

Planning Bal.

RECORDED H-R PRESENTATION
FOR W Y N R

Voice 1: "The greatest money contest ever to hit the Windy City. WYNR's original 'Numbers Game'...."

McLendon: "Chicago..."

Voice 3:
Control: "1,000 transistor radios fixed to WYNR and given to Chicago cab (up good vocal of "Chicago, a toddling town....")

McLendon: "Chicago, nation's third market...from the celebrated North Shore to the Loop to the great steel mills of Gary and Hammond, the McLendon stations explode a winner..."

Control: (Vagabond jingle)
Control: (up WYNR jingle....)

McLendon: "100,000 in initial promotional dollars--more than ever spent before to launch any American radio station. All Chicago is talking--saying stations... WYNR, first radio station in Chicago history to direct its programming toward the over one-and-one-quarter million Negroes in the greater Chicago Market. With 5000 watts fulltime on 1390 kilocycles, WYNR bursts upon sleepy Chicago radio like a shooting star..."

Control: (one line -- "You Are My Lucky Star"...)

Control: (Ella Fitzgerald excerpt....)
McLendon: "WYNR's grand opening is featuring the greatest publicity promotional barrage in the history of radio....listen...."

Control: (Louis Armstrong excerpt)
Control: (stinger)

McLendon: "Need we mention Nat...."
Voice 1: "Full showing of billboards -- 220 of them throughout Chicago."

Control: (Nat "King" Cole excerpt)
Voice 2: "Double full pages in the Chicago Sun-Times."

McLendon: "Or the remarkable Chubby Checker..."
Voice 3: "Full pages in all important Chicago suburban publications."

Control: (Chubby Checker "Let's Twist Again" excerpt....)
Voice 1: "Full pages in Ebony, Jet, The Chicago Defender, the Chicago Courier."

McLendon: "And WYNR will be very Chicago because WYNR, in creating
Voice 2: "Three full pages in Look Magazine."

Voice 3: "100,000 promotional buttons for distribution to Chicago's the finest Negro radio station ever known in America, has contracted for the leased wires of the National Negro News Service..."

Control: (excerpt from National Negro News Service)

Voice 1: "Airplane banner streamers..."

McLendon: "That was a sample of what WYNR reports hourly from the

Voice 2: "The greatest money contest ever to hit the Windy City. WYNR's nation's newest leased wire news service--The National original 'Numbers Game'...."

Voice 3: "1,000 transistor radios fixed to WYNR and give to Chicago cab drivers with the Chicago Negro community, maintains four top-notch Negro newsmen."

Voice 1: "Special jingles made exclusively for WYNR by the world-famous (WYNR News Intro...)

Control: Vagabonds."

Voice 1: (5 or 6 seconds fading into....)

Control: (Vagabond jingle)

Voice 2: ()

McLendon: "\$100,000 in initial promotional dollars--more than ever spent before to launch any American radio station. All Chicago is talking--saying that WINNER is a winner!!"

Control: (WYNR News Intro...)

Control: (fanfare...)

McLendon: "And WYNR takes regular editorial positions on matters of interest to Chicago's Negro community. For instance...."

McLendon: "The Negro audience is, of course, extraordinarily loyal to its own products and its own artists. Obviously, many of the great (Randolph in editorial excerpt -- 20 seconds...fading into...) names of the entertainment world are Negro. Ella...."

Control: (WYNR jingle)

Control: (Ella Fitzgerald excerpt....)

McLendon: "WYNR made its debut by cancelling all commercials for two full days, devoting the time completely to one of Chicago's great Negro charities. WINNER's Program Director, who spearheaded this charity endeavor, is also one of America's great Negro disc jockeys, a veteran of McLendon operation. May we present Jim

McLendon: "Of course, the redoubtable Louis Armstrong..."

Control: (Louis Armstrong excerpt)

McLendon: "Need we mention Nat...."

Control: (Nat "King" Cole excerpt)

McLendon: "Or the remarkable Chubby Checker..."

Control: (Chubby Checker "Let's Twist Again" excerpt...)

Control: (Randolph excerpt into....)

Control: into....."Chicago"....under to....)

Control: (Shortie WYNR jingle....)

McLendon: "And WYNR will be very Chicago because WYNR, in creating the finest Negro radio station ever known in America, has contracted for the leased wires of the National Negro News Service...."

Control: (Camp excerpt...)

Control: (excerpt from National Negro News Service)
McLendon: "Dick Kemp, who holds down, or sends up, the evening slot."
McLendon: "That was a sample of what WYNR reports hourly from the
as WYNR captures the Chicago Negro audience of one-and-a-
nation's newest leased wire news service--The National
quarter million. The Chicago Negro audience? Let's talk a
Negro News Service...and WYNR, to establish complete
second about that...."
identity with the Chicago Negro community, maintains four top-
notch Negro newsmen."

Control: (WYNR News Intro...)

Voice 1: (5 or 6 seconds fading into....)

Voice 2: (")

Voice 3: (")

Voice 4: (")

Control: (WYNR News Intro ...)

McLendon: "And WYNR takes regular editorial positions on matters of interest
to Chicago's Negro community. For instance...."

Control: (Randolph in editorial excerpt -- 20 seconds...fading into ...)

Control: (WYNR jingle)

McLendon: "WYNR made its debut by cancelling all commercials for two
full days, devoting its time completely to one of Chicago's great
Negro charities. WINNER's Program Director, who spearheaded
this charity endeavor, is also one of America's great Negro disc
jockeys, a veteran of McLendon operation. May we present Jim
Randolph? "

Control: (Randolph excerpt into....)

Control: (Shortie WYNR jingle....)

McLendon: "WYNR is bringing to Chicago the cream of the nation's disc
jockeys. For instance, WINNER's evening man, the sensational
Dick Kemp, straight from KLIF in Dallas...."

Control: (Kemp excerpt...)

