Listen to the 7:00 AM edition of KILT news, Friday, March 26th"

In the morning traffic period, the promos are for the 5:00 PM edition.

When the date does come, the newscasts at 7:00 and 5:00 are, as always, full of local stories, well written, first-person beepers and such as in a regular newscast. Following the regular newscast, an explanation is run immediately after the newsman signs off, saying, "This news was pointed out not because it was different, but because it is the normal kind of news you hear during the morning (afternoon) on KILT. Local, interesting, important, factual."

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NEWS PROMOTION (Dick Dobbyn, Managing Editor, KILT)

For about ten days, short one-line promotions are run through the afternoon traffic programming hours.

"Don't miss the 7:00 AM edition of KILT News this Friday, March 25th"

"Listen to the 7:00 AM edition of KILT news, Friday, March 26th"

In the morning traffic period, the promos are for the 5:00 PM edition.

When the date does come, the newscasts at 7:00 and 5:00 are, as always, full of local stories, well written, first-person beepers and such as in a regular newscast.

Following the regular newscast, an explanation is run immediately after the newsman signs off, saying, "This news was pointed out not because it was different, but because it is the normal kind of news you hear during the morning (afternoon) on KILT.

Local, interesting, important, factual."

###

John
Newsletter

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Coffee Classic" -- Housewife sends in card with name, address, etc.

And throughout the day KTSA dedicates the classics to them for cash and prizes.

#

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

I quote from Ron's Weekly Report:

"We pitched the Boulevard National Bank on the idea of buying a 52-week campaign and they would in turn be afforded a tag line on the bottom of the news sheets we will soon distribute daily in area restaurants. Decision is pending."

#

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

WYSL proposed and sold a tie-in with rental helicopter device (Cost \$65.00 for use for the day) for kiddie rides at Plaza. Got \$500.00 schedule with this plus a personal appearance by Fred Gage on October 10th.

Spending a fairly small amount such as this to get a good schedule where none exists looks like it will work well in the future.

#

WEEKEND REVENUE (Art Holt, General Manager, WYSL)

Sold three day weekend schedule to local car wash by pitching an "every second car free" campaign. That is, each pair of cars must be together. The idea being that if you want your car washed, you'll get your wife or the guy next door to come with you and split the cost of the washing.

#

COMPETITOR'S PROMOTION (Don Newbury and Homer Odom, XTRA NEWS SALES)

KNX is staging a race between a donkey and an elephant on the six mile stretch of closed highway at the end of the San Diego Freeway. Prizes are given for choosing the correct time lapse and the winner. See attached clipping.

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Coffee Classic" -- Housewife sends in card with name, address, etc.

and throughout the day KTSA dedicates the classics to them for cash and prizes.

###

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

I quote from Ron's Weekly Report:

"We pitched the Boulevard National Bank on the idea of buying a 52-week campaign and they would in turn be afforded a tag line on the bottom of the news sheets we will soon distribute daily in area restaurants. Decision is pending."

###

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

WYSL proposed and sold a tie-in with rental helicopter device (Cost \$65.00 for use for the day) for kiddie rides at Plaza. Got \$500.00 schedule with this plus a personal appearance by Fred Gage on October 10th.

Spending a fairly small amount such as this to get a good schedule where none exists looks like it will work well in the future.

###

WEEKEND REVENUE (Art Holt, General Manager, WYSL)

Sold three day weekend schedule to local car wash by pitching an "every second car free" campaign. That is, each pair of cars must be together. The idea being that if you want your car washed, you'll get your wife or the guy next door to come with you and split the cost of the washing.

###

COMPETITOR'S PROMOTION (Don Newbury and Homer Odorn, XTRA NEWS SALES)

KNX is staging a race between a donkey and an elephant on the six mile stretch of closed highway at the end of the San Diego Freeway. Prizes are given for choosing the correct time lapse and the winner. See attached clipping.

News
yph

ALL NEWS FORMAT (Larry Webb, Managing Editor, WNUS)

Suggestions to improve the All-News format: During morning drive time, we've started inserting a special weather tag on the expanded or middle headlines. This is to add more word about the weather three extra times per hour. Example:

WNUS is reporting on these headline stories: (1) India and Pakistan continue to hurl verbal harpoons at each other, as Indo-Pakistani war enters fifth day. (2) Chicago Police shoot one man, capture three others in breaking up southwest side holdup gang. (3) Rising Mississippi flood threatens Quincy, Illinois.

Today's weather outlook calls for partly cloudy skies, with a high in the mid 60's. A complete weather forecast at the end of this newscast. Full details of headline stories on the next W-News at ____ this morning.

###

ALL NEWS FORMAT (Larry Webb, Managing Editor, WNUS)

Suggestions to improve the format: Suggest a tie-up with a local brokerage firm with good reputation for stocks and securities. Arrange to have an hourly report while the market is open with specific reports on local issues. Reports would be run in a business slot once per hour, one minute in length, similar to our reports from the Chicago Mercantile Exchange.

###

PROMOTION (Jack Fiedler, General Manager, WNUS)

Placement of preset radios as promotion pieces with Best Food buyers helped materially in securing Old Manse Syrup schedule. We've been contacted and are investigating helicopter traffic reports that might leave another station.

###

more file

- 3 -

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PROMOTION (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 us and give a beeper 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 note: This promotion could be cleverly adapted for KABL.

###

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. "

###

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

"Give Your Wife a 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 earthy voice which begins, "Wondering what to get your wife for Christmas? Well, we have a suggestion, buy her a tire. A U.S. Royal Tire

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movie file

8

your news

REJECTED COMMERCIALS (Ron Ruth, Sales Manager, WNUS)

Ron says that the movie "Dirty Girls" was rejected. He feels the title explains the reason for this rejection.

###

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

Discussed the possibility of the branch manager of each S. F. Bank of America branch doing the actual commercial themselves. They would personally invite people into their bank and guarantee very fine service. There are 43 branches in this city. They would hit all the areas of town.

###

REJECTED RECORDS (Bob White, Program Director, KILT)

THE UNIVERSAL SOLDIER by Glenn Campbell (and Donovan). Bob feels this record has some of the strongest words he has ever heard in quite some time.

###

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

KONO has stepped up its on-the-scene mobile reports, in fact 24 hours a day. When it comes news time, they dateline their stories as such "Heard first at 7:16 AM from 'Big Red' Unit # 2, a 21-year-old man was shot to death..." Believe me this sounds great.

###

SPEC SPOT (Doub Mc Call, Sales Manager, KTSA)

Conversation between two cars... one is sick and wheezing, the other is peppy.. peppy one attributes this fine condition to the "coach" at Continental Auto Repair.

###

more file

5

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News rph

SUGGESTION (Dick Dobbyn, Managing Editor, KILT)

I think the various News Directors might keep a closer eye towards re-broadcasting portions of Gordon McLendon's editorials within their newscasts.

For instance:

Several months ago, McLendon sent an editorial which started out:

"The season of the Monsoon is about to begin in Viet Nam. The Viet Cong will most certainly intensify their offensive against South Viet Nam..etc.." Four days after we broadcast that in editorial form, Defense Secretary McNamara announced formally in Washington:"The Viet Cong have stepped up their offensive in South Viet Nam during the Monsoon Season...."

