

026

MAD BOMBER

CONTROL: (COVERING THE ROOM AND EXPLOSION)

WALKER 1: (IT'S SOMEVILLE, OKAY?)

WALKER 2: "NOBODY, IT'S A LITTLE BIT, BUT IT WOULD BE SOMEVILLE."

WALKER 1: "WE'D HAVE TO GO OUT NOW, BUT IT WOULD BE TO SOME
THE CITY OF SOMEVILLE."

WALKER 2: "WALKER HAS PLANTED SOME TALK BOMBS IN SOMEVILLE."

WALKER 1: "CENTRAL IS SOMEVILLE, IT'S A LITTLE BIT ON SOMEVILLE."

WALKER 1: "OF THE BOMBS WERE PLANT AND EXPLOSION, THE CITY WOULD
OF SOMEVILLE WOULD BE AT A STANDSTILL."

WALKER 2: "IT'S A LITTLE BIT, BUT IT WOULD BE SOMEVILLE TO SOME-
WALKER 1: "WALKER HAS PLANTED SOME TALK BOMBS IN SOMEVILLE."

WALKER 1: "CENTRAL IS SOMEVILLE, IT'S A LITTLE BIT ON SOMEVILLE."

WALKER 1: "OF THE BOMBS WERE PLANT AND EXPLOSION, THE CITY WOULD
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"MAD BOMBER" CONTEST

PROMO #2

CONTROL: (SCREAMING BOMB AND EXPLOSION)

ANNCR 1: "IT'S BOMBSVILLE, U. S. A.!!!"

ANNCR 2: "NOSIREE, IT'S LOUISVILLE, BUT IT MIGHT BE BOMBSVILLE!!"

ANNCR 1: "WE'LL SOON FIND OUT HOW DIFFICULT IT WOULD BE TO BOMB
THE CITY OF LOUISVILLE,"

ANNCR 2: "WACKY HAS PLANTED FIVE FAKE BOMBS IN STRATEGIC NERVE
CENTERS OF LOUISVILLE", THEY ARE NOT ON PRIVATE PROPERTY"

ANNCR 1: "IF THE BOMBS WERE REAL AND EXPLODED, THE ENTIRE CITY
OF LOUISVILLE WOULD BE AT A STANDSTILL."

ANNCR 2: "TO FIND OUT HOW LONG IT WOULD TAKE LOUISVILLE TO DIS-
COVER THE WAKY BOMBS, WACKY HAS PUT A CERTIFICATE GOOD
FOR FIFTY DOLLARS IN EACH BOMB CASE"

ANNCR 1: "HOW LONG WILL IT TAKE LOUISVILLE TO LOCATE THE WAKY
BOMBS??"

ANNCR 2: "MOCK DETONATION TIME IS SET FOR THURSDAY, SEPTEMBER 17TH
AT 5:00 PM"

ANNCR 1: "CAN ~~XXXXXX~~ LOUISVILLE FIND THE WAKY DUMMY BOMBS BY
DETONATION TIME THIS THURSDAY!!"

CONTROL: (CURTAIN WITH TICKING OR EXPLOSION)

VALENTINE SINGERS (Don Keyes, Harry James, etc.)

You can construct this the same way as the one discussed in last week's Digest. In this case, you add the words "the" and "your" to the recordings of "My Funny Valentine", or any other song that you wish to use.

MAD MONEY

The object, of course, is to identify the "Valentine" song.

PROMOTION (Johnny Jordana, Program Director, KABC)

"Radio Reader" - Telephone game. The first caller is interviewed on the air and selects a radio event (one of four) to be played in various arrangements. Eaching producer describes a radio event follows. If these matches event described, the listener wins \$5.00.

Timely since the San Antonio Sport Festival was held about the same time.

PROMOTION (Billie Holiday, etc.)

"Mad Money" - The contest will be held on the radio. The winner will receive a cash prize of \$5.00. The contest will be held on the radio. The winner will receive a cash prize of \$5.00.

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VALENTINE SINGERS (Don Keyes, Home Office, Dallas)

You can construct this the same way as the "Hearts" thing mentioned in last week's Digest. In this case, you edit the word "Valentine" from various recordings of "My Funny Valentine" (or any other song that has the word "valentine" in it).

The object, of course, is to identify the "Valentine Singers".

###

PROMOTION (Johnny Borders, Program Director, KTSA)

"Radio Rodeo" -- Telephone game. The first listener to call is interviewed on the air and selects a rodeo event (one of four) which are on cartridge in various arrangements. Exciting produced description of a rodeo event follows. If guess matches event described, the listener wins \$5.50.

Timely since the San Antonio Fat Stock Show and Rodeo was underway at about the same time.

###

PROMOTION (Bill Weaver, Manager, KILT)

"Mad Money Contest" -- The contest starts at 9:00 AM on McLoed's show and continues through Presley's show at 3:00 PM. A set jackpot starts the contest, like \$5.00, although the amount changes daily.

McLoed gives the starting jackpot at 9:00 AM and only gives it this one time. Then each 20 minutes or so, he adds 15¢, 25¢, etc, to the jackpot. At approximately 2:45 PM, Presley calls a listener and asks her how much is in the Mad Money Pot. If she tells him exactly, she wins the cash.

KILT calls this the Mad Money Contest by telling the lady listeners that they need not tell their husbands about this cash, as this money is their very own "mad money". The listeners called are drawn at random from a tubfull of post-cards which are received prior to starting the contest and, of course, to which cards are added daily.

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PROMOTION: Bruce Hildebrand, Program Director, KTSB

"Magic Money" -- First listener to call gets his choice of three

different Magic Wands (the wands are actually number soundtracks or TCS).

The listener then picks any number between 1 and 10 and if the number picked comes

up on the wand, listener wins \$25.00. Another chance is given to pick one of the other

Magic Wands and if he matches the number again, he wins \$100.00.

PROMOTION: Bruce Hildebrand, Program Director, KTSB

In connection with a new magazine that is being published in San Antonio

and sold only in High Schools and J.V. Highs, KTSB has acquired the exclusive rights

to the music page in the magazine. The name of the bi-monthly magazine is High Life.

It is filled with pictures of all the activities, stories, sports page, contests,

etc. KTSB's page has pictures of all the KTSB people, a picture and story of the

"Deejay of the Month", a run-down on what KTSB thinks are some of the hottest

records out, etc. A contest is running on the "Bob Sinclair Show" each night where

listeners can win a year's subscription to the magazine.

STATION BROADCAST: Bruce Hildebrand, Program Director, KTSB

"KTSB ... the station of all other radio stations in South Texas..."

"KTSB ... the station of the future..."

"KTSB ... the station of the future..."

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STATION BREAKS (Bruce Hathaway, Program Director, KTSA)

"KTSA ... EARS ahead of all other radio stations in South Texas..."

"KTSA... The Speaker of the House..."

"KTSA... Never a trick... always a treat..."

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TO: WNOE-STAFF

MAGIC TELEPHONE NUMBER

FROM: Bill Baldwin

RE: FACT SHEET ON "MAGIC TELEPHONE NUMBER"

Somewhere in New Orleans, there is a telephone with a MAGIC NUMBER. It is a regular, listed-in-the-directory telephone number.

If you dial the WNOE MAGIC TELEPHONE NUMBER and say "Is this the WNOE MAGIC TELEPHONE NUMBER?"... the person who answers at that number (but ONLY at the correct number)... will award you \$100.00!

There is no number will be announced over the A.M. NEW WNOE every hour, starting Thursday, November 28th (Thanksgiving Day) and continuing through Friday, December 1st.

Frequently, in a contest of this kind, some smart-aleck will tell callers that they have won, even though they have not actually dialed the winning number. PLEASE DO NOT END THE CONTEST or ACCEPT ANY STATEMENT THAT THERE IS A WINNER unless that statement comes from ME (authorized person).

Only the station manager knows the actual identity of the WNOE "MAGIC TELEPHONE NUMBER". As soon as the person at that number receives a winning call, he will notify me and I will pass the information along to the Dee Jay on duty at the time.

CLUES (and the times at which they are to be aired) will be put in the Casino every day. USE THEM AT THE TIMES INTENDED....and get in plenty of ad lib about the contest.... repeat the clues which have been aired previously, and get the new ones on-the-air ON TIME!

You might even make a few calls yourself and ask "Is This The WNOE MAGIC TELEPHONE NUMBER?" I'd like to know what reactions you get from making a few such calls yourself.

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March Wind Catch-The-Music

P.B. No. 3

TO: WNOE-STAFF

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Clues to the number will be announced over the ALL NEW WNOE every hour, starting Thursday, November 28th (Thanksgiving Day) and continuing through Sunday, December 1st.

Frequently, in a contest of this kind, some smart-aleck will tell callers that they have won, even though they have not actually dialed the winning number. PLEASE DO NOT END THE CONTEST or ACCEPT ANY STATEMENT THAT THERE IS A WINNER unless that statement comes from ME(authorized person).

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You might even make a few calls yourself and ask "Is This The WNOE MAGIC TELEPHONE NUMBER?" I'd like to know what reactions you get from making a few such calls yourself.

CLUES (and the times at which they are to be aired) will be put in the Studio every day. USE THEM AT THE TIMES intended....and put in plenty of ad-libs about the contest.....repeat the clues which have been aired previously and get the new clues on-the-air ON TIME!

You might even make a few calls yourself and ask "Is This The WNOE Magic Telephone Number"? I'd like to know what reactions you get from making a few such calls yourself.

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March Wind Watch-The-Music

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WEDNESDAY, November 27th, 1937

TO: The Staff of WNOE
FROM: Bill Baldwin
RE: FACT SHEET on "MAGIC TELEPHONE NUMBER"

P.B.#3

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Only the station manager knows the actually identity of the WNOE "Magic Telephone Number". As soon as the person at that number receives a winning call he will notify me and I will pass the information along to the Dee Jay on-duty at the time.

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March Wind Catch-The-Music

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R.P.B.
Kliff

Magic Telephone No.

FORMAT
KLIF TELEPHONE TOTAL CONTEST

Changed To Fire bell

SOUND: TELEPHONE RING (E.T.)

ANNCR: 'Time to announce a new telephone total! If the five digits in your telephone number add up to the "telephone total" I am about to give; and you are the first person to call the KLIFF contest operator, you will win \$11.90 from the Mighty 11-90 K L I F---OR----a portable transistor radio tuned to 11-90. The "telephone total" can not be repeated, so listen carefully!

The newest K L I F TELEPHONE TOTAL IS: _____(repeat)

Call the contest operator at: _____(repeat)

CONTROL: (CONTINUE WITH PROGRAM)

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FACTS FOR DEE JAY:

1. Make no more mention of telephone total until you have winner on phone.
2. Do not state that you called them; make it appear they called in.
3. Do not make comparison of "money" and "transistor" let them choose.
4. If they fail to win \$100; treat them with a sympathetic attitude.
5. Stress why the money is eleven dollars and ninety cents; frequency.
6. Record a couple of conversations on-the-air on spare Ampex--play back.
7. Numbers certified by MERCANTILE NAT'L BANK.

GBM,
The above "intro" to the contest leaves out the fact that the person is actually shooting for \$100. But, the jock covers the fact in his ad lib approach to the contest and again when the contact is actually made with the listener.

R PB
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FORMAT
KLIF TELEPHONE TOTAL CONTEST

SOUND: TELEPHONE RING (E.T.)

ANNCR: 'Time to announce a new telephone total! If the five digits in your telephone number add up to the "telephone total" I am about to give; and you are the first person to call the KLIF contest operator, you will win \$11.90 from the Mighty 11-90 K L I F---OR----a portable transistor radio tuned to 11-90. The "telephone total" can not be repeated, so listen carefully!

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7. *Cutspid by Mucatile Bank-*

Maximilian
Make It A Story —

MATHEMATICS

MAKE SOMEONE F

Mail

March Wind Match-The-Music

MEMORANDUM

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TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: GORDON McLENDON
DATE: FEBRUARY 1, 1963

Bill Weaver is currently running what he describes as the greatest single mail promotion ever run by KILT. This is a pretty strong statement. He says the mail is simply coming in in sacks. For instance, he reports that last Friday he received four full mail bags.

I have asked Bill to write a report about this promotion to me and now, in this memorandum, will instead ask that he write the report to me but send copies to all of you.

Don Keyes has some question about the promotion since entrants have to go to particular efforts and actually do send us something of value, I understand. Don believes that since there is only one winner for each one of the events of "Trade Fair", we are going to have a lot of unhappy people on our hands who enter and don't win. Bill can perhaps answer this objection better than I can and so I instruct him to send forthwith to all of you a description of the contest, how it is worked, if it is sponsored and if so, how much has he got it sold for, what are its disadvantages, and, in general, about as elaborate a description of the whole thing as he can offer.