McLendon: "Dick Kemp, who holds down, or sends up, the evening slot,
as WYNR captures the Chicago Negro audience of one-and-a-

Control: (quarter million. The Chicago Negro audience? Let's talk a

Control: second about that...."

McLendon: "Prominent Chicago Negro leaders are unanimous in their
endorsement of WYNR...the need for it, the desire for it in
the Negro community. We present

Control: (up WYNR jingle....)

Control: (prominent Negro leader into....)

McLendon: "So says _____
Now, _____"

Control: (prominent Negro leader, into....)

Control: WYNR singing jingle....)

McLendon: "And so, a thumbnail sketch of Chicago's phenomenal WYNR--
first all-Negro radio station in Chicago, one of Chicago's
lucky seven fulltime stations, another McLendon WINNER....
and so, into that toddling town....."

Control: (up "Chicago, Chicago, that toddling town...")

McLendon: "The McLendon Corporation has exploded another bomb,
the astounding...."

Control: (WYNR jingle....)

Voice 1: "Full page in Chicago Defender, the Chicago
Courier.

Voice 2: "Three full pages in South-Western."

Voice 3: "Full, 500 promotional buttons for distribution to Chicago's
Negro community."

McLendon: "And here's a key to reaching this vital audience on WINNER,
the WYNR morning man, E. Rodney Jones (?)....."

Control: (fanfare into....)

McLendon: Chicago...

Control: (voice of Jones....)

Control: (up good vocal of "Chicago, a toddling town....")

McLendon: "Prominent Chicago Negro leaders are unanimous in their

McLendon: "Chicago, nation's third market...from the celebrated North

endorsement of WYNR...the need for it, the desire for it in
shore to the Loop to the great steel mills of Gary and Hammond,

the Negro community. We present

the McLendon station explodes a winner...."

Control: (fanfare into....)

Control: (up WYNR jingle....)

Control: (prominent Negro leader into....)

McLendon: "winner...." "A...one of Chicago's seven fulltime radio

McLendon: "So says _____"

Now, _____"

Control: (prominent Negro leader, into....)

million Negroes in the greater Chicago Market. With 5000

McLendon: WYNR singing jingle....)

white families of 1950 bicycles, WYNR bursts upon sleepy

McLendon: "And so, a thumbnail sketch of Chicago's phenomenal WYNR--

Chicago radio takes a shooting star...."

Control: first all-Negro radio station in Chicago, one of Chicago's

Control: (one line -- "You are my lucky star....")

lucky seven fulltime stations, another McLendon WINNER....

McLendon: "A...a grand speaking to reaching the greatest publicity promotional

McLendon: and so, into that toddling town....."

Control: (up "Chicago, Chicago, that toddling town...")

Control: (jingle)

McLendon: "The McLendon Corporation has exploded another bomb,

Voice 1: "Sun showing of Chicago...throughout Chicago."

Control: the astonishing...."

Voice 2: "Loud full pages in the Chicago Sun-Times."

Control: (WYNR jingle....)

Voice 3: Full pages in all important Chicago suburban publications."

Control: (jingle)

Voice 1: "Full pages in Ebony, Jr., The Chicago Defender, the Chicago

Courier."

McLendon: "And WYNR will be very Chicago because WYNR, in creating

Voice 2: "Three full pages in Look Magazine."

McLendon: "The Negro radio station over 100,000 in America, has

Voice 3: "100,000 promotional buttons for distribution to Chicago's

McLendon: "100,000 promotional buttons for distribution to Chicago's

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Voice 2: "The greatest money contest ever to hit the Windy City. WYNR's original 'Numbers Game'...."

McLendon: "Chicago..."

Voice 3: "1,000 transistor radios fixed to WYNR and given to Chicago cab drivers."

Control: (up good vocal of "Chicago, a toddling town....")

McLendon: "Chicago, nation's third market...from the celebrated North Shore to the Loop to the great steel mills of Gary and Hammond, Vagabonds."

Voice 1: the McLendon stations explode a winner...."

Control: (Vagabond jingle)

Control: (up WYNR jingle....)

McLendon: "\$100,000 in initial promotional dollars--more than ever spent before"

McLendon: "A winner.... WYNR....one of Chicago's seven fulltime radio stations... WYNR, first radio station in Chicago history to that WINNER is a winner!!"

Control: direct its programming toward the over one-and-one-quarter million Negroes in the greater Chicago Market. With 5000

Control: (fanfare...)

McLendon: "The Negro audience is, of course, extraordinarily loyal to its own products and its own artists. Obviously, many of the great Chicago radio like a shooting star..."

Control: names of the entertainment world are Negro. Ella...."

Control: (one line -- "You Are My Lucky Star"....)

Control: (Ella Fitzgerald excerpt....)

McLendon: "WYNR's grand opening is featuring the greatest publicity promotional

McLendon: "Of course, the redoubtable Louis Armstrong..."

Control: (Louis Armstrong excerpt)

Control: (stinger)

McLendon: "Need we mention Nat...."

Voice 1: "Full showing of billboards -- 220 of them throughout Chicago."

Control: (Nat "King" Cole excerpt)

Voice 2: "Double full pages in the Chicago Sun-Times."

McLendon: "Or the remarkable Chubby Checker..."

Voice 3: "Full pages in all important Chicago suburban publications."

Control: (Chubby Checker "Let's Twist Again" excerpt....)

Voice 1: "Full pages in Ebony, Jet, The Chicago Defender, the Chicago into.... "Chicago"....under to....)

Control: Courier."

McLendon: "And WYNR will be very Chicago because WYNR, in creating

Voice 2: "Three full pages in Look Magazine."

Voice 3: "100,000 promotional buttons for distribution to Chicago's Negro audience."

Control: Service...."

(excerpt from National Negro News Service)

Voice 1: "Airplane banner streamers..."

McLendon: "That was a sample of what WYNR reports hourly from the

Voice 2: "The greatest money contest ever to hit the Windy City. WYNR's nation's newest leased wire news service--The National original 'Numbers Game'...."