KILT changed this national story dateline to Houston, saying "Defense Secretary McNamara stated today what KILT said four days ago in a broadcast editorial by KILT President Gordon McLendon. McLendon stated last May 15th (tape insert of portion of editorial). Today, McNamara officially confirmed this to be so (McNamara insert here). "

This gives our news another weapon to ballyhoo and lends much authoritative flavor to the broadcasts, plus it is exclusive inasmuch as no other media can localize the national story. Other McLendon editorials have been hacked up for inserts weeks after they were played, especially when predictions were made but the item mentioned above was the best example.

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###

mph

PROMOTION (Bob White, Program Director, KILT)

"James Bond Kit" -- This would of course be used by James Bond. There are many items which James Bond uses such as a certain kind of soap and such. We could make up a James Bond kit consisting of one bottle of the shave lotion, one cake of soap, instructions on how to play his card game, and a dinner for two. This should be given to male adults. Perhaps they could write in and each day or so one awarded and they would have until noon that day to come by the station and claim their gift certificates. A female voice production could set this off real well.

###

PROMOTION (Bob White, Program Director, KILT)

Since the Beatles will be here on the 19th, we are promoting them very heavily with a "Beatle Countdown".

###

NEWSCAST IDEA (Bill Weaver, General Manager, KILT)

Here's an idea I stole from Channel 11 in Fort Worth. We are now giving the sunrise and sunset on our newscasts, like such:

For all newscasts following sunrise: "Sunset tonight at ___ PM."

For all newscasts following sunset: "Sunrise tomorrow morning (or this morning) at ___ AM"

This will be the last item in the weather report following the newscasts.

###

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

Using the B. F. Goodrich "hard drivin' man" tire jingle, we localized copy to fit the needs of the five B. F. Goodrich stores in Houston, Pasadena, Baytown. Client signed up for the complete Houston Oiler Football season on a spot package of adjacencies.

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###

M E M O R A N D U M

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

FROM: GORDON McLENDON

DATE: NOVEMBER 26, 1962

Henceforth, all editorials will be placed within newscasts. Any newscast containing an editorial will run 5:45 instead of 4:30, or, if your newscasts are normally shorter than 4:30, they will be allowed to be 1:15 longer when they contain an editorial.

This rule applies only to KLIF, KILT, KTSA and WYNR.

We believe that we will be hitting an audience listening to, and thus presumably concerned with, news. We believe the editorials will spice our newscasts. Further, it should overcome the frequently heard objections from teenagers that we editorialize too much, interrupting the music. This group in the main mentally tunes off during newscasts so we haven't lost a thing. Furthermore, this new move will give our newscasts a greater sense of "depth", if in length alone.

Editorials should be placed about 2 1/2 minutes deep into newscasts and followed with other news stories.

The intro:

More news following this one-minute (call letters)
editorial by _____, (title)

Instead of a close, you will go directly to the dateline of the next story.

Gordon McLendon

ys

TO: ALL PD'S AND NEWS DIRECTORS

DATE: February 15, 1958

FROM: DON KEYES

Subject: "CALL LETTERS"

June 11, 1962

MEMORANDUM

Don Keyes

cc: All Station Managers

1. Here is a good excerpt from one of Joe Long's memos to me concerning call letters within the news. It is very good, and I suggest you all follow it.

FROM: Gordon McLendon

"Here are some of the methods we employ in working station Call Letters into our newscasts:

I am about to suggest here is only a refinement of one which we have touched upon many times and discarded--probably because KILT News Service reporters on the scene say that....."

"KILT sources in the State Department report that....."
I don't know where this has been derived by which the problem I am about to discuss can be whipped with the addition of a few more sources and afternoon

"President Eisenhower told KILT Washington sources....."
drive times. In fact, we would add only 20 seconds each hour. Surely,

"The KILT News Terminal has learned....."
somewhere in the reduced gab, a shortened promotion--perhaps even cutting 20 seconds from our hourly newscast.

"Chief Shuptrine has informed KILT that...."

I am pointing here to the fact that last Saturday morning I arose and was "Houston.....Special to the KILT News Terminal....." in Friday night's

Massachusetts popularity contest. I tuned in almost immediately following the 7:30. Some- ing and the KILT Police Desk....." nothing until 7:30. Some-

how, I contrived to miss the 7:30 headlines and then there was nothing un- Actually, we use "KILT DATELINE (City)" less than any other. I feel this interest in KILT, I would have certainly tuned to some other station for becomes too bloody repetitious and obvious. Working the letters into the body of the story is a much smoother way. On National and International stuff, the use of "KILT representatives, news service correspondents, sources, etc.," is most effective and still within the bounds of honesty. night before: how did Patterson and Liston come out last night? Did she thought she heard something about a big air crash in New York last night?

Each outside reporter ends his phone report with...."This is Kent Demaret reporting from the KILT News Desk at Police Headquarters...now back to the KILT News Terminal". On each outside report we identify our location as the "KILT News Desk at _____". This is done even from the Shamrock as well as City Hall, etc.

There are a million variations on the above and the possibilities are limitless.

We are averaging 15 to 20 Call Letter mentions per newscast."

MEMORANDUM

June 11, 1962

TO: Don Keyes
Bill Morgan
Joe Long
cc: All Station Managers
B. R. McLendon
FROM: Gordon McLendon

The idea which I am about to suggest here is only a refinement of one which we have touched upon many times and discarded--probably because of the talk involved.

I do not believe that until this moment a method has been derived by which the problem I am about to discuss can be whipped with the addition of an inconsequential amount of talk in our morning and afternoon drive times. In fact, we would add only 20 seconds each hour. Surely, somewhere in the hour we can compensate with reduced gab, a shortened promotion--perhaps even cutting 20 seconds from our hourly newscast.

I am pointing here to the fact that last Saturday morning I arose and was extremely interested in how Kennedy had come out in Friday night's Massachusetts popularity contest. I tuned in almost immediately following the 7 o'clock news and, of course, there was nothing until 7:30. Somehow, I contrived to miss the 7:30 headlines and then there was nothing until 8 o'clock. Interested as I was in these returns, had I not a proprietary interest in KLIF, I would have certainly tuned to some other station for news even before 7:30, and definitely I would have done so before 8 o'clock. I would like to minimize the tune-out, and I think it can be done. Most often the person who actually tunes us away for news is the person who has some one important story on his mind on a given morning--probably something the whole nation is talking about, wondering what happened the night before: how did Patterson and Liston come out last night? Did Kennedy win in Massachusetts? Is it true what my wife told me - that she thought she heard something about a big air crash in New York last night?

(cont'd)

MEMORANDUM

- 2 -

June 11, 1962

T.O.: Don Keyes

cc: All Station Managers

The appetite for this particular type of question-answering headline (as contrasted to news in semi-depth) can, I believe, in good or reasonable part be satisfied by stark and unadorned headlines at the quarter and three-quarter hour marks. This means that in no case does a listener in the vital break-periods have to wait any longer than about 13 minutes before the news question in his mind is answered by KLIF. Here is exactly as it would sound:

MORNING HEADLINES:

KENNEDY ROUTS McCORMICK IN MASSACHUSETTS --

GIANTS CLINCH NATIONAL LEAGUE PENNANT --

KENNEDY CALLS FOR HUGE TAX CUT --

TORNADO SMASHES PLANO --

DETAILS SOON

Now, there are four headlines in a total of 23 words. Most of the time you will likely have only three headlines, so the number of words would be diminished, but with 23 words we know that that is clearly within the 10-second limit. The addition of these two headline features on the quarter and three-quarter hour could be very important to us. Obviously, if it is important to us at KLIF, it is similarly useful to us on all stations, including those that have good music.