Gordon McLendon

ys

cc: Don Keyes

MAKE SOMEONE FAMOUS

March Wind Match-The-Music

MEMORANDUM

MAKE-IT-OR-BREAK-IT

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON EYES

DATE: NOVEMBER 22, 1940

KLIF, on its evening show from 7:00 to 12:00 AM, is utilizing a little gimmick "Make It Or Break It", which requires participation on behalf of the audience. The jockey begins promising in an ad lib manner at about 8:30 that at 8:30 or 8:45 that evening he will be playing a brand new record on the air, and that it will be up to the audience whether or not the station will continue playing this record on a regular basis.

I am attaching Jack Sharp's explanation of this since he has a first hand knowledge of how this works. Please put into effect immediately.

The Promotion is being run five nights a week; is not run on Saturday. Jay runs it for one-half hour only, since a full hour of it could get tiresome. He does not have a produced intro for the gimmick at all, since it is already firmly established as a part of his show. He promises the fact that the "make it or break it" record is coming up soon, then plays it and takes calls (votes) for a half-hour only. Jay has been averaging 250 calls per half hour. To sustain the interest in the voting, he plays ten-second snatches of the song during the 30 minutes, otherwise, he has found that kids will want to vote on the current record he has on the table.

As I have pointed out, Jay and I confer and agree on the record to be "broken", the afternoon before he plays it. Three of the five records we pick, we feel very strongly about, and agree that they have hit potential for the future. The other two are just so-so, and occasionally, as in the case of "Wagon Wheel", we throw in a real dog to get an overwhelmingly strong "NO" vote. Otherwise, he would get a preponderance of "Yes" votes, and, I feel, would lose some of the impact.

The records that win a majority vote of "yes" are not necessarily placed on the corner list the following week... we still reserve final decision. In the event of an all "yes" vote, we do strongly consider the record for the play list.

There may be a bone of contention on this point, one side saying that you should not play a record on "make it or break it" unless you feel that it will definitely make the list. I can't agree with this. My viewpoint is that we must play some controversial or borderline records (heavy rhythm and blues, near-hillbilly, even records with questionable lyrics) or else the kids will get hip to the fact that we are sticking to records that we are going to play anyway, so what's the use in getting excited about voting. (Change that "questionable lyrics" to "thinner",

MAKE SOMEONE FAMOUS

March Wind Catch-The-Music

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: NOVEMBER 22, 1960

KLIF, on its evening show from 7:00 to 12:00M, is utilizing a little feature called "Make It Or Break It", which requires participation on behalf of the teenage audience. The jockey begins promoting in an ad lib manner at about 7:00 o'clock that at 8:30 or 8:45 that evening he will be playing a brand new record on the air, and that it will be up to the audience whether or not the station will continue playing this record on a regular basis.

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dirty lyrics will not be played.) I suggest you caution deejays who handle this gimmick to give a "no" vote twice the power. In other words, 90 "no" votes should count as 180. Jay has found that the very word "break it" tends to draw sympathy from many, many kids who will vote "yes" just so the poor artist won't be banned from the playlist. They are more likely to vote "yes" than "no".

For your information, Jay tells me that roughly 25% of the vote comes from (hold your breath) adults who enjoy playing the competitive game with the taste of the kids in music.

Don Keyes

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As I have pointed out, Jay and I agree and agree on the record to be "make it or break it". We have to play it in terms of the "make it or break it" record. We pick it up and play it, and agree that they have the potential for the record. The record is not there, and occasionally, as in the case of "Vegas Baby" or "Vegas Baby" to get an over-whelmingly strong "Yes" vote. Otherwise, he would get a preponderance of "Yes" votes, and I think, would lose some of the impact.

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Maximilian

March

"MATH"

MAKE SOMEONE FAMOUS

March Wind Catch-The-Music

file

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Make Up A Story

Maximilian

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"MATE

MAKE SOMEONE FAMOUS

March Wind Catch-The-Music

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March Wind Match-The-Music

Make Up A Story

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"MATH"

MAKE SOMEONE FAMOUS

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March Wind Catch - The - Music

BEST ON THE AIR PROMO

XTRA - With the advent of the Pueblo Incident news and the punctual reporting of each new development of this crisis became the best promotional effort this station could mount. All efforts this past week were expended in this direction.

✓ KILT - Mac Hudson is running the "Suppressed Desire" Contest on his morning show. He asks the listeners to call in and tell him something they have always wanted to do, but never had the chance. The cleverest ones win tickets to the motorcycle races and the most unique gets a Honda motorcycle.

WYSL - WYSL feels not enough of the respectable teenagers are given credit where credit is due. They now have a student of the month and by way of a promo, list his admirable achievements both in and out of school. Each student of the month receives a plaque and numerous other prizes for his achievement.

✓ KLIF - Anniversary promo...for mid-day...Listeners send us their anniversary date and we announce 5 winners daily from 9 AM-3 PM. Winners receive 2 McLendon theatre tickets.

BEST OUTSIDE PROMO

✓ KLIF - They are going to begin a "Make Someone Famous" contest. They'll request a short paragraph from listeners about themselves. The bit is simple. They select a winner, make a day for him, and then heap fame upon him with mentions, a free night on the town, etc. They'll tie in names of famous people, asking "don't you wish you were...?" Be famous! Maybe KLIF will select you... Probably they'll select some ding-a-ling.

BEST PUBLIC SERVICE IDEA

✓ KLIF - A little girl was seriously injured in an auto accident in which her mother and father were killed. A story appeared in the Morning News about it. They followed that with a promo requesting mail for her.

BEST NEW STATION BREAK

✓ KILT - KILT setting the pace for better listening!

KLIF - Love is Alive and Well in Dallas at KLIF... Your Valentine for '68.

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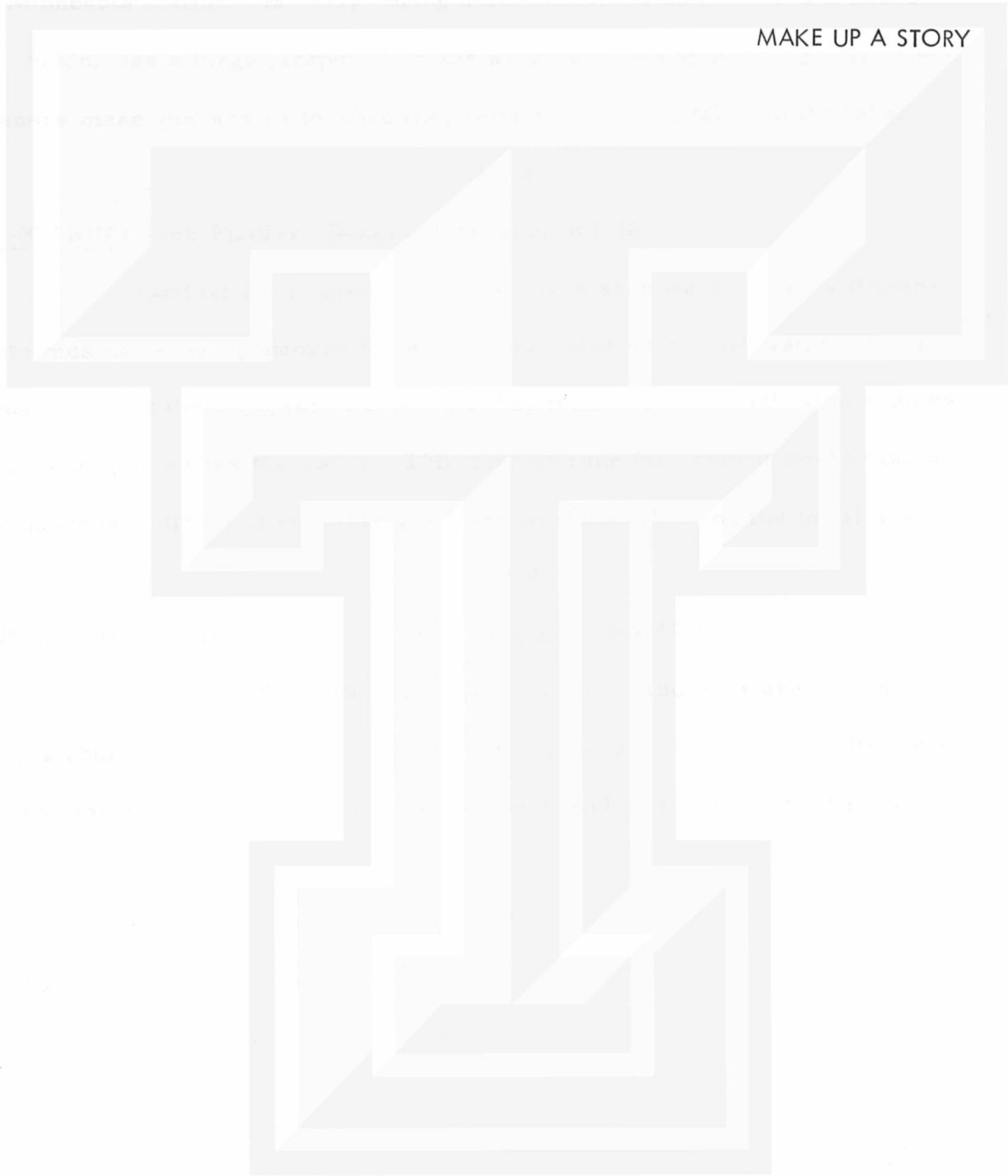
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MAKE UP A STORY

Make Up A Story

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"MATH MUSIC" Promo

Milkman's
Matinee

March Wind

Match-The-Music

PROMOTION (Jack Fiedler, General Manager, WYNR)

For northern stations, here's a contest run successfully each year by a Minnesota station. In early spring a car is parked on the ice at a nearby lake. Again, use a large jackpot of prizes donated by the sponsoring merchants. Listeners make guesses as to when they think the car will fall into the lake.

###

PROMOTION (Jack Fiedler, General Manager, WYNR)

Contest for a jewelry store -- Once each week during a fifteen-minute musical show sponsored by the jeweler, wind up a wrist watch. Have listeners submit their guesses as to when they think the watch will stop running. The closest guess wins the watch. This contest runs for several weeks and builds a tremendous audience if properly promoted by the station and the jewelry store.

###

CONTEST IDEA (Jack Fiedler, General Manager, WYNR)

"Melody Name Contest" -- Ideal for a grocery store. Several times a day, a song with a girl's name in the title is played on the air. The first girl with that name to call the station wins the merchandise prizes from the grocery store.

###

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"Make Up A Story Contest" -- The radio station should make a pre-recorded tape using song titles. Just record the song titles--forget about the rest of the song. Try to record about 25 songs titles on one tape. Two or three times a day for a week or so, this tape should be played on the air. The object of this contest is for the listener to copy down all of the titles of the songs and make up a story using only the words from the song titles. It is surprising how unusual and how entertaining these stories turn out to be. Station personnel should act as

Maximilian

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Match-The-Music

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

rych

I quote from Bruce's report:

"Beatle Mania Week, which was described in last week's report, has been one of the most fantastic things I have seen as far as response goes. We started last Saturday with 'Elvis Battles the Beatles'. During a six-hour period (Ricci Ware Program), we asked the listeners to call and vote for their favorite of the two. During that time we received over 3,700 calls and they didn't stop there, believe it or not. Every phone at KTSA rang from that time until 6:00 PM Sunday afternoon. We gave the phone company their share of the headaches. The response from our area listeners with their votes (without even asking for it) have gone by a 12% for Elvis over the Beatles. So the Beatle fans have forced us to have a re-match this Saturday. Our Beatle Baffler contest (postcard write-in of tongue twister about the Beatles) has also had giant response. The Beatle Books, well, we can't get enough of them."

#

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"The March Wind" -- A contest wherein listeners are invited to call in and see what the March Wind will blow in the KTSA door for them. It could be a cash amount of anywhere from \$1.00 to \$5.50, a Beatle Wig, or a broom to help the listeners do their Spring housecleaning.

#

PUBLIC SERVICE CAMPAIGN (Dickie Rosenfeld, Sales Manager, KILT)

To help CLASP (an association of 23 universities) get publicity urging ex-students to support college of their choice.

#

MI

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Matinee

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"MATH MUSIC" Promo

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Matinee

Match-The-Music

PROMOTION (John Borders, Program Director, KTSA)

A "Match-The-Music" contest which points up the fact that the station is playing more music. There is no reference to competition. A listener sends in a postcard, listing on the back the number of records he thinks the station will play in a given hour. At the beginning of an hour the DJ announces "KTSA is playing Match-The-Music with _____ this hour". They are giving a \$5.50 prize if the listener matches the music played.