Voice 3: "1,000 transistor radios fixed to WYNR and give to Chicago cab identity with the Chicago Negro community, maintains four top-drivers."

Voice 1: "Special jingles made exclusively for WYNR by the world-famous (WYNR News Intro...)

Vagabonds."

Voice 1: (5 or 6 seconds fading into...)

Control: (Vagabond jingle)

Voice 2: (" " ")

McLendon: "\$100,000 in initial promotional dollars--more than ever spent before

Voice 3: (" " ")

Voice 4: to launch any American radio station. All Chicago is talking--saying (" " ")

that WINNER is a winner!!"

Control: (WYNR News Intro ...)

Control: (fanfare...)

McLendon: "And WYNR takes regular editorial positions on matters of interest

McLendon: "The Negro audience is , of course, extraordinarily loyal to its to Chicago's Negro community. For instance...."

own products and its own artists. Obviously, many of the great (Randolph in editorial excerpt -- 20 seconds...fading into ...)

names of the entertainment world are Negro. Ella....."

Control: (WYNR jingle)

Control: (Ella Fitzgerald excerpt....)

McLendon: "WYNR made its debut by cancelling all commercials for two

McLendon: "Of course, the redoubtable Louis Armstrong..."

full days, devoting its time completely to one of Chicago's great (Louis Armstrong excerpt)

Negro charities. WINNER's Program Director, who spearheaded

McLendon: "Need we mention Nat...."

this charity endeavor, is also one of America's great Negro disc (Nat "King" Cole excerpt)

jockeys, a veteran of McLendon operation. May we present Jim

McLendon: "Or the remarkable Chubby Checker..."

Randolph? "

Control: (Chubby Checker "Let's Twist Again" excerpt...)

Control: (Randolph excerpt into....)

into....."Chicago"...under to....)

Control: (Shortie WYNR jingle....)

McLendon: "And WYNR will be very Chicago because WYNR, in creating

McLendon: "WYNR is bringing to Chicago the cream of the nation's disc the finest Negro radio station ever known in America, has jockeys. For instance, WINNER's evening man, the sensational contracted for the leased wires of the National Negro News Dick Kemp, straight from KLIF in Dallas..."

Service..."

Control: (Kemp excerpt...)

Control: (excerpt from National Negro News Service)

McLendon: "Dick Kemp, who holds down, or sends up, the evening slot"

McLendon: "That was a sample of what WYNR reports hourly from the
as WYNR captures the Chicago Negro audience of one-and-a-
nation's newest leased wire news service--The National
quarter million. The Chicago Negro audience? Let's talk a
Negro News Service...and WYNR, to establish complete
second about that..."

Control: identity with the Chicago Negro community, maintains four top-
notch Negro newsmen."

Control: (WYNR News Intro...)

Voice 1: (5 or 6 seconds fading into....)

Voice 2: (")

Voice 3: (")

Voice 4: (")

Control: (WYNR News Intro ...)

McLendon: "And WYNR takes regular editorial positions on matters of interest
to Chicago's Negro community. For instance...."

Control: (Randolph in editorial excerpt -- 20 seconds...fading into ...)

Control: (WYNR jingle)

McLendon: "WYNR made its debut by cancelling all commercials for two
full days, devoting its time completely to one of Chicago's great
Negro charities. WINNER's Program Director, who spearheaded
this charity endeavor, is also one of America's great Negro disc
jockeys, a veteran of McLendon operation. May we present Jim
Randolph? "

Control: (Randolph excerpt into....)

Control: (Shortie WYNR jingle....)

McLendon: "WYNR is bringing to Chicago the cream of the nation's disc
jockeys. For instance, WINNER's evening man, the sensational
Dick Kemp, straight from KLIF in Dallas..."

Control: (Kemp excerpt...)

J.J.'s

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McLendon: "Dick Kemp, who holds down, or sends up, the evening slot,
as WYNR captures the Chicago Negro audience of one-and-a-

Control: quarter million. The Chicago Negro audience? Let's talk a

Control: second about that...."

McLendon: "Prominent Chicago Negro leaders are unanimous in their
endorsement of WYNR...the need for it, the desire for it in
the Negro community. We present

Control: (prominent Negro leader into....)

McLendon: "So says _____"

Now, _____"

Control: (prominent Negro leader, into....)

WYNR singing jingle....)

McLendon: "And so, a thumbnail sketch of Chicago's phenomenal WYNR--
first all-Negro radio station in Chicago, one of Chicago's
lucky seven fulltime stations, another McLendon WINNER....
and so, into that toddling town....."

Control: (up "Chicago, Chicago, that toddling town...")

McLendon: "The McLendon Corporation has exploded another bomb,
the astonishing...."

Control: (WYNR jingle....)

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McLendon: "And here's a key to reaching this vital audience on WINNER,
the WYNR morning man, E. Rodney Jones (?)...."

Control: (fanfare into....)

Control: (voice of Jones....)

McLendon: "Prominent Chicago Negro leaders are unanimous in their
endorsement of WYNR...the need for it, the desire for it in
the Negro community. We present

Control: (prominent Negro leader into....)

McLendon: "So says _____
Now, _____."

Control: (prominent Negro leader, into....
WYNR singing jingle....)

McLendon: "And so, a thumbnail sketch of Chicago's phenomenal WYNR--
first all-Negro radio station in Chicago, one of Chicago's
lucky seven fulltime stations, another McLendon WINNER....
and so, into that toddling town....."

Control: (up "Chicago, Chicago, that toddling town...")

McLendon: "The McLendon Corporation has exploded another bomb,
the astonishing...."

Control: (WYNR jingle....)

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RECORDED A-E PRESENTATION
FOR WYNR

McL: Chicago

Control: ~~SE~~ (UP good VOICE OF "Chicago, a toddling town...")

McL: "Chicago, nation's third market... from the celebrated North Shore to the Loop to the great steel mills of Gary and Hammond, the McLendon stations explode a winner."

Control: ~~SE~~ (UP WYNR jingle...)