Gordon McLendon

GBM:us

MEMORANDUM

June 11, 1962

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Gordon McLendon

GBM:us

MEMORANDUM

TO: Gordon McLendon DATE: March 23, 1962

FROM: Jim Foster

It occurs to me that the furor of space flight being what it is, we are passing up one hell of a promotion in the form of a continuing report on a space flight to the moon.

- A. The information as to weightlessness, G pressures, food, etc., as well as a scientific guess as to the surface and temperature, etc., on the moon are readily available in current publications.
- B. A little help from SMU can give us a general idea of what the horizon breadth of the earth at different distances would be, thus at 1302 hours, the breadth reading on the earth is 22 degrees, at 1537 it is 19° 30' - first caller to guess within 100 miles of the distance covered in the time between readings gets a transistor radio. Calls must be received in 10 minutes after the preceding reading. Any trig student can get this answer fairly close.
- C. With all the weird sound effects, music, etc., this can be another War of the Worlds in public interest, and be a great plus to our Educational percentage.
- D. This can run as long as you want - 24, 48, 72 hours depending on varying rocket speeds and time on the moon.

JHF:lr

cc: Jack Sharp
Policy Book ✓

news programs

MEMORANDUM

KLIF NEWS 5

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: SEPTEMBER 20, 1961

Effective immediately, discontinue the use of call letters within newscasts that utilize the approach of having reporters around the world. For example, "KILT reporters in Cairo say that..."

This gimmick has outlived its usefulness.

Don Keyes

ys

MEMORANDUM

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Don Keyes

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KLIF
news

MEMORANDUM

TO: ALL KLIF NEWSMEN

FROM: DON KEYES

DATE: SEPTEMBER 6, 1961

Of late, I have been bugging you on this matter of inflection. We have, in most instances, far too much speed at a monotone delivery. Many times, you must listen attentively to understand what is being said because your voices become a rapidly moving blur of sound.

While I cannot personally pluck your vocal cords and play you like a harp, let the following statement describe my goal:

"Less Walter Winchell, more Paul Harvey."

Don Keyes

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cc: Bill Morgan, Jack Sharp, Joe Long

KLIF NEWS
S

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KLIF News

MEMORANDUM

TO: ALL KLIF AIR PERSONNEL

FROM: DON KEYES

DATE: SEPTEMBER 8, 1961

From time to time, you'll run across promotional material written by myself which will include the underlining of key words or phrases.

I am doing this in an effort to get more life and punch on the air when it comes to the reading of this material.

As a rule of thumb, this line will mean "slow down a bit and read these items with conviction and color."

NOTE TO COPY: Bob, whenever I underline an item, you run it off the same way (underlined) on your mimeographed copies.

Don Keyes

ys

CC: Bill Morgan, Jack Sharp, Bob Clayton, Joe Long

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KLIF
Prog.

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Don Keyes

ys

CC: Bill Morgan, Jack Sharp, Bob Clayton, Joe Long

KLIF News
Rph

M E M O R A N D U M

TO: ALL KLIF NEWSMEN

FROM: DON KEYES

DATE: SEPTEMBER 8, 1961

Of late, many KLIF Newscasts have sounded like a convention of crickets and other assorted, noisy, night insects due to some of you having a heavy hand on the telegraph key.

I want the "bug" restricted to about 3 or 4 rapid "beeps" between stories. Further, do not start talking over the "bug". Many words are lost.

Don Keyes

ys

cc: Bill Morgan, Jack Sharp, Joe Long

MEMORANDUM

July 10, 1963

TO: ALL STATION MANAGERS

FROM: Joe Long

cc: B. R. McLendon
Gordon McLendon
Bill Morgan
Don Keyes
Mitch Lewis
Bill Steward

Here is the current status of the KLIF NEWSLETTER.

Before you ever contract to have it printed you should have firm agreement from the distribution points that they will accept the newsletter and PLACE

KTSA **SAN ANTONIO**

TO Don Keyes AT McLC DATE Nov. 10, 1961
FROM J. Fiedler
SUBJECT Idea

Here's an idea we have just instituted for KTSA Priority One Pacesetter News in proud, provincial, progressive San Antonio:

Daily the newspapers or releases announce the appointment of some well known community figure (sometimes otherwise) to an important position. On selected newscasts we have started a short spotlight on San Antonio names in the news as the last story before the weather, reporting the names and posts of achievement.

The newsdepartment keeps a record of these names, positions and times aired (never more than five or six a day). The front office then sends out a congratulatory letter pointing out announcement of the person and his position was made at specific time and date.

We hope this will be effective as a double barreled feature to gain more community identification for the station and promote prestige and sales for our newscasts.

cc: Joe Long
Gordon McLendon

RPB
g'e
MEMORANDUM

July 10, 1963

TO: ALL STATION MANAGERS

FROM: Joe Long

cc: B. R. McLendon
Gordon McLendon
Bill Morgan
Don Keyes
Mitch Lewis
Bill Steward

Here is the current status of the KLIF NEWSLETTER.

Before you ever contract to have it printed you should have firm agreement from the distribution points that they will accept the newsletter and PLACE IT ON THEIR TABLES. If the newsletters are left at the cashier's desk they aren't worth a darn. THEY MUST BE PLACED ON THE TABLES. Some of those clubs you contact may ask for a sample before agreeing to accept. This is okay because your product will be neat and informative enough and they almost certainly will accept it once they see it.

Our printing costs 11.75 per day. Printer receives the newsletter by 10:30am Monday thru Friday. He has all 750 copies ready for pickup by 11:30am. Since the letter is distributed in lots of 25-50-75, etc., he has his printer insert a separation sheet every 25 copies so the delivery boys can easily sort the load.

Western Union handles our delivery. You may be able to get a better price in your market from one of the other delivery services, but I would take bids from several. WU uses five boys (two on foot and three motorized) to make the 17 stops we require. All copies are delivered and on the tables by 12:30pm. Total WU charge, \$5.25 per day.

You should make spot checks to be sure the letters are arriving on time and are being placed on the tables. Telephoning isn't going to work on this. They should be checked in person.

The locations receiving the KLIF NEWSLETTER are:

Ad Club - Insurance Club - City Club - Chaparral Club - Cipango - Dallas Athletic Club - Petroleum Club - Downtown Club - Cabana - Vick's - M&M Club - Penthouse Club - Twon & Country - Court Club and the private dining rooms of the 1st, Republic and Mercantile Banks.

We are in the process of changing the design of our sheets and once these are in service you will be sent sample copies.

Joe Long

Control: (Mobile news unit intro, fade for.....)

Keyes: "On the spot news, news of immediacy, news that lent the station such a sense of anticipation that listeners in Dallas were afraid to turn off KLIF for fear of missing something. Incredibly, the station broadcasts more than 12,000 local remote news events each year. You simply dare not turn KLIF off if you want to know what's going on in Dallas. This concept is reflected in the closing format of our hourly newscasts...."

Control: (Tornado excerpt, stab, fade for.....)

Control: (Insert "If it's news..." jingle, cross-fade for....)

Keyes: "This broadcast was the culmination of an hour-and-a-half of constant reporting from the scene of a Boeing 707 Jet crash-landing!!"

Control: (Stab, excerpt, mix siren & vehicles, stab, fade for....)

Keyes: "KLIF news, with eight full-time newscasters and its fleet of mobile news units, is by no means confined to HARD news. When LOOK MAGAZINE blasted the Texas Legislature, State Representative Moore told KLIF listeners how HE felt about it....."