TAG LINE (John Borders, Program Director, KTSA)

They are using a line that is very appropriate for football scores ...
"KTSA scores fast at a quarter past".

PROMOTION (John Borders, Program Director, KTSA)

It's an old gimmick but always very successful if you have a couple of free billboards to play with. They are running a contest wherein the listener sends a postcard drawing of an outdoor poster he would like to paint for KTSA.

CREATIVE PROGRAM-SALES IDEA for December/January (John Borders, Program Director, KTSA)

He suggests a cafeteria promotion tied in with Wyatt's to be called "Wyatt's Holiday Chimes". Chimes are installed in the cafeteria with a button remoted to under cashier's register or automatically timed to sound ever so often. The next person through the line receives a free meal in whatever amount his ticket reads. The tie-in is that identical chimes to those used in the cafeteria would be used in the radio announcements to create image.

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"MATH MUSIC" Promo

Milkman's
Cafeteria

Maximilian

Mi

"MATH MUSIC" Promo

Milkman's
Matinee

Sweepstakes to a person who wants to treat his friends "royally". In addition they will award a Royal Weekend for two once each month throughout the summer at a downtown motel with theatre tickets, meals, etc.

EXCEPTIONAL NEW SALES IDEA -- KXOK

Obviously this can only be used in Kansas City, Minneapolis and perhaps Oklahoma City. With the big snow recently in St. Louis this idea was proposed to a car dealer. They asked people to come by and join in the "Snow Party". The idea was to remove all the snow from the used cars except that on the front windshield. The price of the car is printed on cardboard and placed on the inside of the windshield. The prospect is given a broom to make a "clean sweep" of the snow from the windshield. After which another \$50 is taken off the price shown.

BEST NEW CREATIVE APPROACH -- KXOK

Lamberts, a local high-quality furniture store, is having a "February Furniture Sale". A man and wife expound sales points, huge savings and then talk about the vacation trip they are going to take with the money saved during the sale.

BEST PROMOTIONAL IDEA

One of our New Orleans competitors is running an interesting required listening promotion called "Math Music". A song is played on the air and its chart position is given. During the ensuing hour the disc jockey gives instructions to add, subtract and multiply other numbers to the original. When they call a contestant, they win if they know what the resulting number is.

BEST NEW COMMERCIAL APPROACH

A Kansas City station is utilizing the Oldsmobile "Swing into Spring" theme with a "swing fever" campaign. They use the Oldsmobile jingle and then the body copy uses medical terms throughout; i.e. "Your pulse will throb when you step into a Brace Olds -- no pains when you buy our easy way".

BEST NEW COMMERCIAL APPROACH

A New Orleans land development outfit is using a spot with Japanese music in the background over which the announcer says "You can get a lot in Tokyo 20 minutes from the center of town

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Maximilian

Midnight
Oil

Meloe
Meet the
Mets

Milkman's
Matinee

MAXIMILIAN

Pulley Book

All Managers
All Program Directors

August 29, 1963

Bill Stewart

Enclosed is an outline on "Maximilian, The Mechanical Money Monster" as suggested and written by Gordon McLendon. As an afterthought, he has also suggested that 1/2 the prizes be inconsequential and 1/2 of them be of value. In other words, two record albums, three 5¢ stamps, \$50.00, one egg beater, four record albums, two shopping bags, a transistor radio, etc.

Also, the entire voicing on the spots should be in a very mechanical, robot-like voice.

WAS:lr
Encl.

Midnight
Oil

Melod

Meet the
Mets

Milkman's
Matinee

Don Keyes

ADVERTISING COPY FORMAT

Time again to bring on Maximilian, the mechanical money
All Managers August 29, 1963
All Program Directors he is..."

Bill Stewart
This is Maximilian, the mechanical money monster. I

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WAS:lr
Encl.

radio... fifty dollars

stops him)...

Maximilian

from Maximilian,

regulations, Mrs.

Jan 24, 1939
Henry Low Benham
W. H. H. - Geraldine
Dr. Nelson

254 11

Donna J. Jones
State Dept. of Vital Stats.
& Health
State

Midnight
Oil

Melod
Mets

Meet the

Milkman's
Matinee

ACTUAL

Voice 1:

Bill Morgan

Echo Vo

R

2104 Jackson St.

Voice 1

6 Radio Station KLIF

Echo V

Jan 20, 1939

Gerry Ann Benham

Wilbur - Geraldine

Voice

Dr. Nelson

Echo

354 #1

Voice

Des Moines, Iowa

State Dept. of Vital Stat.

Iowa St. Dept. of Health

6-10-39 state

Cont

Red Oak, Iowa

City of

Dining Room

✓

Des Moines Iowa

cert. # 69-39-18

ACTUAL HOURLY FORMAT

Voice 1: "Time again to bring on Maximilian, the mechanical money monster. Here he is..."

Echo Voice: "This is Maximilian, the mechanical money monster. I have money for you..."

Voice 1: "Maximilian, we have Mrs. John Jones of 1234 Decatur on the line... start talking, Maximilian, and whenever Mrs Jones stops you, she gets the next prize you mention."

Echo Voice: (You must have about ten versions) "A top record album... five dollars in cash... a portable transistor radio... fifty dollars in cash... three new record albums.... (she stops him)...

Voice 1: "All right, Mrs. Jones, you get the next prize Maximilian

menti 31. I Want You, I Need You, I Love You

32. My Little Angel

Echo Voice: "...e

33. Walk Hand In Hand

34. Tango of The Drums

35. Rock And Roll Waltz

Voice 1: "Mrs.

36. Mr. Wonderful

37. A Little Love Will Go A Long Long Walian,

KLIF 38. Graduation Day

39. How Little We Know

Mrs.

Jones! 40. Lovely One

Control: (HIT

ACTUAL HOURLY FORMAT

Voice 1: "Time again to bring on Maximilian, the mechanical money monster. Here he is..."

Echo Voice: "This is Maximilian, the mechanical money monster. I have money for you..."

Voice 1: "Maximilian, we have Mrs. John Jones of 1234 Decatur on the line... start talking, Maximilian, and whenever Mrs Jones stops you, she gets the next prize you mention."

Echo Voice: (You must have about ten versions) "A top record album... five dollars in cash... a portable transistor radio... fifty dollars in cash... three new record albums.... (she stops him)...

Voice 1: Maximilian

Echo Voice

Voice 1: Maximilian,ulations, Mrs.

Control:

*Red Oak, Iowa
County Clerk
Gerry M. Benham
Jan. 20, 1938*

#

Midnight
Oil

Melod
Meet the
Mets

Milkman's
Matinee

ACTUAL HOURLY FORMAT

Voice 1: "Time again to bring on Maximilian, the mechanical money monster. Here he is..."

Echo Voice: "This is Maximilian, the mechanical money monster. I have money for you..."

Voice 1: "Maximilian, we have Mrs. John Jones of 1234 Decatur on the line... start talking, Maximilian, and whenever Mrs Jones stops you, she gets the next prize you mention."

Echo Voice: (You must have about ten versions) "A top record album... five dollars in cash... a portable transistor radio... fifty dollars in cash... three new record albums.... (she stops him)...

Voice 1: "All right, Mrs. Jones, you get the next prize Maximilian mentions..."

Echo Voice: "... eleven dollars and ninety cents...."

Voice 1: "Mrs. Jones, of 1234 Decatur, wins \$11.90 from Maximilian, KLIF's Mechanical Money Monster. ... Congratulations, Mrs. Jones!"

Control: (HIT NEXT RECORD IMMEDIATELY)

#

Midnight
Oil

Melod
Meet the
Mets

Milkman's
Matinee

RECORDED PROMO DURING HOOPER (Also need live promos)

1

Voice 1: "Every hour this week, KLIF brings you Maximilian,
the mechanical money monster...."

Echo Voice: "This is Maximilian....emotionally, I must give
some money away this hour or have a trauma...."

#

Voice 1: "Every hour this week, KLIF brings you Maximilian,
the mechanical money monster...."

Echo Voice: "This is Maximilian, and you must help me give away
money this hour. If I don't, I'm going into a funk....
a blue, bottomless funk...."

#

Midnight
Oil

Melod
Meet the
Mets

Milkman's
Matinee

RUN FOR ONE WEEK PRECEDING HOOPER:

1

Voice 1: "Introducing KLIF's exciting new announcer--Maximilian,
the mechanical money monster!"

Voice 2: "Here he is, the world's only emotional monster..."

Echo Voice: "This is Maximilian, the mechanical money monster.
I simply must give things away. I just must...I must...
or I get sick...sick....sick..."

Voice 1: "KLIF's new star, Maximilian, the mechanical money
monster, begins _____."

#

2

Voice 1: "Introducing KLIF's exciting new announcer--Maximilian,
the mechanical money monster!"

Voice 2: "Here he is, the world's only emotional monster..."

Echo Voice: "This is Maximilian, the mechanical money monster. Unless
I give money away, my nerves go to pieces. I need help...
help...help..."

Voice 1: "KLIF's great money monster, Maximilian, emotionally
driven to give money away, begins _____."

#

Midnight
Oil

Melod
Mets

Meet the
Mets

Milkman's
Matinee

RUN FOR ONE WEEK PRECEDING HOOPER:

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Voice 1: "Introducing KLIF's exciting new announcer--Maximilian,
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I simply must give things away. I just must...I must...
or I get sick...sick....sick..."

Voice 1: "KLIF's new star, Maximilian, the mechanical money
monster, begins _____."

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Voice 1: "Introducing KLIF's exciting new announcer--Maximilian,
the mechanical money monster!"

Voice 2: "Here he is, the world's only emotional monster..."

Echo Voice: "This is Maximilian, the mechanical money monster. Unless
I give money away, my nerves go to pieces. I need help...
help...help..."

Voice 1: "KLIF's great money monster, Maximilian, emotionally
driven to give money away, begins _____."

#

Midnight
O:1

Melod
Meet the
Mets

Milkman's
Matinee

RECORDED PROMO DURING HOOPER (Also need live promos)

1

Voice 1: "Every hour this week, KLIF brings you Maximilian,
the mechanical money monster...."

Echo Voice: "This is Maximilian... emotionally, I must give
some money away this hour or have a trauma...."

#

Voice 1: "Every hour this week, KLIF brings you Maximilian,
the mechanical money monster...."

Echo Voice: "This is Maximilian, and you must help me give away
money this hour. If I don't, I'm going into a funk...
a blue, bottomless funk...."

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Midnight
Oil

Melod
Mets

Meet the
Mets

Milkman's
Matinee

ACTUAL HOURLY FORMAT

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Echo Voice: "...eleven dollars and ninety cents..."

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Oil

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Meet the
Mets

Milkman's
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Echo Voice: "This is Maximilian, the mechanical money monster.
I simply must give things away. I just must...I must...
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Voice 1: "KLIF's new star, Maximilian, the mechanical money
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#

Midnight
Oil

Melod
Meet the
Mets

Milkman's
Matinee

MEET THE METS

Midnight
Oil

Melod

Meet the
Mets

Milkman's
Matinee

ngb
Ind. dj promo

COPY APPROACH

Correspondence concerning this account has not reached this office; therefore, I do not know the source of the tape. However, it concerns Quin-Tonic quinine water and is built around the Man-on-the-street Interviews.

You'll find them very well done and rather humorous. I am sending a tape to each of you.

#

PROMOTION (Bill Morgan, Manager, KLIF)

Charlie & Harrigan, using the record "Meet The Mets," have formed a Dallas fan club of the New York Mets and are offering to take members to Houston next week when the Mets play the Colts in that city. The charge of \$10.00 covers all phases of the trip.

The only really good thing about this promotion is that it's goofy. The idea of a Dallas station organizing a fan club for the New York Mets is something out of Mad Magazine!

#

COPY APPROACH (Al Lurie, Sales Manager, KLIF)

The slogan "Just a shade better" helped Al bring The Forrester Tree Company account on the air. I am not sending copy because it is not particularly outstanding, but the aforementioned slogan seemed to make a difference.

#

Midnight
Oil

Melody Name

Milkman's
Matinee

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Midnight
Oil

Melody Name

Milkman's
Matinee

MELODY NAME

Midnight
Oil

Melody Name

Milkman's
Matinee

note

PROMOTION (Jack Fiedler, General Manager, WYNR)

For northern stations, here's a contest run successfully each year by a Minnesota station. In early spring a car is parked on the ice at a nearby lake. Again, use a large jackpot of prizes donated by the sponsoring merchants. Listeners make guesses as to when they think the car will fall into the lake.