McL: ~~WYNR~~ "A winner... WYNR... one of Chicago's seven fulltime radio stations... WYNR, first radio station in Chicago history to direct its programming toward the over one and one quarter million Negroes in the greater Chicago market. With 5000 watts fulltime ~~of~~ on 7390 kilocycles, ~~WYNR~~ bursts upon sleepy Chicago radio like a shooting star."

Control: ~~SE~~ (ONE LINE "You Are My Lucky Star...")

McL: "WYNR's grand opening is featuring the greatest ^{publicity} promotional barrage in the history of radio ^(string) listening."

Control: (String) VOICE 1: "Full showing of ~~the~~ billboards -- 220 of them throughout Chicago."

VOICE 2: "Double full pages in the Chicago Sun-Times"

VOICE 3: "Full pages in all important Chicago ^{publications} submarkets."

VOICE 1: "Full pages in Ebony, Jet, the Chicago Defender, the Chicago Courier."

VOICE 2: "3 Full pages in LOOK Magazine."

VOICE 3: "100,000 promotional buttons for distribution to Chicago's Negro audience."

VOICE 1: "Airplane banner ~~streamers~~ streamers"

VOICE 2: "The greatest money contest ever to hit the Windy City: WYNR's original

VOICE 3: "Numbers Game!"
VOICE 1: "1000 prize winning radios fixed to WYNR and given to Chicago cab drivers!"
"Special jingles made exclusively for WYNR by the world-famous Vagabonds."

Control: ~~SE~~ (Vagabond jingle)

McL: "150,000 in initial promotional dollars--more than ever spent before to launch any American radio station. All Chicago is talking--saying that ^{WYNR} ~~WYNR~~ is a winner!!"

Control: (FAN FARE:)

McL: "The negro audience is of course extraordinarily loyal to its own products and its own artists. Obviously, many of the great names of the entertainment world are Negro. Ella:

Control: (ELLA FITZGERALD excerpt)

McL: "Of course, the redoubtable Louis Armstrong:

Control: (LOUIE ARMSTRONGS' excerpt)

McL: "Need we mention Nat..."

Control: (NAT KING COLE excerpt)

McL: "On the remarkable Chubby Checker"

Control: (CHUBBY CHECKER "Let's Twist Again" excerpt...)

McL: "And WYNR will be very Chicago because WYNR, in creating the first Negro radio station ever known in America, has contracted for the leased wires of the National Negro News Service."

Control: SE: (EXCERPT FROM NATIONAL NEGRO NEWS SERVICE)

McL: "That was a sample of what WYNR reports hourly from the nation's ^{fastest growing} newest news Service -- the National Negro News Service. And WYNR, ^{to establish} ~~maintaining~~ complete identity with the Chicago Negro community, ~~as a commercial enterprise~~ ~~in the history of Chicago~~ maintains four top-notch Negro newsmen."

Control: SE: (WYNR news intro)

"And here's a key to reaching this vital audience on ~~WYNN~~, the WYNN morning man, E. Rodney Jones (?)." J

J.J.'s

TO: KAKI DISC JOCKEYS

FROM: Don Keyes

DATE: August 26, 1958

SUBJECT: KAKI PROGRAMMING

I am issuing you this memo in order that you might read it, study it, digest it, and therefore, have a better understanding of just what is expected of you in this KAKI change of programming policy. Shortly after you read this, we will listen to the "sound hour" prepared in Dallas, which represents the new brisk, bright, sound that we are trying to reach. The next eight categories will help you to duplicate what you hear on the tape.

CATEGORY 1. TRANSCRIPTIONS. For the most part, transcriptions, both commercial and promotional, will be the same kind as you are used to. The main difference will be in the promotional announcements. Some of them have an open-end effect. That is to say, a skit will point out the fact that KAKI has half the yak and more music; and the voice will end up the skit by saying, "Like this." At this point, you are to come slam-bang in with your next record and no talk whatsoever. Watch for these -- they will make you sound awfully foolish if you miss your cue. Another promotional announcement that will require much of your attention will be a series of extremely fast, colorful, and brief promos. They will be not only indicated on the log but you are hereby instructed to use one after each record. Obviously, they are on and off before you are even ready. The handling of them will require your utmost attention to what you are doing, lest you get even a split second of dead air causing the whole sound to fall flat on its face. I also suggest that you familiarize yourselves with the last line or cue line on the regular commercial transcriptions so that your next bit of business will be as tight as a vise with no dead air. Notice, too, that the "secret word" name-type gimmicks have a very fast, brief ET introduction and the only thing you have to do is to deliver the actual name live in the same bright, enthusiastic manner as the announcer preceding your voice on the ET.

CATEGORY 2. LIVE COMMERCIALS, PROMOS & STATIONBREAKS.

This title covers everything spoken by you other than news and ad libs-- which we will get to in a moment. You will find that each of our formats, commercials, promos, etc., are well thought out--written with not only brevity but with a flair for showmanship in the choice of words used. These words will be completely wasted unless you give them their full worth in your delivery. I will not expound any further on this on paper but we shall discuss it in our meeting. Let it be a matter of policy that the time be given as KAKI time and the temperature as KAKI temperature.

CATEGORY 3. AD LIB AND DELIVERY. This item shares first place in importance with Item 8, in that in order to keep the production and pace of the station, your delivery has got to be hyperthyroid. There is to be no mumbling, groping for words, pear-shaped tones, intimate deliveries. You want to project, keeping in mind that this can be done by forcing yourself to assume an exceedingly bright, brisk, confident sparkling style. This too is difficult to explain on paper and we will cover it thoroughly when we listen to the tape.

CATEGORY 4. MUSIC. The music policy changes a bit but not drastically. The only thing that will be required is close attention to pace. Even though we are aiming for a bright, brisk sound, we do not want to turn the station into a "rock and roll" station. I think you best follow your own ear on music until we see how you do.