Control: (Moore excerpt, humorous stab, fade for.....)

Keyes: "During the vicious Dallas tornado, the omnipotent KLIF

Mobile News units distinguished themselves. For News coverage of this tragedy, KLIF became the only Dallas radio station in history to win both the coveted national Sigma Delta Chi award for outstanding news reporting, and the Headliners Award. In this report, a KLIF mobile news reporter is broadcasting with one hand on the mike and the other on the steering wheel as he tracks the tornado, one scant block behind the deadly funnel...."

Control: (Tornado excerpt, stab, fade for.....)

Keyes: "One quiet September morning, McLendon's KILT in Houston was johnny-on-the-spot when a mad bomber pressed the switch on a home-made bomb on the playground of Edgar Allen Poe Elementary School. A little, frightened, ten-year-old survivor told KILT listeners about it...."

Control: (stab, excerpt, stab, fade for.....)

NEW EXCERPT HERE---"Miss Johnson was talking to this man..... and smoke and everything."

Keyes: "Incidents like the following tend to keep KLIF news not

only immediate, but colorful. A Galveston citizen once cursed at Mayor Roy Clough regarding supposed threats the mayor had made. His honor's statement to KLIF news was delivered in the best Texas Tradition."

CONTINUED

CONTINUED

(Big humorous stinger, fade for.....)

Control:

(Big stab that will match the full impact of the statment)

Control:

"A ranger put his cowboy boot on my head, another one held my feet and another one started stompin' me in the stomach. Then they would reach and get me by the hair of the head and lift me up half-way off the floor and when I begin to fall back on the floor, one of 'em would kick me in the back as hard as he could with his cowboy boot. And them the stompin' in the

CONTINUED

Long: "The preceding was a statement of editorial opinion stomach would begin again. I couldn't take this any longer and I told him, I sez, 'I'll talk, I'll say anything you want me to'. He sayd, 'Who are you gonna say it to?' And I say, 'I don't want you to say that!' 'Tell me who you're gonna say it to' and I sez 'I'll say it to you, Mr. Ranger.' and he sez, 'That's what I want to hear you say!'"

Control: (Stab, fade for.....)

Keyes: "Occasionally, danger that is only too real is injected into the KLIF mobile news unit broadcasts. In this report, a KLIF newsman is traveling at a top rate of speed right in the middle of a police chase. The background sounds of sirens and screaming tires are real!!"

Control: (Police chase: beginning to, "police are still chasing this automobile", fade out slowly, cross-fade for.....)

Keyes: All phases of KLIF news are immediate. Even KLIF's editorial policy is correlated to the news topics of the day. Here is a portion of an editorial that was broadcast on all McLendon Stations just last Sunday...."

Control: (slight stab, fade for...Gordon's voice on Foreign Spending Editorial. "The Presidents proposed reduction in the foreign purchase allowance from five hundred dollars to one hundred is by no means a real answer. It is like taking aspirin to cure cancer. The President will also do well to avoid inflationary raids upon our treasury which will further increase our prices abroad. For, if we continue toward pricing ourselves out of the foreign market, the consequences will not be happy".

CONTINUED

CONTINUED

Long: "The preceding was a statement of editorial opinion from the editorial desk of KLIF News".
(Cross-fade Long with music. Be out by the words...."of KLIF...")

Keyes: In KLIF's Mobile News coverage, sometimes there is a touch of spontaneous humor. A KLIF reporter asks Mayor Holcombe about his election defeat at the hands of Mr. Cutrer..."

Control: (No stab here, go directly to Harvey Tate excerpt.)
Tate: "What do you think about the way in which Cutrer won? Have you got any explanation for how he gained those votes Mayor Holcomber?" Holcomber: "People just voted for him, that's the way he got his votes!!!" Tate: "Well, ask a stupid question, you get a stupid answer". Medium, humorous curtain)

Keyes: This, then, is what KLIF and the other McLendon Stations are doing to better radio programming. Using news as a promotion. We feel that there is a trend in today's radio audience. More and more, listeners are seeking programming that is exciting but presents something real, something solid. Past months have proved it....the screaming, juvenile formula stations have faltered. Solid stations have become even stronger and KLIF, with its fleet of mobile news units, its eight full-time reporters, its bag of news awards and prestige image in Dallas and Ft. Worth, KLIF with its 12,000 remote news broadcasts each year is a solid station showing the industry how news can function as a promotion...how fast moving, hard hitting radio news can add an electric air of immediacy to any station. Over the years,

CONTINUED

11-11-90 mobile file

- 7 -

results have been apparent....Dallas lives with KLIF!!"

Control:

(No stab...mobile reporters voice..."and that's the story here from the scene. This is KLIF Mobile News Unit #3 - 11-90 and out". Big curtain to conclusion)

MEMORANDUM

News rph
"policy"

TO: ALL KLIF NEWSMEN
FROM: DON KEYES
DATE: SEPTEMBER 8, 1961

Effective immediately, discontinue use of the expression "This hour's Five Star headline..." when repeating the top story of the hour and substitute this one:

"Again, the _____ o'clock 'Priority One'
headline....."

Don Keyes

ys

cc: Bill Morgan, Jack Sharp, Joe Long

MEMORANDUM

TO: ALL KLIF NEWSMEN

FROM: DON KEYES

DATE: SEPTEMBER 8, 1961

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"Again, the _____ o'clock 'Priority One' headline....."

Don Keyes

ys

cc: Bill Morgan, Jack Sharp, Joe Long

MEMORANDUM

News rph

"policy"

TO: ALL KLIF NEWSMEN

FROM: DON KEYES

DATE: SEPTEMBER 8, 1961

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

Don Keyes

ys

cc: Bill Morgan, Jack Sharp, Joe Long

MEMORANDUM

TO: ALL KLIF NEWSMEN
FROM: DON KEYES
DATE: SEPTEMBER 8, 1961

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Don Keyes

ys

cc: Bill Morgan, Jack Sharp, Joe Long

MEMORANDUM

News rpb-
"policy"

TO: ALL KLIFF NEWSMEN
FROM: DON KEYES
DATE: SEPTEMBER 8, 1961

You are hereby informed, and Copy is hereby instructed, to change the headlines' live intro to the following.....

Sponsored:

"A greater Dallas service of....."

Sustaining:

No intro line, go directly to headlines.

NOTE:

Henceforth, there will be no closing credits on sponsored headlines. After temperature, go directly to commercial.

While on the subject of headlines.....eliminate the use of the electronic "bug" telegraph key. Read them with emphasis, with just a slight pause to separate them.

Don Keyes

ys

cc: Bill Morgan, Jack Sharp, Joe Long, Bob Clayton

11-1-Don office file

MEMORANDUM

TO: ALL KLIF NEWSMEN
FROM: DON KEYES
DATE: SEPTEMBER 8, 1961

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Sponsored:

"A greater Dallas service of....."

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While on the subject of headlines.....eliminate the use of the electronic "bug" telegraph key. Read them with emphasis, with just a slight pause to separate them.