###

PROMOTION (Jack Fiedler, General Manager, WYNR)

Contest for a jewelry store -- Once each week during a fifteen-minute musical show sponsored by the jeweler, wind up a wrist watch. Have listeners submit their guesses as to when they think the watch will stop running. The closest guess wins the watch. This contest runs for several weeks and builds a tremendous audience if properly promoted by the station and the jewelry store.

###

CONTEST IDEA (Jack Fiedler, General Manager, WYNR)

"Melody Name Contest" -- Ideal for a grocery store. Several times a day, a song with a girl's name in the title is played on the air. The first girl with that name to call the station wins the merchandise prizes from the grocery store.

###

PROMOTION (Jack Fiedler, General Manager, WYNR 0)

"Make Up A Story Contest" -- The radio station should make a pre-recorded tape using song titles. Just record the song titles--forget about the rest of the song. Try to record about 25 songs titles on one tape. Two or three times a day for a week or so, this tape should be played on the air. The object of this contest is for the listener to copy down all of the titles of the songs and make up a story using only the words from the song titles. It is surprising how unusual and how entertaining these stories turn out to be. Station personnel should act as

Midnight
Oil

Milkman's
Matinee

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Midnight
Oil

Milkman's
Matinee

MEMORANDUM

MIDNIGHT OIL

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 18, 1960

KLIF's all night man, Irving Harrigan, has come up with a clever contest idea that has gotten some good reaction. It is called "The Midnight Oil" Contest. I am enclosing a copy of his explanation and you may adopt it any way you see fit.

Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

Midnight
Oil

Milkman's
Matinee

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Milkman's
Matinee

APB

MEMORANDUM

ON

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 18, 1960

CONTEST MECHANICS:

KLIF's all night man, Irving Harrigan, has come up with a clever contest idea that has gotten some good reaction. It is called "The Midnight Oil" Contest. I am attaching a copy of his explanation and you may adapt it any way you see fit.

Listeners are asked to guess how long the "Midnight Oil" will last. We asked that they give the exact day, hour, and minute the flame would die out. . . . however, resultant confusion causes me to suggest simply the number of hours and minutes the fuel will last.

Don Keyes

PRIZE:

DK/ys

cc: Gordon McLendon
B. R. McLendon

Our prize ("the greatest vacation idea since two weeks with pay") is at its best in the summer, but has year-round value as well. We offered the user of "any model 1960 Chevrolet for a week, plus all you can burn in that week". The car came from our sponsor, Mohr Chevrolet, and the gas from Gulf for mentions around the contest.

PROPS:

Railroad type kerosene lantern and feeding mechanism. There should be a way that people can watch the burning progress. We rigged a two-quart chemistry beaker with a plastic tube feeding to the lantern. If possible, it would be best to cut a hole in the bottom of the lantern, and get a long wick which could hang down to the fuel supply below. The only other thing necessary is a place to show the operation. . . . a business that's open all night which will agree to light and extinguish the lamp on cue.

PROMOS:

The tie-ins are obvious, but a few things we came across might be helpful: The following music was used for promos. . . "There'll Be a Hot Time in the Old Town Tonight", Lester Lannin from "Have Band Will Travel" . . . "I Don't want to set the World on Fire", Les Elgart from "Just One More Dance" . . . "Smoke Get's in Your Eyes", Ray Conniff from "S Awful Nice". Also see attached copy.

IMPORTANT:

Test run your lantern before contest begins. You would be amazed at how long one cupful will last.

Milkman's
Matinee

RPB

THE MEMORANDUM

ON

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

12 A promotion designed to increase the salability of the hours from
DATE: AUGUST 18, 1960

CONTEST MECHANICS:

KLIF's all night man, Irving Harrigan, has come up with a clever contest idea that has gotten some good reaction. It is called "The Midnight Oil" Contest. I am attaching a copy of his explanation and you may adapt it any way you see fit.

Listeners are asked to guess how long the "Midnight Oil" will last. We asked that they give the exact day, hour, and minute the flame would die out. . . . however, resultant confusion causes me to suggest simply the number of hours and

Don Keyes

PRIZE:

DK/ys

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Our prize ("the greatest vacation idea since two weeks with pay") is of its best in the summer, but has year-round value as well. We offered the user "any model 1960 Chevrolet for a week, plus all you can burn in that week". The car came from our sponsor, Mohr Chevrolet, and the gas from Gulf for mentions around the contest.

ROPS:

Railroad type kerosene lantern and feeding mechanism. There should be a way that people can watch the burning progress. We rigged a two-quart chemistry beaker with a plastic tube feeding to the lantern. If possible, it would be best to cut a hole in the bottom of the lantern, and get a long stick which could hang down to the fuel supply below. The only other thing necessary is a place to show the competition. . . . a business that's open all night which will agree to light and extinguish the lamp as the.

REMARKS:

The idea is obvious, but a few things we come across might be helpful. The following music was used for promo. . . "There'll Be a Hot Time in the Old Town Tonight", Lester Leslie from "Have Band Will Travel" and "I Don't want to set the World on Fire" by Elton from "Just One More Dance". . . "Smoke Gets in Your Eyes", Roy C. from "I Knew What I Was Doing". Also for attached copy.

IMPORTANT:

Test out your lantern before contest begins. You would be amazed at how long one puff of fuel will last.

Millman's
Mathew

THE MIDNIGHT OIL CONTEST

ON

KLIF'S MILKMAN'S MATINEE

A promotion designed to increase the sale-ability of the hours from 12 midnight to 6 AM.

CONTEST MECHANICS:

Each night at midnight a coal oil lantern is lighted. It burns until six a.m. when it is extinguished. The process continues until a given amount of fuel (half gallon recommended) is consumed. Listeners are asked to guess how long the "Midnight Oil" will last. We asked that they give the exact day, hour, and minute the flame would die out.....however, resultant confusion causes me to suggest simply the number of hours and minutes the fuel will last.

PRIZE:

Our prize ("the greatest vacation idea since two weeks with pay") is at its best in the summer, but has year-round value as well. We offered the use of "any model 1960 Chevrolet for a week, plus all the gasoline you can burn in that week". The car came from our 5 to 6 sponsor, Mohr Chevrolet, and the gas from Gulf for mentions around the contest.

PROPS:

Railroad type kerosene lantern and feeding mechanism. There should be a way that people can watch the burning progress. We rigged a two-quart chemistry beaker with a plastic tube feeding to the lantern. If possible, it would be best to cut a hole in the bottom of the lantern, and get a long wick which could hang down to the fuel supply below. The only other thing necessary is a place to show the operation..... a business that's open all night which will agree to light and extinguish the lamp on cue.

PROMOS:

The tie-ins are obvious, but a few things we came across might be helpful: The following music was used for promos..."There'll Be a Hot Time in the Old Town Tonight", Lester Lannin from "Have Band Will Travel" "I Don't want to set the World on Fire", Les Elgart from "Just One More Dance" "Smoke Get's in Your Eyes", Ray Coniff from "'S Awful Nice". Also see attached copy.

IMPORTANT:

Test run your lantern before contest begins. You would be amazed at how long one cupful will last.

CONTINUED

Milkman's
Matinee

MIDNIGHT OIL CONTEST PROMO

Anncr: "Howdy, Old Timer...I notice you're carrying
a coal oil lantern...."

Old Timer: "That's right, Johnny"

Anncr: "Tell me, how many hours per gallon do you get
with that thing?"

Old Timer: "How many HOURS per gallon from a LANTERN?"

Control: Music

Anncr 1: "That's right...the big question is 'How many hours
will a coal oil lantern burn on a gallon of fuel...
or more exactly, a half gallon..!...."

Anncr 2: "You see, we can't afford a whole gallon...so here on
the MILKMAN's MATINEE show each morning, we're
burning a half gallon of midnight oil..."

Anncr 1: "Each midnight the lantern is lighted, and at six a.m.
it's turned off"

Anncr 2: "At this rate of six hours a day, how long will it take
to burn one half gallon of midnight oil..."

Anncr 1: "Be sure you give us the exact day, hour, and minute you
think the flame will finally die out"

Anncr 2: "The person with the closest guess will have his choice of
any model 1960 Chevrolet for a week...PLUS all the gasoline
he can burn in that week.."

CONTINUED

Milkman's
Matinee

MIDNIGHT OIL CONTEST PROMO continued

Annrcr 1 : "Just get behind the wheel and go...as far as you
like...it's free"

Annrcr 2: "Contest deadline is midnight Wednesday, July 6th. "

Annrcr 1: "One entry per person please....address all entries
to MIDNIGHT OIL, KLIF, DALLAS..."

Annrcr 2: "Guess the exact day, hour, and minute the half gallon
of midnight oil will burn out..."

Annrcr 1: "Hear complete details on Irving Harrigan's MILKMAN's

MATINEE on the air each morning from midnight till
six a. m.on K L I F...."

#

PROMOS:

Railroad type kerosene lantern and feeding mechanism. There should
be a way that people can watch the burning progress. We rigged a two-
quart chemistry beaker with a plastic tube feeding to the lantern. If
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and get a long wick which could hang down to the fuel supply below.
The only other thing necessary is a place to show the operation....
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the lamp on cue.

PROMOS:

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IMPORTANT:

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THE MIDNIGHT OIL CONTEST

ON

KLIF'S MILKMAN'S MATINEE

A promotion designed to increase the sale-ability of the hours from 12 midnight to 6 AM.

CONTEST MECHANICS:

Each night at midnight a coal oil lantern is lighted. It burns until six a.m. when it is extinguished. The process continues until a given amount of fuel (half gallon recommended) is consumed. Listeners are asked to guess how long the "Midnight Oil" will last. We asked that they give the exact day, hour, and minute the flame would die out.....however, resultant confusion causes me to suggest simply the number of hours and minutes the fuel will last.

PRIZE:

Our prize ("the greatest vacation idea since two weeks with pay") is at its best in the summer, but has year-round value as well. We offered the use of "any model 1960 Chevrolet for a week, plus all the gasoline you can burn in that week". The car came from our 5 to 6 sponsor, Mohr Chevrolet, and the gas from Gulf for mentions around the contest.

PROPS:

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CONTINUED

Milkman's
Matinee

MIDNIGHT OIL CONTEST PROMO

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a coal oil lantern...."

Old Timer: "That's right, Johnny"

Annncr: " Tell me, how many hours per gallon do you get
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Old Timer: "How many HOURS per gallon from a LANTERN?"

Control: Music

Annncr 1: "That's right...the big question is 'How many hours
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Annncr 1: "Each midnight the lantern is lighted, and at six a.m.
it's turned off"

Annncr 2: "At this rate of six hours a day, how long will it take
to burn one half gallon of midnight oil..."

Annncr 1: "Be sure you give us the exact day, hour, and minute you
think the flame will finally die out"

Annncr 2: "The person with the closest guess will have his choice of
any model 1960 Chevrolet for a week...PLUS all the gasoline
he can burn in that week.."

CONTINUED

Milkman's
Matinee

MIDNIGHT OIL CONTEST PROMO continued

- Anncr 1 : "Just get behind the wheel and go...as far as you like...it's free"
- Anncr 2: "Contest deadline is midnight Wednesday, July 6th. "
- Anncr 1: "One entry per person please....address all entries to MIDNIGHT OIL, KLIF, DALLAS..."
- Anncr 2: "Guess the exact day, hour, and minute the half gallon of midnight oil will burn out.."
- Anncr 1: "Hear complete details on Irving Harrigan's MILKMAN's MATINEE on the air each morning from midnight till six a. m.on K L I F...."

#

N E X T

KLIF BURNS THE CANDLES AT 11PM EVERY NIGHT!!!!!!

Milkman's
Matinee

RPB

The
"MIDNIGHT OIL CONTEST"

on

KLIF's Milkman's Matinee

a promotion designed to increase the sale-ability of the hours from 12 midnight to 6 AM.

CONTEST MECHANICS: Each night at midnight a coal oil lantern is lighted. It burns until six A.M. when it is extinguished. The process continues until a given amount of fuel (half gallon recommended) is consumed. Listeners are asked to guess how long the "Midnight Oil" will last. We asked that they give the exact day, hour, and minute the flame would die out.....however resultant confusion causes me to suggest simply the number of hours and minutes the fuel will last.

PRIZE: Our prize ("the greatest vacation idea since two weeks with pay") is at its best in the summer, but has year-round value as well. We offered the use of "any model 1960 Chevrolet for a week, plus all the gasoline you can burn in that week". The car came from our 5 to 6 sponsor, Mohr Chevrolet, and the gas from Gulf for mentions around the contest.

PROPS: Railroad type kerosene lantern and feeding mechanism. There should be a way that people can watch the burning progress. We rigged a two quart chemistry beaker with a plastic tube feeding to the lantern. If possible.....it would be best to cut a hole in the bottom of the lantern, and get a long wick which could hang down to the fuel supply below. The only other thing necessary is a place to show the operation.....a business that's open all night which will agree to light and extinguish the lamp on cue.