CATEGORY 5. NEWS. This is very important. Make sure you absorb exactly what we are going to do. The only news coverage we will present will be two 1-minute headline broadcasts per hour around the clock, logged in at 15 and 45 past the hour. They will be no longer than approximately 40 seconds unless sponsored. This includes opening and closing. They will consist of four headlines.

For example--and notice this on the tape--instead of a news story that starts off by saying, "President and Mrs. Eisenhower, wearing sunburned and happy smiles, took off for their return trip to Washington today after vacationing in Bermuda at the home of Juan Peron. The President's early return was necessary due to the sudden reversal of Arab foreign policy in the middle east," your headlines will be condensed in this story to, for example, "vacationing Ike flies back to White House early due to middle east situation." I think you understand my point.

Weather forecasts will be handled in a similar manner. It will simply read, "The weather forecast for San Antonio and the wide and wonderful land of Khaki: continued hot through tomorrow with showers expected late tomorrow afternoon. The present KAKI temperature is 95°." We will no longer go through a long harangue about a predicted forecast for the weekend, the wind direction, velocity, the relative humidity, temperature this day last year, the coldest--hottest day on record for this date, barometer reading, etc., etc. There will be no baseball scores reported whatsoever except as you may wish to report on big games between records. The only time Khaki will stray from this news format is when a news event comes up of large enough proportion to warrant extended news coverage. For example: extreme illness of the President, local disaster, etc. Jack Fiedler will determine what is important enough to warrant the news coverage. There will be no news staff. You will all do your own headlines and keep an eye out for bulletins and other interesting stories on the news machine. They, of course, will be aired upon receipt. Actually, the only thing you have to do in news is use your own discretion in choosing the top four stories constituting your four headlines and editing them properly in order to provide yourself with a good, brief, concise headline. Naturally, you will have to keep up on weather information as well. Delivery of news will not differ from your ad lib delivery except that, naturally, you are to speak in a dead serious voice with no levity as you might do in ad lib. Here again, the pace must be extremely brisk and rapid.

CATEGORY 6. PREPARATION. Contrary to what we have done in the past, you are no longer being urged to take 3 hours in preparing a show. We do encourage you to use occasional one-liners if you can say them in a brisk, bright manner. Perhaps plays on words, clever introductions to transcribed commercials, etc. We want to eliminate character voices completely; one minute soap operas, the telling of jokes, etc. This does not mean you are to become a robot. You are to have a definite personality style within the confines of this extremely fast-moving programming.

CATEGORY 7. MERCHANDISING. Since you will not have any news shifts to cover, you will have a couple of hours in your workday reserved for carrying on a specific job in conjunction with Larry Fischer, your program director, or in outside merchandising of yourselves and the station. Jack Fiedler and Larry will set up merchandising schedules for you involving, possibly, having lunch with the Jaycees, emceeing a civic function, having lunch at a high school, and generally putting yourself in the eye of the public. At last report, arrangements were under way to buy for you each some sort of similar clothing for these appearances. I believe Jack Fiedler has more information on this. You will also be allowed to do record hops, as long as mention of them on the air is kept to a bare minimum.

CATEGORY 8. PRODUCTION AND PACING. Of all the things we have discussed, this last item will, without a doubt, prove to be the most important of the entire operation. Production, of course, is how you fit together the various pieces that make up your show. You will have so much music, commercials, promos, ad libs, time and temperature, news, etc. You have often in the past heard us refer to this placement as a "mosaic effect." This is exactly what is expected of you on KAKI. For example, and you will notice this on the tape, if a record is ending, you should come in with your next bit of business over the trailing notes and as soon as it's over with, go slam-bang into your next feature. Pacing goes hand in hand with production. As you all know, you have a reasonable amount of freedom in the placement of commercials and promos, etc., within a given time block. It would be bad pacing, for example, to double spot two promos. You would want to double spot a promo with a commercial, then perhaps another promo, but not back to back. I think you all pretty much have the feel of this. You are encouraged to use any station break from the prepared list as a spot breaker or any other time whenever you feel like it. You are also to go directly into music at four specific times during the hour:

1. After "Swonderful" ID on the hour.
2. After :15 jingle.
3. After :30 jingle.
4. After :45 jingle.

Other than that, the pacing and production is yours to handle in the best way you know. Board operation is extremely important in this endeavor. You must allow yourself no distractions of any kind, no phone calls--in short, absolutely nothing that will divert your attention from the mechanics of this operation. You must, I repeat, discipline yourself to absolute attentiveness to your board while you are on the air.

*Pol. BC
return*

CONFIDENTIAL AND TOP SECRET

Radio Policy Book

LOUISVILLE PROMOTION SCHEDULE

TO: HERB GOLOMBECK
PHIL PAGE

FROM: DON KEYES

DATE: 2 JULY '58.

THIS MEMO SHALL CONSIST OF A DEFINITE SCHEDULE OF EVENTS CONCERNING IN-AIR AND OFF-AIR PROMOTIONS FOR THE NEW WAKY THRU 14 SEPT 1958. ALL PROMOTIONS SCHEDULED AFTER THAT ARE OFFERED AS SUGGESTIONS AND YOU MAY CHANGE THEM AROUND AS YOU SEE FIT. FOLLOWING THIS SCHEDULE WILL BE A LONG MEMO FROM ME TELLING OF THE FINE POINTS OF EACH FACTOR MENTIONED. SINCE I HAVE BEEN THROUGH THIS TWO OR THREE TIMES I THINK IT WILL SERVE AS AN EXCELLENT GUIDE FOR YOU.