Don Keyes

ys

cc: Bill Morgan, Jack Sharp, Joe Long, Bob Clayton

office file
rph
"News"
Format

MEMORANDUM

TO: ALL KLIF DISC JOCKEYS
cc: Bill Morgan, Jack Sharp
FROM: DON KEYES
DATE: AUGUST 31, 1961

In the interests of more rigidly formatting the station, this is the time check you are to use preceding the hourly tone:

"At the KLIF hourly tone, the correct Central Standard Time will be exactly _____ AM/PM"

Don Keyes

ys

111 Don office file

MEMORANDUM

TO: ALL KLIF DISC JOCKEYS

cc: Bill Morgan, Jack Sharp

FROM: DON KEYES

DATE: AUGUST 31, 1961

In the interests of more rigidly formatting the station, this is the time check you are to use preceding the hourly tone:

"At the KLIF hourly tone, the correct Central Standard Time will be exactly _____ AM/PM"

Don Keyes

ys

11 1 Jan office file
HOLLYWOOD (for thursday) *news*

KLIF WNOE KNCE KLP KNCE

GORDON

1 HOLLYWOOD - Friends say Marilyn Monroe is so broke she's trying to sell a gift Cadillac convertible for \$4,500. The girl with the million dollar wiggle has been off salary at 20th Century Fox for months.

2 HOLLYWOOD - The niece of Gypsy Rose Lee, queen of the strippers, has signed a contract with Universal-International, but she says she'll do nothing but straight dramatic roles. April Kent, who is also June Havoc's daughter, says Aunt Gypsy comes from another side of the family.

3 HOLLYWOOD - Richard Burton, one of the most successful of the current crop of British imports to hit Hollywood, is going back to England to work for about \$140 a week. Burton says he'll spend several weeks with the New Old Vic company, in what amounts to a labor of love, doing "Othello" and "Henry the Vth".

4 HOLLYWOOD - James Dean, temperamental young ~~new~~ Hollywood newcomer cost his studio some important money by not showing up for work on the "Giant" set last Saturday. Dean, who's trying a behavior pattern that has cost some stars valuable contracts, finally called to say he was "too tired to work."

5 HOLLYWOOD - Even natives in Darkest ~~the~~ Africa are Marilyn Monroe fans. Members of a Hollywood company, just back from Tanganyika, report that a village interpreter they hired showed them his proudest possession....a picture of The Blonde that he carries with him constantly.

11 1 In office file

HOLLYWOOD - Terry Moore, who never ducks a chance for publicity, has surprised everyone by turning down a role...in "Shack up on 101," upcoming spy thriller. She says nothing's going to interfere with her plans to find a house to buy for her family, and then go to New York.

7 HOLLYWOOD - Producers have sidetracked the gravy train TV writers have been riding for years. From now on...no more ^{free} "plugs" for products in dramatic TV films. In the past, the writers sneaked in plugs by the dozen, getting a steady stream of whisky, automobiles, and cash in return.

8 HOLLYWOOD - Mike Todd, who's producing "Around the World in 80 Days," is circling the globe himself, setting up location spots for shooting. After criss-crossing the United States, he's to be in London next week.

9 HOLLYWOOD - ^{Peruvian singing star} Now that Yma Sumac has been naturalized as an American citizen^a, her friends hope there'll be an end to those stories about Miss Sumac being born plain Amy Camus...in Brooklyn.

10 HOLLYWOOD - An attack of the flu may cost Kathryn Grayson \$100,000. She's signed for four weeks at the Las Vegas Riviera at \$25,000 a week. By mistake, the Riviera agent also signed Edith Piaf for the same four weeks at \$10,000. If both showed up, the Riviera probably would have had to pay both stars, and use only one. But now it looks like Kathryn won't make it.

11 HOLLYWOOD - Just as studio bigwigs were boasting about "The Last Hunt" shooting location sequences far ahead of schedule, ^a ~~as scheduled~~ Black Hills cloudburst washed out an entire set, and put the picture a week behind.

HOLLYWOOD

(for thursday)

KLIF

WNOE

KNOE KEMP

WRIT

12
HOLLYWOOD - Several top stars are worried over reports that Thomas O'Neill, who bought K-K-C from Howard Hughes for \$25,000,000, may dump scores of their old movies into the TV market. Cary Grant says if too many of his old pictures turn up on TV, "it could be very harmful."

BATTLE - Internal rumors agents are digging into the financial affairs of big movie back powerful boss of the J. P. Morgan & Co. bank. Those on the inside say the investigation may be the reason the bank recently bought Back's mansion, and now issues it to him at a nominal rate.

NEW YORK - Betty Fox's failure at the Las Vegas hotel has been touched off a wave of jittery star night club men who have been offering big money to television stars. One top booking agent, who had been dangling such bait in front of a top TV star, has quietly withdrawn the offer. He found out the star had no ax, and, like Fox, expected night clubbers to react wildly to old television favorites.

RUSSIA, USSR - The Russians have pulled a Kremlin switch in the new Egyptian government, which recently invited 40 foreign visitors to visit their country. Russia's so-called "journalist" is D. T. Shpilov, who is credited with being the author of Pravda. But what the Egyptians didn't know was that Shpilov is also chairman of the foreign relations committee of the Supreme Soviet. Strong man of Egypt boasts of crushing communists in his country. But even still he talks Shpilov moves freely about Egypt, backed as a newspaper.

1 & 7

LOS ANGELES - The subsidized prospector is returning to the sun-baked desert and mountain country of the southwest, as uranium fever soars. Recently, 20 bakery employees chipped in to sponsor a college trained uranium hunter. They bought him a jeep, scintillator, and ~~camping~~ camping equipment, and guarantee him \$400 a month for expenses. Any wealth he finds will be split 21 ways.

2 & 8

SEATTLE - Internal revenue agents are digging into the financial affairs of big Dave Beck, powerful boss of the A-F-of-L Teamsters Union. Those on the inside say the investigation may be the reason the union recently bought Beck's mansion, and now leases it to him... at a nominal rate.

3 & 9

NEW YORK - Wally Cox's failure at the Las Vegas Dunes hotel has ~~touch~~ touched off a wave of jitters among night club men who have been offering big money to television stars. One top booking agent, who had been dangling lush bait in front of a top TV star, has quietly withdrawn the offer. He found out the star had no act, and, like Cox, expected night clubbers to react wildly to old television routines.

4 & 10

CAIRO, Egypt - The Russians have pulled a Kremlin switch on the new Egyptian government, which recently invited 40 foreign newsmen to visit their country. Russia's so-called "journalist" is D. T. Shepilov, whose credentials say he's editor in chief of Pravda. But what the Egyptians didn't know was that Shepilov is also chairman of the foreign relations committee of the Supreme Soviet. Strong Man Nasser of Egypt boasts of crushing communists in his country. But even while he talks, Shepilov moves freely about Egypt, masked as a newsmen.

EXCLUSIVES (for thursday)

KLIF WNOE KNCE Kelp WRIT

5 & 11

LOS ANGELES - Fast growing southern California is considering ways to choke off migration from other states. Authorities say that 1960 will be "zero year" for immigration into California, unless new water sources are found. Under consideration is a plan to pipe water 12 hundred miles from the Columbia river in Oregon. But the proposal has monumental barriers to overcome before it can become a reality.

6 & 12

CHICAGO - The brother of the big boss of the old Capone mob is living proof that gangsters and hoodlums still wield tremendous influence in the windy city. John Accardo, whose brother is Tony Accardo, boss of the Capone gang, has been located at Arlington race track, near Chicago, drawing 350 dollars a week. He also has a job at Sportsman's Park, at about the same salary. An indication of the weight of the mob's power comes from Accardo's boss at Arlington. He says: "We'd like to fire him, but we don't dare. We'd pay him \$100 a week to stay away, but he won't quit."