PROMO'S: The tie-ins are obvious, but a few things we came across might be helpful: The following music was used for promos....."There'll be a Hot Time in the Old Town Tonight", Lester Lannin from "Have Band will Travel"....."I Doh't Want to set the World on Fire", Les Elgart from "Just One More Dance"....."Smoke Get's in Your Eyes", Ray Conniff from " 'S Awfully Nice". Also see attached copy.

IMPORTANT: Test run your lantern before contest begins. You would be amazed at how long one cupful will last.

N E X T _____ KLIF BURNS THE CANDEL AT BOTH ENDS!!!!!!!!!!!!!!

Milkman's
Matinee

MIDNIGHT OIL PROMO

ANN: HOWDY OLD TIMER...I NOTICE YOU'RE CARRYING A COAL OIL ~~####~~ LANTERN.

OLD TIMER: THAT'S RIGHT JOHNNY.

ANN: TELL ME, HOW MANY HOURS PER GALLON DO YOU GET WITH THAT THING?

OLD TIMER: HOW MANY HOURS PER GALLON FROM A LANTERN?

(MUSIC)

1. THAT'S RIGHT,,,THE BIG QUESTION IS"HOW MANY HOURS WILL A COAL OIL LANTERN BURN ON A GALLON OF FUEL.....OR MORE EXACTLY, A HALF GALLON.©

2. YOU SEE WE CAN'T AFFORD A WHOLE GALLON. SO HERE ON THE MILKMAN'S MATINEE SHOW EACH MORNING, WE'RE BURNING A HALF GALLON OF MIDNIGHT OIL.

1. EACH MIDNIGHT THE LANTERN IS LIGHTED, AND AT SIX AM IT'S TURNED OFF.

2. AT THIS RATE OF SIX HOURS A DAY, HOW LONG WILL IT TAKE TO BURN ONE HALF GALLON OF MIDNIGHT OIL

1. BESURE YOU GIVE US THE EXACT DAY, HOUR, AND MINUTE YOU THINK THE FLAME WILL FINALLY DIE OUT.

2. THE PERSON WITH THE CLOSEST GUESS WILL HAVE HIS CHOICE OF ANY MODEL 1960 CHEVROLET FOR A WEEK.....PLUS ALL THE GASOLINE HE CAN BURN IN THAT WEEK.

1.. JUST GET BEHIND THE WHEEL AND GO.....AS FAR AS YOU LIKE.....IT'S FREE.

2. CONTEST DEADLINE IS MIDNIGHT WEDNESDAY JULY 6.

1. ONE ENTRY PER PERSON PLEASE..... ADDRESS ALL ENTRIES TO "MIDNIGHT OIL" KLIF DALLAS.
gallon

2. GUESS THE EXACT DAY, HOUR, AND MINUTE THE HALF/~~####~~ OF MIDNIGHT OIL WILL BURN OUT.

1. HEAR COMPLETE DETAILS ~~#####~~ ON IRVING HARRIGAN'S MILKMAN'S MATINEE ON THE AIR EACH MORNING FROM MIDNIGHT TIL SIX AM...ON K L I F.

Milkman's
Matinee

MEMORANDUM

KLIF--DALLAS

MILES OF STREETS

TO: Don Hayes

DATE: March 25, 1960

FROM: Jack Sharp

SUBJECT: CONTEST

Don, here is an explanation of the "Miles of Streets" contest we ran during the last Hooper period.

"MILES OF STREETS"

The contest format is very similar to Mystery Street. In that case, an envelope is opened after the contest hour, containing a street name. If the person who lives at that particular address has called in during the contest hour, he/she is the winner of that hour's prize.

The difference lies in the fact that you begin by calling out 5 zone numbers obtained from the telephone directory. These 5 zones are called out at approximately :15. Then invite everyone who lives in any of those zones to stay tuned for five street names, which will be called out later in the hour. For uniformity sake, call out the five street names, making sure they are located within the five zones called out early. At approximately :30, anyone living on any of the five streets called out are then eligible to call, and register their street address. Stop taking calls on the hour, or in the case of KTHQ, at five minutes to the hour. After the news, open the sealed envelope and read the name and address within. It's better to read the name of the occupant instead of merely the address, for obvious reasons.

Each telephone directory in our markets should have a page showing the zone breakdown for the city. In case they do not, the cross-street directory usually gives the zone number at the end of each street listing. Needless to say, a cross-street is a necessity to the success of the contest.

DISCUSSION

A good listener will contest. Not a guaranteed Hooper builder, but adequate for a change of taste gamblak. It is an improvement of mystery street in the sense that you are able to keep five times as many people paying close attention for a longer period of time. The chief drawback of the contest lies in its complexity, and the time-consuming promotion and explanation must be rounded down. It's far from simple, and it's very easy to get into a long, boring, yet necessary explanation, unlike the prior explanation is shortened and simplified. Another point against the contest: it consumes more time per hour than most contests for the good it does in audience pull. It takes the average listener two days to fully understand the contest, so make sure you have the explanation. I do not recommend the contest, and I do not plan to run it again on KLIF.

Milkman's
Maine

RPB

MEMORANDUM

KLIF--DALLAS

TO: Don Keyes

DATE: March 15, 1960

FROM: Jack Sharp

SUBJECT: CONTEST

Don, here is an explanation of the "Miles of Streets" contest we ran during the last Hooper period.

" MILES OF STREETS "

The contest format is very similar to Mystery Street, in that a sealed envelope is opened after the contest hour, containing a street address. If the person who lives at that particular address has called in during the contest hour, he/she is the winner of that hour's prize.

The difference lies in the fact that you begin by calling out 5 zone numbers obtained from the telephone directory. These 5 zones are called out at approximately :15. Then invite everyone who lives in any of those zones to stay tuned for five street names, which will be called out later in the hour. For uniformity sake, call out the five street names, making sure they are located within the five zones called out earlier, at approximately :30. anyone living on any of the five streets called out are then eligible to call and register their street address. Stop taking calls on the hour, or in the case of KTSA, at five minutes to the hour. After the news, open the sealed envelope and read the name and address within. It's better to read the name of the occupant instead of merely the address, for obvious reasons.

Each telephone directory in our markets should have a page showing the zone breakdown for the city. In case they do not, the criss-cross directory usually gives the zone number at the end of each street listing. Needless to say, a criss-cross is a necessity to the success of the contest.

EVALUATION

A good listener pull contest. Not a guaranteed hooper builder, but adequate for a change of pace gimmick. It is an improvement of mystery street to the extent that you are able to keep five times as many people paying close attention for a longer period of time. The chief drawback of the contest lies in it's complexity, and the pre-contest promotion and explanation must be pounded home. It's far from simple, and it's very easy to get into a long, boring, yet necessary explanation, unless the prior explanation is saturated and detailed. Another point against the contest: it consumes more time per hour than most contests for the good it does in audience pull. It takes the average listener two days to fully understand the contest, no matter how clear the explanation. I do not recommend the contest, and I do not plan to run it again on KLIF.

Milkman's
Matinee

MEMORANDUM

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: OCTOBER 13, 1960

It has been noted that some of our all night shows have been a bit lacking in showmanship and effort on the part of the desk. MILKMAN's MATINEE your all night show with the contents of the instructions attached.

Don Keyes

Enclosure

Milkman's
Matinee

1960

MEMORANDUM

TOL ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: OCTOBER 13, 1960

It has been noted that some of our all night shows have been a bit lacking in showmanship and effort on the part of the deejay. I suggest you refresh your all-night man with the contents of the instructions attached.

Don Keyes

"On Way The Milkman's Matinee"

ys

Enclosure

6/12/57

Deejays handling the 12 midnight to 5:30 AM "Milkman's Matinee" will refer to themselves as "the milkman, John Doe, " or "your milkman, John Doe". In other words, every time you use your name, use either "the milkman" or "your milkman" as part of the identification. It almost becomes part of your name as long as you are doing the all-night show.

All promos will refer to the all-night deejay as "the milkman", or "your milkman", along with your name, and the name of the program, "The Milkman's Matinee".

You should transcribe shortened, perhaps 30-second excerpts from your theme-- "The Milkman's Matinee"--and use them perhaps each two hours as a running identification all day long, or rather all-night.

As to methods of doing the show, it is obvious that five and one-half hours is a long period to remain either informative or humorous. Contributing to the difficulty is the fact the "Milkman's Matinee" runs in the so-called dead hours after midnight and there is a tendency for a physical letdown on your part. Therefore, you are faced with an extra problem in making your program either informative or humorous or justmaking it plain entertaining.

One of the big answers is, unlike the daytime hours, to get your audience participating. It will help keep you alert and awake as well as keep the program moving. There are many devices which you can use to keep your audience participating, including those listed in this memorandum.

You should have your board rigged so that you can air telephone calls. This is vital. You should accept calls, and air occasional one or two-minute conversations with newsboys in the early morning, milkmen, listeners calling with a gripe, listeners calling with information, listeners with paid long-distance calls from remote points in your coverage area, etc. Naturally, this should not take place between each record, but say a call every twenty minutes or so.

KILT in Houston came up with a clever gimmick built around listeners who were doing unusual things at a given moment. The milkman has to play it straight in such circumstances and accept each answer as being seriously meant. For instance, one lady called at three thirty AM to say that she was milking her rattlesnake; another lady called and said she was staying up to feed her giraffe; still another reported that she was having a fight with her husband because he was roller skating inside the house. You can see the possibilities of answers on this feature.

Another thing the all-night man should do is make frequent calls, on the air or off, to the police, fire and sheriff's department, to check on developments. It is good to be able to report that officers are currently chasing a hit-and-run driver down the Expressway at a hundred miles an hour and all traffic should beware, etc.

Any alert "Milkman" can dream up any number of features making use of his listeners. This is the real key to making your "Milkman's Matinee" a live, vivid program for the full five and one-half hours.

ACTUAL HOURLY FORMAT

Voice 1: "Time again to bring on Maximilian, the mechanical money monster. Here he is..."

Echo Voice: "This is Maximilian, the mechanical money monster. I have money for you..."

Voice 1: "Maximilian, we have Mrs. John Jones of 1234 Decatur on the line... start talking, Maximilian, and whenever Mrs Jones stops you, she gets the next prize you mention."

Echo Voice: (You must have about ten versions) "A top record album... five dollars in cash... a portable transistor radio... fifty dollars in cash... three new record albums.... (she stops him)...

Voice 1: "All right, Mrs. Jones, you get the next prize Maximilian mentions..."

Echo Voice: "...eleven dollars and ninety cents...."

Voice 1: "Mrs. Jones, of 1234 Decatur, wins \$11.90 from Maximilian, KLIF's Mechanical Money Monster.... Congratulations, Mrs. Jones!"

Control: (HIT NEXT RECORD IMMEDIATELY)

#

RECORDED PROMO DURING HOOPER (Also need live promos)

1

Voice 1: "Every hour this week, KLIF brings you Maximilian,
the mechanical money monster...."

Echo Voice: "This is Maximilian... emotionally, I must give
some money away this hour or have a trauma...."

#

Voice 1: "Every hour this week, KLIF brings you Maximilian,
the mechanical money monster...."

Echo Voice: "This is Maximilian, and you must help me give away
money this hour. If I don't, I'm going into a funk....
a blue, bottomless funk...."

#

RUN FOR ONE WEEK PRECEDING HOOPER:

1

Voice 1: "Introducing KLIF's exciting new announcer--Maximilian,
the mechanical money monster!"

Voice 2: "Here he is, the world's only emotional monster..."

Echo Voice: "This is Maximilian, the mechanical money monster.
I simply must give things away. I just must...I must...
or I get sick...sick....sick..."

Voice 1: "KLIF's new star, Maximilian, the mechanical money
monster, begins_____."

#

2

Voice 1: "Introducing KLIF's exciting new announcer--Maximilian,
the mechanical money monster!"

Voice 2: "Here he is, the world's only emotional monster..."

Echo Voice: "This is Maximilian, the mechanical money monster. Unless
I give money away, my nerves go to pieces. I need help...
help...help..."

Voice 1: "KLIF's great money monster, Maximilian, emotionally
driven to give money away, begins_____."

#

MINI MYSTERY CONTENT
and
MISSION IMPOSSIBLE CONTENT

MINIT MYSTERIES

MISSION IMPOSSIBLE

Mink & Stole
ss
Mink Street ahead
Missin
Wheel C

Minit
Mysteries

Miss Universe Cont.

MINK STOLE CONTEST

and

MINK STREET CONTEST

MISSION IMPOSSIBLE

Mink Stole
&
Mink Street
head ss
Missin Miss
Wheel Guided

Miss Universe Cont.