8 JULY	APPROVAL
9 JULY	CLOSE, "THIS IS WGRC IN LOUISVILLE, SOON TO BE WHACKY", "THIS IS WGRC, BCJS IN LOUISVILLE" STARTS.
10 JULY	CONTINUE BCJS PROMOTION. CONTINUE WHACKY PROMOTION.
11 JULY	EXPLAIN BCJS, CONTINUE WHACKY PROMOTION.
12 JULY	EXPLAIN BCJS, CONTINUE WHACKY PROMOTION.
13 JULY	ANNOUNCE BCJS WINNER, CONTINUE WHACKY PROMOTION.
14 JULY	START RECORD MARATHON, CONTINUE WHACKY PROMOTION.
15 JULY	CONTINUE RECORD MARATHON, CONTINUE WHACKY PROMOTION, "WANTED" ADS IN PAPER, MODELS ON STREETS, RECORD GIVEAWAYS.
16 JULY	END MARATHON, NEW PROGRAMMING STARTS, MYSTERY PHONE STARTS, "FOUND" ADS IN PAPER, MODELS ON STREETS, RECORD GIVEAWAYS, BALLOON DROP.
17 JULY	MYSTERY PHONE CONTINUES, MODELS CONTINUE, RECORD GIVEAWAYS CONTINUE, T. H. PROMOS START.
18 JULY	MYSTERY PHONE WINNER, MODELS, RECORD GIVEAWAYS, T. H. PROMOS.
19 JULY	T. H. STARTS, MODELS, POP CORN.
20 JULY	T. H. , MODELS, CHILI PEPPERS.
21 JULY	T. H. , MODELS, PICKETING.
22 JULY	T. H. , MODELS, PICKETING.
23 JULY	T. H. , MODELS, CARDS.
24 JULY	T. H. , MODELS, CARDS.

(CON'T) LOUISVILLE PROMOTION SCHEDULE

PAGE 2

26 JULY	T. H. , MODELS, JUMPING BEANS.
27 JULY	T. H. , MODELS, JUMPING BEANS.
28 JULY	T. H. , MODELS.
29 JULY	T. H. , FLAGPOLE PROMOS START, MODELS.
30 JULY	T. H. , FLAGPOLE PROMOS, MODELS.
31 JULY	T. H. WINNER, FLAGPOLE PROMOS.
1 AUG	FLAGPOLE SITTER GOES UP, FLAGPOLE PROMOS CONTINUE THRU FLAGPOLE STUNT.
2 AUG	SAME
3 AUG	SAME
4 AUG	REAR WINDO PROMOS START ✓
6 AUG	REAR WINDO CONTEST STARTS. (RUNS TFN)
8 AUG	MYSTERY WALKER PROMOS START (\$100.00)
10 AUG	MYSTERY WALKER CONTEST STARTS.
13 AUG	MYSTERY WALKER WINNER.
14 AUG	SCRAMBLED PHONE PROMOS START.
16 AUG	SCRAMBLED PHONE CONTEST STARTS. "WE ARE NOW IN 4TH PLACE IN LOUISVILLE" PROMO.
20 AUG	"WE ARE NOW IN 3RD PLACE IN LOUISVILLE" PROMO.
9 SEPT.	END SCRAMBLED PHONE CONTEST. "WE ARE NOW IN 2ND PLACE IN LOUISVILLE" PROMO.
10 SEPT.	"WE ARE NOW 1ST PLACE IN LOUISVILLE" PROMOS. "FLAGPOLE SITTER IS WAITING FOR CONFIRMATION IN WRITING" PROMO BEFORE HE COMES DOWN.
13 SEPT.	FLAGPOLE SITTER COMED DOWN. (CONFIRMED)
14 SEPT.	HURRAH!! NORMAL ROUTINE OPERATION.

SUGGESTED MONTHLY RATING CONTESTS

October	Lucky Telephone (\$500.00) Trick or Treat House.
November	Mystery Voices, (Start at \$5000.00 win for \$500.00)
December	Money Street, (\$25.00 Per Hour)
January	Secret Sounds, (\$5000.00 win for \$500.00)
February	Count The Records (\$500.00)
March	Scotch Dollars
April	Easter Egg Hunt
May	Mystery Neighbor

Pol. BK.
redm

LOUISVILLE PLANNING LIST

1. Choose land
2. Choose attorney (Robert Hobson, Jr.)
3. Choose ad agency.
4. Order Pulse approx 1st week August.
5. Set following staff, subject approval General Manager:
 - a. General Manager - Herb Golombeck
 - b. Sales Manager
 - c. Salesman A
 - d. Salesman B
 - e. Salesman C
 - f. Program Director - Phil Page
 - g. Disc Jockey 1
 - h. Disc Jockey 2
 - i. Disc Jockey 3
 - j. Disc Jockey 4
 - k. Traffic
 - l. Continuity
 - m. Receptionist-Sec.
6. Merriman on jingles
7. Call letters - WAKE?
8. Callison on proper recording equipment, remote operation.
9. 5-min sustaining format, 15 at night.
10. Instruct 2 staff wives in pilot, promotional calling
11. Agency and advertiser telephone survey
12. Cocktail party for agencies, advertisers
13. Cancel MBS contract
14. Cancel Weed Contract.
15. Set national rates with Blair
16. Set local rates
17. Deliver presents to advertisers--crackerjacks, hot dogs, tabasco sauce, etc.
18. Select printer, stationery company which, if possible, does advertising.
19. Rear Windo
20. Color radio jingles
21. Mailing list top 20 local accounts, agencies & personnel/
22. Jumping bean letters
23. Arrange for flagpole sitter
24. Mailing pieces to agencies, advertisers
25. SRDS ad
26. Newspaper ads, if any
27. Discuss plans on Hooper, Trendex
28. Set date area Pulse
29. Monitors of other stations for local and national business
30. Euler on pictures exchanges, theatres, etc. (Motion pictures)

LOUISVILLE PROGRAMMING AND PROMOTION

Majors

1. Flagpole sitter.
2. More music- less yak
3. 50% more music - 50% less commercials
4. Women making promotional calls
5. Mystery Walker
6. Record giveaways
7. Treasure Hunt?
8. Color radio
9. Numerous minor contests like WRDR
10. Mystery Telephone Number
11. Mystery Neighbor
12. Mystery Voices
13. Schedules
14. Billboarding
15. Secret Sound
16. Recorded intros from other stations.
17. Scotch Dollars
18. Money Street
19. Scrambled Telephone Numbers
20. Lucky Telephone Number
21. Throwing out balloons
22. Pickets
23. Teenage ID's
24. Jumping bean letters,
25. WINDO
26. Check logs first ten days
27. Same record 48 hours straight
28. Fun radio

Subsidiary

1. News intros
2. Fishing news
3. Famous name stationbreaks
4. Celebrity recordings
5. DeeJay intros recorded by other stations
6. Membr on use of call letters
7. Big Five of Louisville
8. Color radio jingles
9. Request hour
10. Beeper on hour
11. "You'll never hear this on WICK..." promos
12. JBIBFTM time, wake-up time for night workers, nap time, etc.
13. Library of laughs.
14. Library of one-liners--see Knox, Joel, et al.