GORDON

1 & 7

CHICAGO - Behind the imposing facade of the Libby, McNeill, & Libby headquarters, opposing sides are engaged in a locked-horn struggle for power, to rival the Wolfson-Avery battle for Montgomery Ward. Stockholders are being bombarded with letters from the present management team and from the rebellious Independent Stockholders Committee. The stockholders group says management is stodgy and behind-the-times, and the company should be put in the hands of younger, more dynamic executives. But management cites soaring earnings, and says the Independent Stockholders Committee is a "front" for an Eastern group headed by Alfred W. Parry, Junior, and William E. Dow, Junior.

2 & 8

HOLLYWOOD - NBC and CBS, giants of the television network field, are looking nervously to their ratings, as ABC threatens ~~to oust them from their positions~~ their positions with the amazing popularity of the Walt Disney programs. Ironically, both the bigger nets turned down Disney's offer when he approached them, before going to ABC. Neither NBC nor CBS would meet Disney's demand that they put money into his fabulous Disneyland project.

3 & 9

LOS ANGELES - If you're a high-strung victim of modern-day business tensions, chances are your family doctor will be able to help in difficulties with traffic policemen. Marion Grammer of North Hollywood was arrested for blocking traffic during the rush hour on the Hollywood freeway. Police hauled him away, after he simply stopped his car in the middle of the jammed super-highway. But he was released after a jail psychiatrist said he was suffering from what they called "an anxiety neurosis brought on by the freeways." Instead of a ticket, Grammer is to get treatment.

11 1 Dan office file

4 & 10

WASHINGTON - Immigration detectives are working around the clock to plug a border leak through which big time racketeers are slipping back into the U-S, after being deported. Several notorious criminals are believed to have re-entered the United States with papers forged by a Latin American passport ring. ~~that is the case~~ The traffic in deported crooks is said to be a profitable sideline for the passport forgers, whose biggest business volume is in Latin American white slavery.

5 & 11

DETROIT - Some of the nation's most powerful unions are jittery about the federal indictment of the United Auto Workers for spending union funds for Democratic Congressional candidates in Michigan. They're afraid the action may snowball over other unions. If the government wins its case against the U-A-W, more indictments may follow. Union bosses could face prison sentences and individual union members could sue to recover the dues that went into vote-getting for labor-backed candidates.

6 & 12

NEW YORK - Publishing circles are predicting that the new crop of scandal magazines are going to be sued out of business by the irate subjects of their so-called "exposes." Well-heeled personalities, including Doris Duke, and Robert Mitchum have huge libel suits pending against some of the sheets. Now Errol Flynn is huddling with his attorneys, and may be the next one to sue Confidential. The magazine is already facing suits totaling more than \$10,000,000.

11 1 office file

HOLLYWOOD - Liltin' Martha Tilton, who used to be star singer with Benny Goodman's band, is challenging an old Hollywood tradition to play herself in "The Benny Goodman Story." She'll sing "And the Angeles Sing" and "You Turned the Tables on Me," two of the songs she made famous as Goodman's focalist in the heyday of swing music.

9 HOLLYWOOD - Studio moguls are so anxious for reality in new movies that they've put an ex-attorney to work as producer of the new courtroom thriller, "Trial." He's Charles Schnee, who was a practicing lawyer before he went into the movie business.

10 HOLLYWOOD - The motion picture industry, which fought television bitterly in the early days of TV, is ~~busily~~ bustling to fill increased demands for film on the electronic tubes. The American Broadcasting company just announced it plans to use film on 60 per cent of its programs next season, and anticipates even more film in the future.

11 HOLLYWOOD - Thomas O'Neill, General Teleradio president who just bought R-K-O for \$25,000,000, is sifting the 400 R-K-O movies on hand with an eye to quick recovery of part of his investment. Those that aren't suitable for theater release, will be shown on television.

12 HOLLYWOOD - Critics of Howard Hughes are grudgingly admitting that the \$6,500,000 profit he realized on the sale of R-K-O pictures is a tribute to his business acumen. He held control of the studio for seven years, but waited until the right buyer came along. Then he collected the profits he didn't bother with during the time he was at R-K-O's helm.

HOLLYWOOD (for wednesday)

KLIF WNOE KACE KLEP KAIT

To: All Station Managers
All Program Directors

June 8, 1961

1 HOLLYWOOD - James Dean has his studio bosses wringing their hands over his determination to take a year off, and roam the Texas plains. Dean is now working on "Giant," and plans to leave Hollywood after he's through with "Rebel Without a Cause."

2 HOLLYWOOD - Clark Gable has gone into the building business. He's building not one, but ~~four~~ four houses in Palm Springs.

3 HOLLYWOOD - Anna Maria Alberghetti and her ~~entire~~ entire family had to go to Canada this week, and all because they want to stay in the United States. As ^{Italian} aliens, they have to re-enter the U-S every six months. This time, they ~~plan~~ plan to stay permanently, as American citizens.

4 ~~HOLLYWOOD~~ HOLLYWOOD - When Fred McMurray and June Haver went on a Sierra fishing trip, they took along one of the best chefs to fry their fish...none other than Dave Chasen of restaurant fame. Fred and June hooked the trout, and Chasen handled the culinary duties during the week's outing.

5 HOLLYWOOD - Friends and business associates of Bob Crosby are grumbling at Life magazine for titling a cover of Cathy Crosby as ~~Bing Crosby's~~ "Bing Crosby's niece." She's Bob Crosby's daughter.

6 HOLLYWOOD - Metro Goldwyn Mayer has torn up Esther Williams' \$2500-a-week, 10-year contract. A new agreement calls on Miss Williams to do three movies for M-G-M in the next five years.

7 HOLLYWOOD - Comedian Lou Costello has a chance to play a movie role of a Fiorello La Guardia, the late New York mayor to whom he is often compared in real life. Warner Brothers wants him for the role in "The Billy Mitchell Court Martial."

MEMORANDUM

R.P.B. - News

TO: All Station Managers
All Program Directors

June 6, 1961

FROM: Gordon McLendon

EARS, INC., will supply your station exclusively in your market 30 editorials per week from top publications around the world. These editorials are all one-minute or less in length. In addition, you will receive at least one editorial each week which you can adapt to a local community problem.

All editorials are marked with a Title, Reading Tune, Number, Date and its Source. They are further identified as Feature, Humor, Local, State, National or World editorials.

We pay \$40.00 per week total for this service, cancellable at any time. Arbitrarily, we divide the cost as follows: KLIF \$7, KILT \$7, KABL \$7, X-TRA NEWS (which has also asked to be included) \$7, KTSA \$4, WAKY \$3, KEEL \$3, WYSL \$2. You should receive your first 30 editorials on June 22 by air, and weekly thereafter on Wednesdays. You will receive full details on a national editorial writing contest which can and should be extended to your local high schools. You should have the full cooperation of every school, teacher and civic leader.

You must quote the source of an editorial. You should give its title. You might want to attempt a sale of this feature to a bank, savings and loan, or other sponsor concerned with prestige.

My thought is that you might want to have your newsman cut in once a show (or fewer times if you strike certain of the editorials) with a different editorial. The format might go thusly:

S. E.: Sound of Newsroom

ANN.: KLIF brings you another exclusive Cliff feature - the guest editorial page. In its editorial entitled "Now It's Canned Rifles", the Milwaukee Journal says

EDITORIAL

ANN.: So says the Milwaukee Journal editorially. Keep tuned to KLIF for guest editorials throughout the day.

You may, on the other hand, care to use them once in a while in your newscasts. No time for response need be offered since we are merely quoting.

Please let me hear from you if you have any questions.