For the Mink Stole
Contest...

When you receive your envelope, please be sure to read and sign the envelope, and return it to the Mink Stole Contest.

When you receive your envelope, please be sure to read and sign the envelope, and return it to the Mink Stole Contest.

When you receive your envelope, please be sure to read and sign the envelope, and return it to the Mink Stole Contest.

BE SURE TO RETURN THE ENVELOPE WHETHER QUESTION WAS READ OR NOT
AND TO THE MINK STOLE CONTEST ON THE MINK. If not--just indicate that you
are envelope.

AFTER YOU HAVE RETURNED ALL ENVELOPES WITH CORRECT CARDS ATTACHED
AND RETURNED TO THE OFFICE.

If you do not have a winner, do not comment on this fact following your
envelope and thank you very much.

Treda

Mar. 3, 1958

TO: ALL DJ'S

FROM FIEDLER

How To Handle Mink Stole
Questions

Mink Stole quiz questions will be sealed in envelope and on clipboard in front of you in the control room.

Envelope will have question number, hour to be read and date on outside, with selected card to call stapled to it.

After you have made call, be sure to log it on the yellow tally sheet in the control room.

BE SURE TO INDICATE ON THE ENVELOPE WHETHER QUESTION WAS READ ON THE AIR OR READ TO THE CONTESTANT ON THE PHONE. If not—just indicated "Not Used" on envelope.

AFTER YOUR SHOW, RETURN ALL ENVELOPES WITH CONTESTANT CARDS ATTACHED AND QUESTIONS TO MY OFFICE.

If you do not have winners, do not comment on this fact following your calls and during your show.

Fiedler

MISSION IMPOSSIBLE

Miss Redhead

Missin Miss Wheel Guided

Miss Universe Cont.

MINK STOLE PHONE CALL
Instruction Sheet

Monday, March 3rd through Friday, March 7th, ONLY

DJ's will make one phone call per hour 6 AM - 6 PM. Call between hours of 6-7 AM should be made as close to 7 AM as possible.

1. Announce name of KTSA Mink Stole Mystery tune before you play it.
2. While record is playing, phone contestant on postcard selected. Give phone seven rings before hanging up if no answer.
3. Fade record and announce name, address and phone number of contestant called. Verify this with them. Be sure person you get on phone is actually person who sent in card.

AND NOW MRS. _____ KTSA invites you to Think for Mink! If you can tell me the name of the KTSA Mink Stole Mystery Tune I just played and if you can answer the KTSA Mink Stole Quiz question--you will win a \$500 mink stole free from KTSA. Now--in 15 seconds can you correctly identify the KTSA Mink Stole Mystery Tune. (If this is done correctly..then).. Now Mrs. _____ if you give me the correct answer to this next question you're the proud owner of a \$500 mink stole. Listen carefully for I can repeat the question just once....(ask question provided)... You have 15 seconds for your answer.

IF CONTESTANT IS NOT AT HOME, FADE RECORD AND IDENTIFY CALL YOU MADE WITH NAME, ADDRESS AND PHONE NUMBER. Say you are sorry the contestant was not at home and announce that another KTSA THINK FOR MINK CALL WILL BE MADE NEXT HOUR (or next day if last call is 5-6 PM). Do not make another call within that hour.

IF CONTESTANT CAN NOT GIVE CORRECT ANSWERS, SAY YOU ARE SORRY AND THANK HER FOR ENTERING OUR CONTEST. Then INVITE LISTENERS TO STAY TUNED--FOR ANOTHER KTSA THINK FOR MINK CALL NEXT HOUR.

IF WE GET A WINNER, GIVE THEM CONGRATULATIONS. AND THEN OFF AIR, GET A TAPE FROM WINNER TO THE EFFECT THAT: "I'm Mrs. _____ of _____ Street. I won a \$500 mink stole in the KTSA Think for Mink Contest." Make it short.

NOTE: All questions will be provided for each jock each day.

All calls must be logged on special form provided. And all postcards selected must be withheld and given to Fiedler after each jock's show.

MISSION IMPOSSIBLE

Miss Redhead
Missin Wheel
Miss Guided

Miss Universe Cont.

Bill Ward

August 30, 1950

Mr. Jack Lee

Don Koyes

MISS GUIDED

Thanks so much for the "Miss Guided" promises. They are very funny and certainly show some good, creative thought. I did notice the following discrepancies, however, and suggest that when you do them over you observe.....

1. Lack of call letters. No call letters used at all. You could incorporate them in the opening line "K-L-I-F presents, 'Letters to Ann Guided' rather than 'New, letters to Ann Guided'. This is an example, still, of close attention to detail. They could also be included in the closing "letter" where you mention the "Joel Spivak Show"... why not "...with my radio on K-L-I-F for the Joel A. Spivak Show".....see?

2. Don't you think Ann Guided should voice the last line? Normally the writer asks the question or poses the problem and then the columnist comes up with the solution.

By the way, when you do these again, please change K-L-I-F's to Art Nelson. Knox is now on 9:00 to 12:00 Noon. How about working out about six of these for each station. Just two will not be enough for any sustained run.

Thanks again for thinking. Too few people do. Hope to hear from you again. Best to the guys.

Don Koyes

MISSION IMPOSSIBLE

Miss Redhead

Missin Wheel

Miss Guided

Miss Universe Cont.

John Thomas
MISS READHEAD

Bill Ward

August 30, 1960

cc: Jack Lee

Don Keyes

Thanks so much for the "Miss Guided" promos. They are very funny and certainly show some good, creative thought. I did notice the following discrepancies, however, and suggest that when you do them over you observe.....

1. Lack of call letters. No call letters used at all. You could incorporate them in the opening line "K-I-L-T presents, 'Letters to Ann Guided' rather than "Now, letters to Ann Guided". This is an example, Bill, of close attention to details. They could also be included in the closing "letter" where you mention the "Joel Spivak Show"... why not "...with my radio on K I L T for the Joel A. Spivak Show".....see?

2. Don't you think Ann Guided should voice the last line? Normally the writer asks the question or poses the problem and then the columnist comes up with the solution.

By the way, when you do these again, please change KLIF's to Art Nelson. Knox is now on 9:00 to 12:00 Noon. How about working out about six of these for each station. Just two will not be enough for any sustained run.

Thanks again for thinking. Too few people do. Hope to hear from you again. Best to the guys.

Don Keyes

ys

MISSION IMPOSSIBLE

Miss Redhead

Missing Wheels

Mister KLIF

Miss Universe Cont.

MISS READHEAD

"MISS REDHEAD CONTEST" PAGE 1

CONTROL: (FAVORITE)
W/14, W/14, W/14
ANCHOR 1: "W/14 CHOOSES MISS REDHEAD"
CONTROL: (APPROPRIATE SONG), (FADE FOR...)
W/14, W/14, W/14
ANCHOR 2: "W/14 IS PICKING THE PRETTIEST TEENAGE REDHEAD FROM
14, W/14, W/14
HIGH SCHOOLS IN THE LOUISVILLE AREA."
W/14, W/14, W/14
ANCHOR 1: "W/14 JUDGES ARE THREE OF HOLLYWOOD'S PRETTIEST RED-
HEADED STARS... DEBORAH KERR, JEANNE CRAIN AND RAYMOND
FLEMING."
W/14, W/14, W/14
ANCHOR 2: "TO ENTER W/14'S 'MISS REDHEAD' CONTEST, SEND YOUR POR-
TURE, OR A FRIEND'S TO 'MISS REDHEAD', W/14, LOUISVILLE, KY."
ANCHOR 1: "THINK FOR A MINUTE... DO YOU KNOW THE PRETTIEST TEENAGE
W/14, W/14, W/14
REDHEAD IN THE LOUISVILLE AREA?"
W/14
ANCHOR 2: "LET W/14 SEE HER PICTURE IMMEDIATELY"
W/14, W/14, W/14
ANCHOR 1: "W/14 JEANNE CRAIN, RAYMOND FLEMING AND DEBORAH KERR W/14
W/14 HER W/14'S 'MISS REDHEAD'."

MISSION IMPOSSIBLE

Miss
Redhead
Missing
Wheels

Mister
KLIF

Miss Universe Cont.

"MISS REDHEAD CONTEST" PROMO 1

CONTROL: (FANFARE)
KILT, KTS4, Keel.

ANNCR 1: "WACKY CHOOSES MISS REDHEAD"

CONTROL: (APPROPRIATE SONG) (FADE FOR...)
Kilt, KTS4, Kay-L.

ANNCR 2: "WACKY IS PICKING THE PRETTIEST TEENAGE REDHEAD FROM
14, S/A, Sport.
HIGH SCHOOLS IN THE LOUISVILLE AREA."

ANNCR 1: "WACKY JUDGES ARE THREE OF HOLLYWOOD'S PRETTIEST RED-
HEADED STARS...DEBORAH KERR, JEANNE CRAIN AND RHONDA
FLEMING."
Kilt, KTS4, Kay-L's

ANNCR 2: "TO ENTER WACKY'S "MISS REDHEAD" CONTEST SEND YOUR PIC-
KILT, KTS4, Kay-L, N/S/A, Sport.
TURE, OR A FRIENDS TO "MISS REDHEAD", WACKY, LOUISVILLE."

ANNCR 1: "THINK FOR A MINUTE...DO YOU KNOW THE PRETTIEST TEENAGE
14/S/A Sport.
REDHEAD IN THE LOUISVILLE AREA???"

ANNCR 2: "LET WACKY SEE HER PICTURE IMMEDIATELY"

ANNCR 1: "WACKY JUDGES
KILT, "JEANNE CRAIN, RHONDA FLEMING AND DEBORAH KERR WACKY
JUDGE HER WACKYS "MISS REDHEAD".

MISSION IMPOSSIBLE

Missing
Wheels

Mister
KLIF

Miss Universe Cont.

"MISS REDHEAD" CONTEST

PROMO 2

CONTROL : (FANFARE)
ANNCR 1: "DEBORAH KERR!!"
CONTROL : (FANFARE)
ANNCR 2: "JEANNE CRAIN!!"
CONTROL : (FANFARE)
ANNCR 1: "RHONDA FLEMING!!"
CONTROL: (APPROPRIATE MUSIC) (FADE FOR...)
ANNCR 2: "DEBORAH KERR, JEANNE CRAIN AND RHONDA FLEMING ARE
THREE OF HOLLYWOOD'S LOVLIEST REDHEADS, AND THEY ARE
THE THREE JUDGES FOR WAKY'S MISS REDHEAD CONTEST."
ANNCR 1: "WACKY IS LOOKING FOR THE PRETTIEST TEENAGE REDHEAD
IN HIGH SCHOOLS OF THE LOUISVILLE AREA."
ANNCR 2: "IF YOU'RE A REDHEAD, AND YOU'RE A TEENAGER, OR IF
YOU KNOW A PRETTY REDHEADED TEENAGER.."
ANNCR 1: "SEND HER PICTURE ^{to} ~~OF~~ WAKY TODAY AND ENTER.."
ANNCR 2: "WAKY'S MISS REDHEAD CONTEST"