Subsidiary (continued)

15. Sell dollar bills for 50¢✓
16. Formats for newscasts, weathercasts, sportscasts
17. Radio Louisville
18. 12 items per newscast, news teasers, datelines, blue streak & eleventh hour editions, breakfast, brunch, lunch news.
19. Temperature at airport
20. McLendon news breaks
21. Dodger-Giant game
22. Morning and evening star, etc.
23. Paint red on studio clocks
24. N. Y. ferry announcements--Hollywood Track, Tanganyika, etc. Neiman-Marcus?
25. Temperature and weather in surrounding towns
26. Music format
27. Gimmick cross plugs and promos
28. Intros to No. 1 song, Pic Hit, Sneak preview
29. Secret word for today.
30. Be kind to Joe Doakes Day on WICK
31. Mighty Seven-ninety
32. Warm sounds
33. Flashbacks, almanacs
34. Master list station breaks
35. Life begins at 79
36. Fide r?
37. Editorials
38. Gimmick commercial record
39. Slogan station breaks
40. WAKY, home of Kentucky Bank, breaks
41. WAKY, main aisle, on your radio dial.
42. Top 40 survey boards
43. WAKY-station with fewer commercials and more music
44. Louisville Saturday night, jukebox Sat. night.
45. Receipted bills for NCSA's.
46. Vignettes.
47. Sunbathing signals, etc.
48. Pulse of Louisville
49. Newslines gigging newspapers
50. Louisville's night mayor
51. 2 o'clock feeding time
52. Temperature at the airport
53. GBM color radio promos
54. Knox baseball score promos
55. Knucklehead award of the day.
56. ID's rhyming with KLIF
57. Also, KLIF-vervescent type ID's
58. Program from WAKY pool with splashing sounds
59. WAKY summertime, etc.
60. News intro- population of surrounding towns.

Subsidiary (continued)

61. 1228 B. C.
62. News story in actual news type
63. Capsule, vest-pocket, people on the run, N-E-W-S
64. Night Owl special on Scotch Dollars
- ~~64. XXXXXXXXXXXXXXXXXXXXXXXXXX~~
65. Honey Dreamer jingles
66. News intros cut in Houston
67. High school Hall of Fame
68. Citizen of the Day
69. Citizen of the Week
70. Police award
71. Knock-knocks
72. Jane Morgan jingle
73. Negro hops, visit Negro schools, etc.
74. Music City in Louisville
- 75.

LOUISVILLE PLANNING LIST

- ~~1.~~ Choose land
- ~~2.~~ Choose attorney (Robert Hobson, Jr.)
- ? 3. Choose ad agency.
4. Order Pulse approx 1st week August.
5. Set following staff, subject approval General Manager:
 - a. General Manager - Herb Golombeck
 - b. Sales Manager - *Homer Odum*
 - c. Salesman A - *Paul Rühle*
 - d. Salesman B
 - e. Salesman C
 - f. Program Director - Phil Page
 - g. Disc Jockey 1 *Wave*
 - h. Disc Jockey 2 *Dunaway*
 - i. Disc Jockey 3 *Sanders*
 - j. Disc Jockey 4 *Lightfoot*
 - k. Traffic
 - l. Continuity
 - m. Receptionist-Sec.
- ~~6.~~ Merriman on jingles
- ~~7.~~ Call letters - WAKY?
- ~~8.~~ Callison on proper recording equipment, remote operation.
- ~~9.~~ 5-min sustaining format, 15 at night.
10. Instruct 2 staff wives in pilot, promotional calling.
11. Agency and advertiser telephone survey
12. Cocktail party for agencies, advertisers.
- ~~13.~~ Cancel MBS contract.
- ~~14.~~ Cancel Weed Contract.
- ~~15.~~ Set national rates with Blair.
- ~~16.~~ Set local rates.
- R* ← 17. Deliver presents to advertisers--crackerjacks, hot dogs, tabasco sauce, etc.
- ~~18.~~ Select printer, stationery company which, if possible, does advertising.
- ~~19.~~ Rear Windo.
- ~~20.~~ Color radio jingles.
21. Mailing list top 20 local accounts, agencies & personnel/
22. Jumping bean letters
23. Arrange for flagpole sitter
24. Mailing pieces to agencies, advertisers
25. SRDS ad
- K* ← 26. Newspaper ads, if any
27. Discuss plans on Hooper, Trendex
28. Set date area Pulse
29. Monitors of other stations for local and national business.
30. Euler on pictures exchanges, theatres, etc. (Motion pictures)

LOUISVILLE PROGRAMMING AND PROMOTION

Majors

- 1. Flagpole sitter.
- 2. More music- less yak-
- 3. 50% more music - 50% less commercials
- 4. Women making promotional calls
- 5. Mystery Walker
- 6. Record giveaways - cars, signs,
- 7. Treasure Hunt?
- 8. Color radio
- 9. Numerous minor contests like WRDR
- 10. Mystery Telephone Number
- 11. Mystery Neighbor
- 12. Mystery Voices
- 13. Schedules
- 14. Billboarding
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- 26. Check logs first ten days
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Subsidiary

- 1. News intros
- 2. Fishing news
- 3. Famous name stationbreaks
- 4. Celebrity recordings
- 5. Deejay intros recorded by other stations
- 6. Membr on use of call letters
- 7. Big Five of Louisville
- 8. Color radio jingles
- 9. Request hour .
- 10. Beeper on hour.
- 11. "You'll never hear this on WICK..." promos
- 12. JBIBFTM time, wake-up time for night workers, nap time, etc.
- 13. Library of laughs.
- 14. Library of one-liners--see Knox, Joel, et al.