111 0... office file

MEMORANDUM

TO: ALL STATION MANAGERS

June 2, 1961

FROM: Gordon McLendon

We have subscribed to a new radio service, called EARS, INC.

We will prorate the cost among all stations but it will amount to a pittance each week. The organization furnishes 30 editorials a week culled from many, many newspapers throughout the world. I would suggest that it would make an excellent morning feature, and perhaps you could use these editorials at other times during the day.

I will, in short order, give you a complete plan under which I think the maximum use may be made out of this service. In the meantime, I am asking Ears, Inc., to send you a brochure and would urge that you give it a most careful reading. As you know, I don't subscribe to things easily and would not have done so in this case if I hadn't felt that it would be of tremendous benefit to all our radio stations.

Gordon McLendon

GBM:us

111 Don office file

ppb

MEMORANDUM

7CC+Misc. Gov't. Matter

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: OCTOBER 24, 1960

In case you did not receive copies of the recent letter from the Hon. Ralph W. Yarborough to all radio stations, I am attaching a Fax copy. Please make sure you understand all of it, particularly Paragraphs # 2 and # 3.

Don Keyes

This Department is a committee created for the purpose of the purpose for which it was created and in order of the purpose fulfillment of the national policy of fairness and impartiality in the use of political campaigns of broadcast media operating under Government license in those last three special weeks prior to any national election, and the Department is required to the Department within twenty days before the receipt of any complaint made directly to you by any candidate for public office, political committee or individual alleging discrimination by you in the handling of political campaign news, and advertising and the presentation of political candidates.

cc: GBM, BRM, Marcus Cohn

Enclosure - 1

WARREN G. MAGDOEN, TULSA, CHAIRMAN
JOHN G. PASTORE, R.I.
A. S. MIZE MCKINNEY, OKLA.
GEORGE A. SMITHSON, FLA.
STROM THOMSON, D.C.
FRANK J. LAUSCH, OHIO
RALPH YARBOROUGH, TEX.
CLAIR BOWLE, CALIF.
E. L. BARTLETT, ALASKA
VANCE HARTKE, IND.
DALE W. MOORE, WYO.

ANDREW F. SCHNEPP, TEXAS
JOHN MARSHALL BUTLER, MD.
HOWARD COTTON, N.H.
CLIFFORD P. CASE, N.J.
THURSTON S. MORTON, KY.
HUGH COSTY, PA.

EDWARD JACOBETT, CHIEF CLERK

United States Senate

COMMITTEE ON
INTERSTATE AND FOREIGN COMMERCE

Washington, D.C.

October 14, 1960

TO THE TV OR RADIO STATION ADDRESSED:

As you know, on June 14, 1960, Senate Resolution 350 was passed establishing a Subcommittee to its Committee on Interstate and Foreign Commerce charged with the duty to examine, investigate and make a complete study of any and all matters pertaining to - -

(1) Federal policy on uses of Government licensed media for the dissemination of political opinions, news, and advertising, and the presentation of political candidates; and

(2) A review and examination of information and complaints concerning the dissemination of news by such media.

This bipartisan subcommittee attaches great importance to the purpose for which it was created and in order to better assure fulfillment of the national policy of fairness and impartiality in the use in political campaigns of communications media operating under Government license in these last three crucial weeks prior to our national election, you are requested to report to the subcommittee within twenty-four hours of your receipt of any complaint made directly to you by any candidate for public office, political committee or individual alleging discrimination by you in the handling of political opinions, news, and advertising and the presentation of political candidates.

Following this immediate notification to the subcommittee of any complaint received by you, we would further request that you advise us of your action and disposition in the handling of said complaint.

Sincerely yours,

Ralph W. Yarborough
Ralph W. Yarborough, Chairman
Subcommittee on Freedom of Communications

Address all communications to:
Counsel, Subcommittee on
Freedom of Communications
460 Senate Office Building
Washington, D.C.

11-1 Don office file

RPB

new-gk
No 2

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: OCTOBER 20, 1960

I am sending you produced tape dubs of KLIF's "Traffic Reports". They are based on red, green and amber, the three colors of a traffic signal. Log them once per hour from 6:00 AM to 9:00 AM and 4:00 PM to 7:00 PM. They may also be used at any other time when traffic conditions warrant. Obviously, the choice of what cut is to be used is up to your newsman who is monitoring the police radio. The choice should be determined as follows:

Red: When traffic is actually blocked on a major artery and/or is being re-routed.

Amber: When traffic has been slowed down on a major artery by some interference but is not being re-routed.

Green: No accidents reported in city, all traffic proceeding smoothly.

Immediately after the announcer's voice on the tape, you cut to your newsman who states the condition. For example, if "red" is used, the newsman might have the following:

Newsman: "Dallas Police report a major accident at the Fitzhugh exit at the Central Expressway, Northbound. Motorists are advised to use the Haskell street exit. All traffic in that area is urged to proceed with caution."

If "amber":

Newsman: "There is a traffic delay at the intersection of Main and Lamar in downtown Dallas. Drivers are urged to proceed with caution in that area."

If "green":

Newsman: "All major traffic arteries in Dallas are flowing smoothly. No accidents have been reported and no delays should be encountered."

Obviously, the "green" should only be used two or three times a week since it is a negative report. It only serves to remind your listeners that you are keeping an eye on traffic for them.

Don Keyes

ys

CBN

TO: ALL PD'S, AND ND'S.

DATE: FEBRUARY 15, 1958

FROM: DON KEYES

SUBJECT: "CALL LETTERS"

No. 2

1. Here is a good excerpt from one of Joe Long's memos to me concerning call letters within the news. It is very good, and I suggest you all follow it.

"Here are some of the methods we employ in working station call letters into our newscasts.

"KILT News Service reporters on the scene say that....."

"KILT sources in the State Department report that....."

"President Eisenhower told KILT Washington sources....."

"The KILT News Terminal has learned....."

"Chief Shuptrine has informed KILT THAT....."

"Houston.....special to the KILT News Terminal....."

"HOUSTON.....from the KILT Police Desk....."

Actually, we use "KILT DATELINE (city) less than any other. I feel this becomes too bloody repetitious and obvious. Working the letters into the body of the story is a much smoother way. On National and International stuff the use of "KILT representatives, news service correspondents, sources, "etc. is most effective and still within the bounds of honesty..

Each outside reporter ends his phone report with...."This is Kent Demaret reporting from the KILT News Desk at Police Headquarters...now back to the KILT News Terminal."

On each outside report we identify our location as the "KILT news desk at_____." This is done even from the Shamrock as well as City Hall, etc.

There are a million variations on the above and the possibilities are limitless.

We are averaging 15 to 20 call letter mentions per newscast."

2B-NO. 2

11-1-60 office file

Radio Policy Book "news"

BROADCAST FEATURE SERVICE • 516 Fifth Avenue • New York 36, New York • MUrray Hill 2-4777

NOW YOU CAN HAVE ONE OF AMERICA'S MOST WIDELY READ NEWS-PAPER COLUMNISTS BROADCASTING FOR YOUR STATION - AT A PHENOMENALLY LOW COST!

Now available - VICTOR RIESEL, internationally known columnist and

KTSA **SAN ANTONIO**

News-Contacts

TO Homer Odom AT KABL DATE November 14, 1960
FROM Jack Fiedler
SUBJECT _____

Our contact in New York for the Stock Exchange is Robert E. Gurvitz, Manager, Radio-TV Services, New York Stock Exchange, 11 Wall Street, New York 5., N.Y.