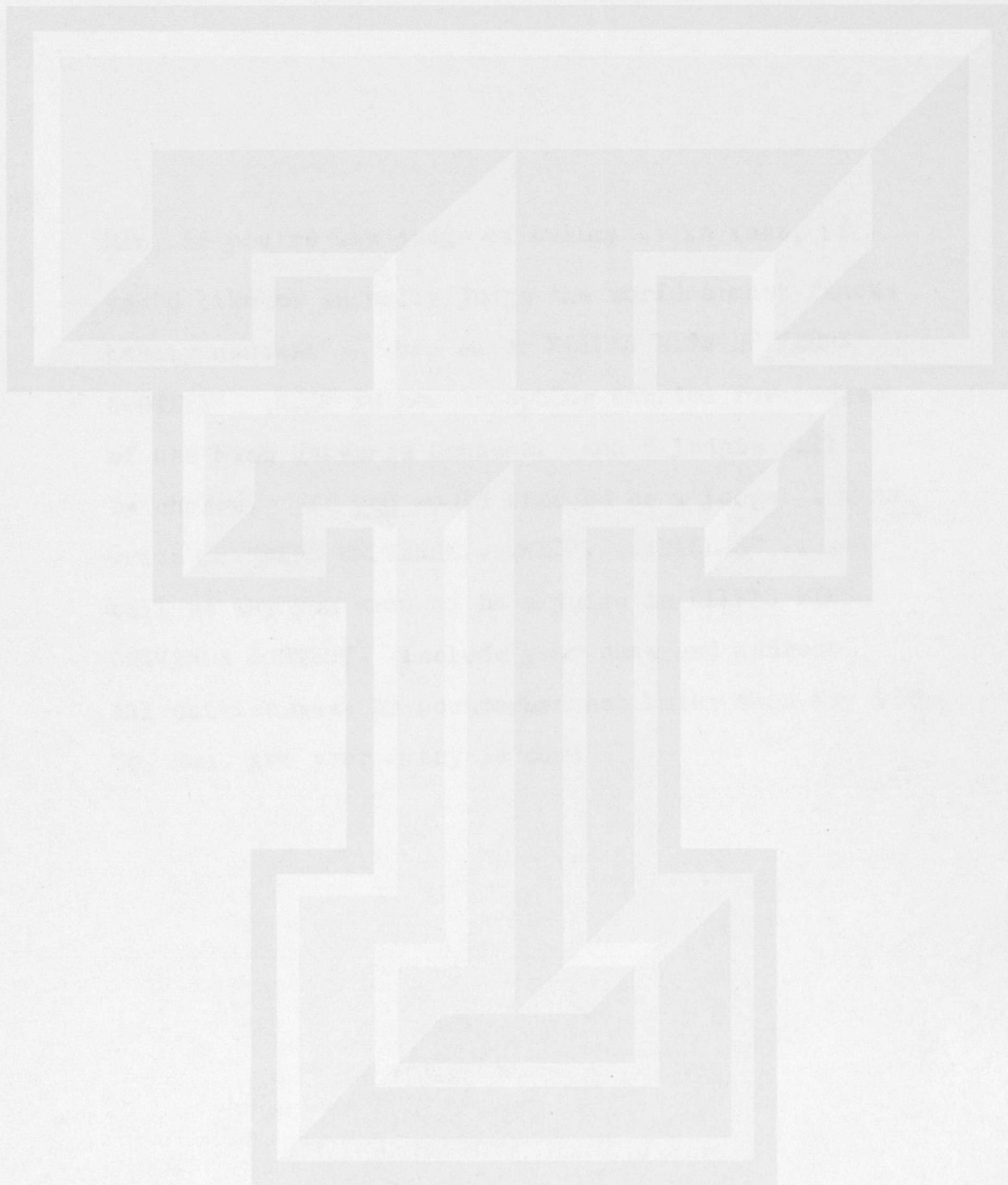
MISSION IMPOSSIBLE

Missing
Wheels

Mister
KLIF

Miss Universe Cont.

MISS UNIVERSE CONTEST



MISSION IMPOSSIBLE

Missing
Wheels

Mister
KLIF

Miss Universe Cont.

MISS UNIVERSE CONTEST (JUDGES)
APRIL 16, 1956

PROMO

Men, if you're any judge of beauty .. in fact, if you'd like to actually judge the world's most famous beauty contest .. then enter KLIF'S MISS UNIVERSE CONTEST! KLIF is now accepting entries for judges of the Miss Universe Contest. And 5 judges will be chosen. If you would like to be a judge .. then write to "MISS UNIVERSE....KLIF.....DALLAS" ...and tell us why you want to be a judge in KLIF'S MISS UNIVERSE CONTEST. Include your name and address. All entries must be postmarked not later than May 12th. So, men, get your entry in now!

MISSION IMPOSSIBLE

Missing
Wheels

Mister
KLIF

Mobile Monks

MISS UNIVERSE CONTEST (JUDGES)
APRIL 16, 1956

PROMO

Men, if you're any judge of beauty .. in fact, if you'd like to actually judge the world's most famous beauty contest .. then enter KLIF'S MISS UNIVERSE CONTEST! KLIF is now accepting entries for judges of the Miss Universe Contest. And 5 judges will be chosen. If you would like to be a judge .. then write to "MISS UNIVERSE....KLIF.....DALLAS" ...and tell us why you want to be a judge in KLIF'S MISS UNIVERSE CONTEST. Include your name and address. All entries must be postmarked not later than May 12th. So, men, get your entry in now!

MISSION IMPOSSIBLE

Missing
Wheels
Mister
KLIF

Mobile Mon

May April 15, 1957

Mr. Oscar Meinhardt, Executive Producer
Miss Universe Beauty Pageant
Municipal Building
Long Beach, California

Long Beach, California

Dear Mr. Meinhardt:

Dear Oscar:

As we have discussed previously, I wanted to remind you
again that we are very interested in the Texas franchise for
the Miss Universe Beauty Pageant for 1958. As you probably
know, we have radio stations in Dallas, Houston and San
Antonio and certainly would be in a position to create interest
and give proper publicity to the contest. matter and I don't believe
we have yet heard from you. As you know, we have the number
one stations in Texas' top three markets. Sincerely, F in Dallas, KTSA
in San Antonio and KILT in Houston. We are already setting 1958
promotional plans and would appreciate hearing from you in this
regard.

Gordon McLendon

Also, is there going to be a Miss Scotland in Long Beach this
year?

GBM:bp

Cordially,

Gordon McLendon

GBM:bp

MISSION IMPOSSIBLE

Missing
Wheels
Mister
K.L.F.

Mobile Mon

May 22, 1957

Mr. Oscar Meinhardt,
Executive Producer
Miss Universe Beauty Pageant
Municipal Building
Long Beach, California

Dear Oscar:

You will recall I spoke to you in Los Angeles earlier this year about the possibility of our chain of radio stations sponsoring the 1958 Miss Universe Beauty Pageant for the state of Texas.

Recently, we wrote you again about this matter and I don't believe we have yet heard from you. As you know, we have the number one stations in Texas' top three markets: KLIF in Dallas, KTSA in San Antonio and KILT in Houston. We are already setting 1958 promotional plans and would appreciate hearing from you in this regard.

Also, is there going to be a Miss Scotland in Long Beach this year?

Cordially,

Gordon McLendon

GBM:bp

MISSION IMPOSSIBLE

Missing
Wheels
Mister
KLIF

Mobile Money

October 9, 1957

Mr. Oscar Meinhardt
Executive Producer
Miss Universe Beauty Pageant, Inc.
Municipal Auditorium
Long Beach 2, California

Dear Oscar:

Dear Oscar:

Thank you for your letter of September 12.

Thank you so much for your kind letter advising me of the present situation at Lake Whitney.

with regard to 1958 plans for the Miss Universe Contest. I

I certainly will give you a call when I am in Los Angeles in the next few weeks. I hope we can get together and chat and I certainly do hope that it is possible for you to change your plans with regard to the Texas event in the near future.

I cannot help but feel that if given an opportunity, our stations

With kindest personal regards.

Sincerely,

Your organization has done an absolutely fantastic job with the Miss Universe Contest. Therefore, what I am about to say is intended merely as an attempt to be helpful to you regardless of whether or not you are able to change to us this year.

Gordon McLendon

I can only conclude that your opinion that the Lake Whitney Association has done a very good job with the Miss Universe GBM:bp in Texas is the result of lack of personal contact with the Texas event. I have never seen any event as totally mis-managed and miserably handled as is the Lake Whitney project.

MISSION IMPOSSIBLE

Missing
Wheels

Mister
KLIF

Mobile Mon

Miss Universe

-2-

OSCAR MEINHARDT
Executive Producer

BEAUTY PAGEANT, INC.

MUNICIPAL AUDITORIUM 2, LONG BEACH 2, CALIFORNIA

The treatment of the contestants, judges, accommodations for spectators, lack of promotion and showmanship, inaccessibility of Lake Whitney to major cities and many other features are such as to make one wonder if **September 16, 1957** being staged by a three-year old mentally retarded child. I speak not only from my own viewpoint as an ex-sponsor of a local contest but also from other comments too numerous to mention. I am sure that Bill Woodside is a charming person but you may rest assured that anything to do with any radio stations in there will never be any cooperation of any Miss Universe Beauty Pageant association, nor do we wish to have Municipal Auditorium Dallas, KILT in Houston and KTSA in San Long Beach 2, California way.

Dear Oscar: makes me a crank, that's the way it will have to be. I do you no service if I remain silent.

Thank you for your letter of September 12.

I hope you will find it possible to reconsider your decision with regard to 1958 plans for the Miss Universe Contest. I am enclosing an article from Variety which points up the power of our Texas Triangle, which covers nine out of ten people in Texas. It is by far the most powerful medium in all of Texas.

Sincerely,

I cannot help but feel that if given an opportunity, our stations could virtually wipe the Miss America competition off the map as far as Texas is concerned.

Gordon McLendon

Your organization has done an absolutely fantastic job with the Miss Universe Contest. Therefore, what I am about to say is intended merely as an attempt to be helpful to you regardless of whether or not you are able to make a change to us this year. I can only conclude that your opinion that the Lake Whitney Association has done a very good job with the Miss Universe Contest in Texas is the result of lack of personal contact with the Texas event. I have never seen any event as totally mis-managed and miserably handled as is the Lake Whitney project.

MISSION IMPOSSIBLE

Missing
KILF
Wheels
Mister

Mobile Mon

★ ★ ★ Miss Universe ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

-2-

OSCAR MEINHARDT
Executive Producer

BEAUTY PAGEANT, INC.
MUNICIPAL AUDITORIUM • LONG BEACH 2, CALIFORNIA

The treatment of the contestants, judges, accommodations for spectators, lack of promotion and showmanship, inaccessability of Lake Whitney to major cities and many other features are such as to make one wonder if the event is not being staged by a three-year old mentally retarded child. I speak not only from my own viewpoint as an ex-sponsor of a local contest but also from other comments too numerous to mention. I am sure that Bill Woodside is a charming person but you may rest assured that as long as I have anything to do with any radio stations in the state of Texas, there will never be any cooperation of any sort given the Lake Whitney Association, nor do we wish to have the names of KLIF in Dallas, KILT in Houston and KTSA in San Antonio associated in any way.

If this letter makes me a crank, that's the way it will have to be. I do you no service if I remain silent.

Let me hear from you if you do find it possible to make the change to us. If not, in your own interests, you ought to make a change to somebody.

With kindest personal regards.

Sincerely,

Gordon McLendon

Will be glad to hear from you as to your thoughts in this matter.

GBM:bp

bcc: Al Lurie
Bill Weaver
Dale Drake

OSCAR MEINHARDT
Executive Producer

MISSION IMPOSSIBLE

Missing
Wheels

Mister
KLIF

Mobile Money

CO-SPONSORED CATALINA, INC. — CITY OF LONG BEACH, CALIF. — MAX FACTOR HOLLYWOOD
MISS UNIVERSE, MISS U.S.A. COPYRIGHTED BY CATALINA, INC.

Miss Universe

OSCAR MEINHARDT
Executive Producer

BEAUTY PAGEANT, INC.

MUNICIPAL AUDITORIUM • LONG BEACH 2, CALIFORNIA

TELEPHONE LONG BEACH HEmlack 2-4435

CABLE ADDRESS — "UNIRAG"

May 23, 1957 September 10, 1957

Mr. Gordon McLendon

Mr. Oscar Meinhardt,
Executive Producer
Miss Universe Beauty Pageant, Inc.
Municipal Auditorium
Long Beach 2, California

Dear Oscar:

This refers to your letter of May 22nd, and wish to advise you that you are invited for further discussion on the Miss Texas contest in 1958.

We are beginning to lay our promotional plans for 1958 and would like to know if you are ready yet to discuss the Miss Universe Contest for the state of Texas? You will recall that we discussed this on the telephone last year.

Will you let me hear from you at your convenience?

Sincerely,

Gordon McLendon

GBM:bp

MISSION IMPOSSIBLE

Missing
Wheels

Mister
KLIF

Mobile Mon

CO-SPONSORED CATALINA, INC. — CITY OF LONG BEACH, CALIF. — MAX FACTOR HOLLYWOOD
MISS UNIVERSE, MISS U.S.A. COPYRIGHTED BY CATALINA, INC.

June 19, 1956

June 8, 1956

Mr. Bill Woodside
Lake Whitney Enterprises
Whitney, Texas

Miss Fayteen Peeples
2405 San Marcus
Dallas, Texas

This letter will serve as our official notice to you that
Dear Fay: in the Miss Texas portion of the Miss Universe
Contest will be Miss Donna Harris and not Miss Gerry
Just wanted to drop you a note to tell you how sorry
I am that you didn't win in the Miss Universe Contest.
If I'd been a judge, you certainly would have got my the
vote. and enters Miss Harris.

Better luck next time.

Best regards,

Best wishes,

Bill Morgan
General Manager
Gordon McLendon

BM:bp

GBM:bp

MISSION IMPOSSIBLE

Missing
Wheels
Mister
KILL

Mobile Mon

June 19, 1956

Mr. Bill Woodside
Lake Whitney Enterprises
Whitney, Texas

Dear Bill:

This letter will serve as our official notice to you that our entry in the Miss Texas portion of the Miss Universe Contest will be Miss Donna Harris and not Miss Gerry Benham.

This letter officially withdraws Miss Benham from the contest and enters Miss Harris.

Best regards,

Bill Morgan
General Manager

BM:bp

MISSION IMPOSSIBLE

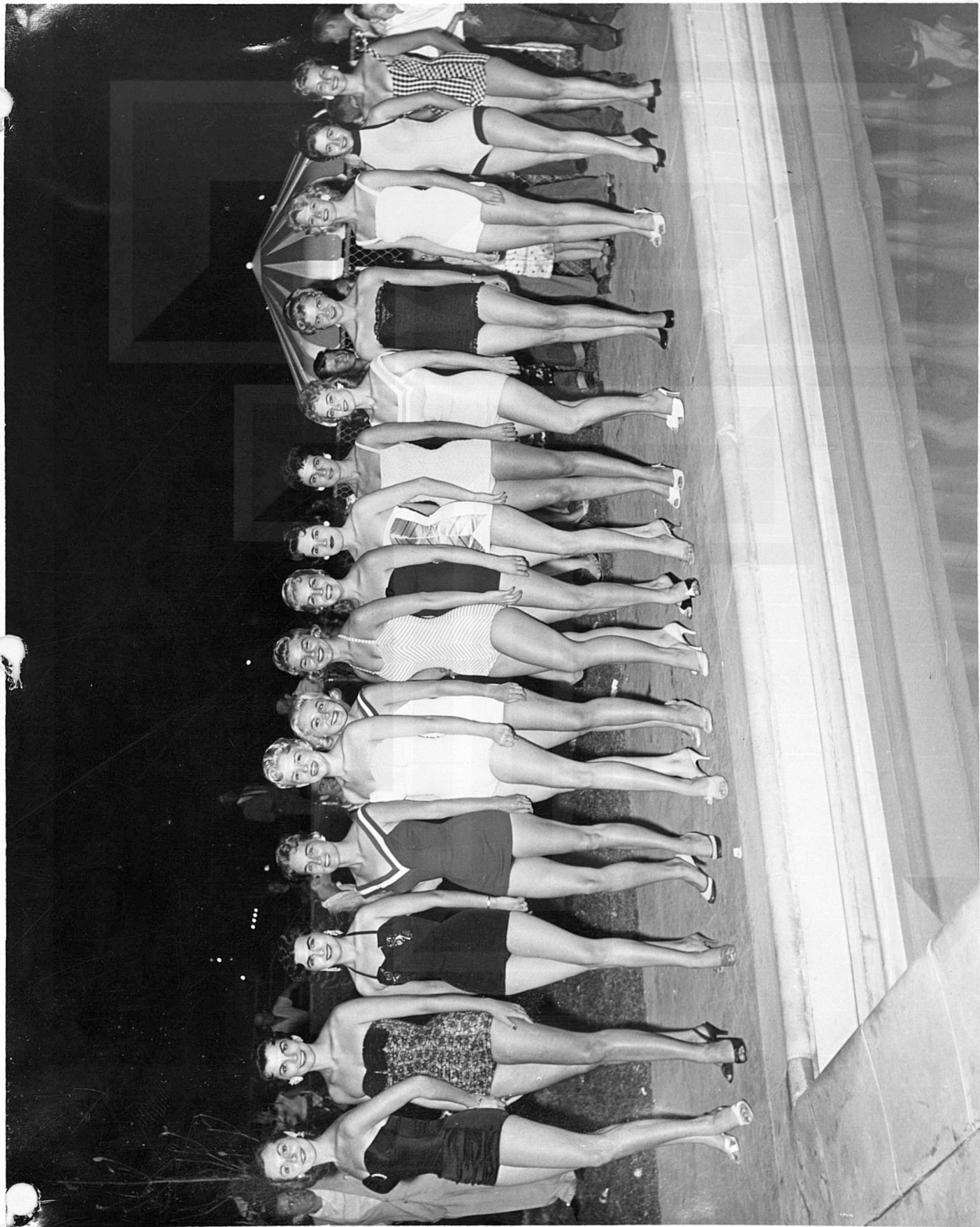
Missing
Wheels

Mister
KLIF

Mobile Man

Miss Universe

1952



MISSION IMPOSSIBLE

Missing
Wheels

Mister
KILF

Mobile Mon

Miss Universal

Art Nelson already
Knows several of them
Very well

MISSION IMPOSSIBLE

Missing
Wheels

Mister
KLIF

Mobile Mass

Bill:

Miss Universe

1956 Oldsmobile Super 88 Convertible
Turquoise and white
turquoise and white upholstery
Motor No. V-1357851
Serial # 568M49934

Title: Gerry Ann Benham

MISSION IMPOSSIBLE

Missing
Wheels

Mister
K.I.F.

Mobility

MISSING WHEELS

June 5, 1956

Miss Amarillis Chamberlain
4155 Buena Vista
Dallas, Texas

Dear Miss Chamberlain:

Thank you so much for your telegram. It was wonderful
to have you in the Miss Universe competition and
CONGRATULATIONS to you on being a winner.

I believe your prizes are in the mail to you.

Cordially,

Gordon McLendon

GBM:bp

MISSION IMPOSSIBLE

Missing
Wheels
Mister
KLIFF

Mobile Money

MISSING WHEELS

KLIF

A McLENDON STATION

50,000 WATTS • 1190 KILOCYCLES • 2104 JACKSON • DALLAS, TEXAS

Don:

Here are details on the MISSING WHEELS contest. Enclosed is a card in the midst of running it right now, and he checked out with us last week for format and details. Haven't heard how he's doing.

TEASER CAMPAIGN

Telefax **WESTERN UNION** *Telefax*

D LLE127 PD=DALLAS TEX 3 1136AMC=
KLIF, ATTN GORDON MCCLENDON:
DAL:
TO EXPRESS MY APPRECIATION FOR YOUR GIVING ME THE
HONOR OF PARTICIPATING IN YOUR CONTEST=
AMARILLIS CHAMBERLAIN= 4155 Buena Vista

Thank her for work
Bill - Can you have Norma do this - give me her address, that is!
SP

1270 (1-51)

MISSION IMPOSSIBLE

Missing
Wheels
KLIF
Mister

Mobile Money

MISSION INDUSTRY

Missing Wheels

Mister
KILTE

Mobile Money

МИНИСТЕРСТВО ТРАНСПОРТА И

Missing Wheels

Mister
KLIF

Mobile Money

KLIF



A McLENDON STATION

50,000 WATTS ★ 1190 KILOCYCLES ★ 2104 JACKSON ★ DALLAS 1, TEXAS

RFB

September 20, 1960

Don:

Here are details on the MISSING WHEELS Contest. Incidentally, Hart is in the midst of running it right now, and he checked out with me last week for format and details. Haven't heard how he's doing.

TEASER CAMPAIGN

For three days prior to start of contest, run 5-10 second teasers, (produced) which should take the approach of an impending big news story about to break open. Suggested lines:

VOICE: MONDAY ON KLIF, THE CASE OF THE MISSING WHEELS WILL BE EXPOSED ~~OMXXXXXX~~

2. VOICE: TOMORROW, KLIF BREAKS THE CASE OF THE MISSING WHEELS WIDE OPEN.

3. VOICE: DON'T MISS THE SENSATIONAL EXPOSE OF THE CASE OF THE MISSING WHEELS, TOMORROW ON KLIF.

This will stir up advance interest...at least it did for us. We had phone calls wanting to know who was involved, if it was a hot car ring, teenage vandal story or what. I do not believe it should be produced with a stinger or other sound effect. Absolutely cold, and in a deliberate, heavy voice.

PROMOS

BUILD PROMOS as usual, and run no longer than 1 full day...competition will jump on it otherwise. Take my word for it.

FACTS FOR PROMOS

We used sound effect at start of each promo...sound of a car speeding by, music up and into two voice pitch. Sample promos are attached.

FORMAT

Basically, same as the Treasure Hunt. A car a day is given away for six days in a row. Clues start on the second car as soon as the first is found. The cars are parked somewhere within the city limits, either on a parking lot, on a city street, or in an unimproved vacant lot. (I wouldn't advise the latter). Stress on the air that the car is not hidden inside a structure of any sort. It's in plain sight at all times, and will not be moving. It may or may not be occupied. Stress that car hunters must not enter the car they believe to be the missing wheels car. Merely copy down the license number and call KLIF for verification.

A short intro should precede each clue to the description and location of the car. I used the Sound effect of a car speeding by...and a voice in echo saying...."NOW, HERE'S ANOTHER CLUE IN THE CASE OF CLIFF'S MISSING WHEELS CAR NUMBER ____". It was changed daily to correspond to number of car.

MISSION IMPOSSIBLE

Mister
KLIF

Mobile Money

KLIF



A McLENDON STATION

50,000 WATTS ★ 1190 KILOCYCLES ★ 2104 JACKSON ★ DALLAS 1, TEXAS

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MISSION IMPOSSIBLE

Mister
KLIF

Mobile Money

KLIF



A McLENDON STATION

50,000 WATTS ★ 1190 KILOCYCLES ★ 2104 JACKSON ★ DALLAS 1, TEXAS

PAGE TWO

FORMAT (con)

Clues were added hourly until the car was found. Clues were of the two-line rhyming type, and mixed between location of the car, description of the car, and license number. As clues are added, pound on the earlier clues. You will find that you won't have more than 14 or 15 clues before the car is found...

POINTS TO WATCH OUT FOR

1. People will swamp your switchboard with endless calls asking if license number so-and-so is the missing car. Limit each caller to giving one car on each call. Stress license number...so they will be ready with the number when they call, and will not jam the board with long descriptions of a neighbors car.
2. Have deejays and switchboard operator play it cagey. If someone calls with the license number of the contest car, make them give the exact location of the car, and the description. The reason is simple. You may have someone who figures the license number out from the clues, and doesn't have any idea where the car is.
3. Stress the slogan "THIS IS KLIF, WHERE A CAR A DAY IS BEING GIVEN AWAY" heavily. It's catchy, and sounds like your's doing more than you actually are.
4. I suggest a new name for the contest. Missing Wheels had too many people looking for a car with the wheels removed. Must be a better name.

WINNERS

As soon as one of the cars is found, get a beeper telephone interview with the winner for use on newscasts. Then have him come to the station, where you can cut short promos in his voice. Then present him with the key to the car, and tell him where to go to pick up the title and have it changed to his name. Make the winner pay for title transfer charge. By the time the last car is found, continued use of the winners voices will make it sound like a pot full of winners. When the contest is over, compile all the names, and build a "Back Patting" promo, telling who won what car. Sounds great on the air.

Speaking of the cars...be devious in the year of the car being mentioned. I only used the year of the car when absolutely necessary. When you're dealing with '51 and '52 autos, it's better to pound on the fact that "Joe Daoks has just won himself and his family a shiny Ford Station wagon", rather than hit the year. In your promos, you are covered if you mention "Good servicable used cars". After that, let them draw their own picture. The human imagination is a wonderful thing for radio.

That's it. Have fun.

MISSION IMPOSSIBLE

Master
KLIF

Mobile Money

J

MISSING WHEELS CONTEST

SOUND: CAR SPEEDING BY...MUSIC UP....

1. NOW...EXPOSED FOR ALL OF DALLAS TO HEAR! THE CASE OF THE MISSING
WHEELS!

SOUND: STAB

2. NOT BIG WHEELS IN POLITICS...OR WHEELS IN SOMEBODY'S HEAD!

1. NO...THE KLIF MISSING WHEELS ARE ATTACHED TO 6 AUTOMOBILES THAT
WILL BE HIDDEN IN DALLAS!

2. A DARING NEW CONTEST...AGAIN PIONEERED BY THE LEADER IN DALLAS RADIO...
KLIF....

1. THE MISSING WHEELS CONTEST! A CAR A DAY WILL BE GIVEN AWAY!

2. NEVER BEFORE IN RADIO HISTORY HAS THIS CONTEST BEEN DONE!

1. NOW...YOU CAN WIN A SECOND CAR FOR YOUR FAMILY...FOR THE WIFE...

AS A FISHING CAR...OR FOR YOUR HIGH SCHOOL YOUNGSTERS!

2. CAR NUMBER 1 IS HIDDEN SOMEWHERE WITHIN THE CITY LIMITS OF DALLAS!

1. KLIF WILL GIVE YOU CLUES AS TO THE LOCATION AND DESCRIPTION OF THE
HIDDEN CARS THROUGH THE DAY. YOU CAN'T MISS...

2. SOMEONE WILL WIN A CAR EVERYDAY FOR SIX DAYS.

1. LISTEN FOR CLUES!

CURTAIN

MISSION IMPOSSIBLE

Mister
KLIF

Mobile Money