Our newsmen have been calling HAYMARKET 5-6990 with a tape ready to record the daily report from Jean Geiger.

This is all there is to it.

JF:mel

Copy to Gordon McLendon ✓

Radio Policy Book "news"

BROADCAST FEATURE SERVICE • 516 Fifth Avenue • New York 36, New York • Murray Hill 2-4777

NOW YOU CAN HAVE ONE OF AMERICA'S MOST WIDELY READ NEWS-PAPER COLUMNISTS BROADCASTING FOR YOUR STATION - AT A PHENOMENALLY LOW COST!

Now available - VICTOR RIESEL, internationally known columnist and foreign correspondent syndicated in 287 newspapers, covering for your station the behind the scenes stories of the big news as it happens.

Labor on the Political and Industrial Front (one of the big stories in 1960)

Politics

International Affairs (from Africa to China)

Business

Crime and Corruption

The 1960 Presidential election

VICTOR RIESEL and his experienced staff will be feeding you the exciting and exclusive news that has made RIESEL one of the most widely read and quoted columnists in the country.

Each week you will receive on tape - 21 RIESEL BEHIND THE SCENES NEWS SPOTS. - News you couldn't get anywhere else!

EACH SPOT APPROXIMATELY 20 SECONDS - perfect for integration in your newscasts, or as a special VICTOR RIESEL news feature.

Each Behind the news spot will be timely - right on the target of the big stories everybody is talking about. If a national story affects your own community, RIESEL would be glad to do a special tape for you.

Your order by March 15, 1960 will give you RIESEL on a six week trial basis WITH ONE FREE WEEK.

INTRODUCTORY PRICE SCHEDULE

<u>Population (based on station coverage)</u>	<u>Price (per week)</u>
over 1,000,000	\$20
500,000 to 1,000,000	\$15
200,000 to 500,000	\$13
50,000 to 200,000	\$10
under 50,000	\$5.

SERVICE STARTS TWO WEEKS AFTER RECEIPT OF ORDER.

RPB - No. 2
news

To: Joe Long
From: Gordon McLendon

The news department is now adopting a subterfuge with regard to the requirement of one beeper (new) each hour. This is fine with me so long as they discontinue it immediately.

When I set forth the rule of one new beeper per hour, I meant one new local beeper per hour. I did not mean a remote beeper such as the continual calls to ~~W~~ Houston. First, we had our own reporters calling in locally; now we are using our own reporters in other towns. Cut it out; nobody is being fooled. I realize you are not trying to fool anybody but the reporters are. Use the list of 300 we have.

Now, I did not say no remote beeper.

#2 - 0

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

TO: Joe Long

DATE: November 19, 1960

FROM: Don Keyes

SUBJECT:

Attached is a copy of Gordon's original instructions regarding performance of Mobile News Unit Reporters. Please have every newsman read it over in your presence, answer any questions they may have, and have them initial and return to me.

Don Keyes
Don Keyes

ys

Initial here, Joe.
(Kv)
Cliff Roberts

RPB - No. 2
news

To: Joe Long
From: Gordon McLendon

The news department is now adopting a subterfuge with regard to the requirement of one beeper (new) each hour. This is fine with me so long as they discontinue it immediately.

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Now, I did not say no remote beepers. I say use as many as you wish, consistent with economy. But have one new local beeper on each newscast. To try to disguise this requirement with long-distance calls is both an evasion of the spirit of the requirement but also very expensive. I heard one Sunday about some guy being struck by a car in Houston--and a long-distance call to Houston at that'. Now, let's get this thing under control. The same requirement should now be in effect at all stations, with the same limitations: a. recap at end; b. don't interview yourself; c. don't evade the requirement with long-distance calls.

If you have a long-distance beeper on a newscast, the local beeper requirement still stands.

The good ones can bear repeating. Why aren't they repeated, except on rare occasions?

Gordon McLendon

cc: Joe Long
Don Keyes

111 Jan office file

BUDDY FLYING TOUR PAGE # 2

ADVANCE # 1

Although Eisenmann lost both the game and his job, Life Magazine carried the account of the canine rhubarb in a full three-page spread. Promptly, Eisenmann hung up his spikes and let the dog do the talking for him from then on.

Since his initial motion picture success in Allied Artist's "The Littlest Hobo" which grossed nearly two million dollars, the highly trained police dog has been astounding both dog fanciers and happy youngsters with his often more than human accomplishments:

This, the latest of his long list of feats, may be a bit too gristly for the super-human canine to chew. But if you suddenly look skyward and see Piper Commanche N-6488-P wavering overhead, you'll readily know that London is aloft mastering another of man's once sacred and awesome marvels.

#

cc: Joe Long
Don Hayes

Don Hayes

RFB-^{No. 2}
news

11 1 Don office file
M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS, MANAGING EDITORS
FROM: DON KEYES
DATE: JULY 7, 1960

Jack Fiedler of KTSA has been using our billboarding idea in a rather unique manner. Please follow what he has done here as soon as you can set it up with your people.

The idea is to pick out a particular news story each morning during your morning show (6:00 to 9:00 AM) and to billboard it within those time limits. The story naturally will have to be one of some significance either locally or nationally. There will be varying degrees to which you will want to follow-through on such a news story. This will be governed by the amount of late-breaking follow-through items on the story or its national significance. For example: An important local story could result in a new beeper report every twenty minutes throughout that morning block along with the usual billboarding promos by the jockey. Whereas a national story concerning perhaps Ike's reception in Taipei would be one that would not offer the advantages of differing reports every 30 minutes but is of such magnitude to warrant coverage by the deejay. Naturally, the newsman on duty will have to keep a sharp eye on the wires on stories of this type for late-breaking details that could be used as break-in supplemental material. Either way.....

1. It should be the newsman's duty to pick out a story worth billboarding and to immediately type out a half-dozen, two-line billboarding promos and deliver them to the morning deejay.
2. Instruct your morning man to read and rotate these billboarding announcements approximately once every ten minutes throughout his show.
3. Naturally the follow-through on such stories will have to be in keeping with the importance attached to them and they should be given first lead on each morning newscast.

I think you see by this setup how this idea can lend a great deal of spark and interest to not only your morning show but to your morning news presentations.

Please put this into effect as soon as possible.

Don Keyes

111 Don office file

RPB No. 2
memo

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS, MANAGING EDITORS

FROM: DON KEYES EDITORS

DATE: JULY 7, 1960

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Don Keyes

111 Don office file

RPB No. 2
news

M E M O R A N D U M

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

FROM: DON KEYES

DATE: JULY 15, 1960

Jack Fiedler of KTSA has come up with another idea utilizing news as an added feature of the morning show from 6:00 to 9:00 AM. Each morning, the KTSA news department picks out four (if that many are available) news stories which have broken that morning or the night before. These are used in an abbreviated form as a combination teaser and news bulletin throughout the hour at the rate of one per quarter hour.

For instance, the newsman will break into the morning show at 8:15 with a three or four line story high-lighting only the most important events in a fresh story. He will close it out by saying that KTSA will have complete details available on the 8:55 edition of KTSA Morning News. Then at 8:30, there will be another break-in of an entirely different story. This certainly makes good sense to me particularly in this morning segment and I wish you all would follow this whenever you have fresh stories that would warrant such treatment.

Don Keyes

cc: Gordon McLendon
B. R. McLendon

11 London office file

M E M O R A N D U M

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

FROM: DON KEYES

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Don Keyes

cc: Gordon McLendon
B. R. McLendon