23 fictitious legends

Subsidiary (continued)

- ~~16.~~ Sell dollar bills for 50¢
- ~~16.~~ Formats for newscasts, weathercasts, sportscasts
- K — 17. Radio Louisville
- K — 18. 12 items per newscast, news teasers, datelines, blue streak & eleventh hour editions, breakfast, brunch, lunch news.
- 19. Temperature at airport.
- ~~20.~~ McLendon news breaks
- 21. Dodger-Giant game
- K — 22. Morning and evening star, etc.
- 23. Paint red on studio clocks
- K — 24. N. Y. ferry announcements--Hollywood Track, Tanganyika, etc. Neiman-Marcus?
- K — 25. Temperature and weather in surrounding towns
- 26. Music format
- 27. Gimmick cross plugs and promos
- ~~28.~~ Intros to No. 1 song, Pic Hit, Sneak preview
- ~~29.~~ Secret word for today.
- ~~30.~~ Be kind to Joe Doakes Day on WICK
- ~~31.~~ Mighty Seven-ninety
- ~~32.~~ Warm sounds
- 33. Flashbacks, almanacs
- ~~34.~~ Master list station breaks...
- 35. Life begins at 79
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- 37. Editorials.
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- K — 42. Top 40 survey boards
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- K — 58. Program from WAKY pool with splashing sounds
- K — 59. WAKY summertime, etc.
- K — 60. News intro- population of surrounding towns.

- K-

blue straw, both here, cotton bark, lace eggs

Dub of theme

CONFIDENTIAL

MEMORANDUM

FROM: Gordon McLendon

DATE: May 6, 1959

SECRET

Gordon McLendon

R.P.B.
Planning list

Dec - Jan Promotions

1. KABL Music Through the Years
2. Balloon
3. Sale of entire week to shopping center - move station
4. Santa's Christmas trip.
5. McLendon's toy giveaway for dept. stores.
6. Sale of single day
7. " " Christmas day with new music.
8. Sale of Jan. 1 football scores
9. Around the World on New Year's Eve.
10. The Messiah
11. Mystery Santa
12. First baby of the New Year
13. Bikes for Tikes
14. R&M's Top 10 records.

g schedule for future events (Cable) which are call all letters KROW will be there. Also enclosed are under application to the ant on this application in men take approximately re may be able to get this

anager will be Homer Odom, until recently General Manager Bok Reitzel, formerly with nciscan. Bok is highly from one of the west's enry Untermeyer, also a BS. Program Director of from KILT in Houston ogramming staffs are now Payne, formerly General tations, and we thus have ity.

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g of the station on May 11. and I cannot emphasize , if our competitors knew much of the edge off it. Also, would indicate to them certain station is on the air.

CONFIDENTIAL

Planning
SECRET

Policy Book
MEMORANDUM

FROM: Gordon McLendon

DATE: May 6, 1959

Enclosed is a timetable and a promotion and programming schedule for future events on KROW. KROW's call letters will be changed to KABL (Cable) which are call letters of obvious significance for San Francisco. The call letters KROW will be taken to Houston for use by our newly-granted FM station there. Also enclosed are coverage maps of the new 5,000 watt facility presently under application to the Federal Communications Commission. We hope for a grant on this application in approximately four to five months. Construction would then take approximately three to four months more. It is not inconceivable that we may be able to get this new increased power facility on the air by the end of 1959.

Re-staffing of KROW is virtually completed. General Manager will be Homer Odom, formerly Sales Manager of our WAKY in Louisville and until recently General Manager of WEZE in Boston. As Sales Manager KABL will have Bok Reitzel, formerly with Lennen and Newell of San Francisco and a native San Franciscan. Bok is highly regarded in San Francisco advertising circles and comes from one of the west's pioneer families. As Sales Consultant KABL will have Henry Untermeyer, also a long-time San Franciscan and ex-General Manager of KCBS. Program Director of the new operation will be Joe Somerset, who comes to us from KILT in Houston where he occupied a similar capacity. Both sales and programming staffs are now full. As Program Consultant we have imported Charles Payne, formerly General Manager of one of the nation's most unique good-music stations, and we thus have the best possible advice in the formation of our new facility.

We will proceed to purchase a building in San Francisco as headquarters for the new KABL as soon as possible. All emphasis will be placed on San Francisco rather than Oakland in our identification, consistent with FCC regulations. This was the major reason for the change of call letters, since KROW was so firmly rooted in Bay minds as an Oakland station. The increase in power to 5,000 watts will enable us to change designation from Oakland to San Francisco and then the problem will be completely alleviated. In the meantime, however, this should be of only limited concern to us because the latest Hooper rating shows KLX in a very competitive position in the San Francisco market. KLX is, of course, completely identified as an Oakland facility. Therefore we should not be too upset about an Oakland designation as far as it concerns advertisers.

A virtual avalanche of promotion will precede the opening of the station on May 11. As you will note, this memorandum is marked "secret", and I cannot emphasize too strongly that it is of a confidential nature. Obviously, if our competitors knew of our plans before we opened the station they could take much of the edge off it. Also, they must never see the planning schedule enclosed as it would indicate to them certain of the things we are going to do for a good while after the station is on the air.

MEMO - May 6, 1959

As our advertising agency we have Honig and Cooper, the largest independent advertising agency on the west coast. They are working with us in the formulation of plans for television, newspaper, outdoor and other promotion preceding and following the opening. For one thing, just to give you an idea, among many other things we are beginning with with a 100% billboard showing in San Francisco market - a costly saturation.

One of the major station breaks of the new station will be "This is KABL, very San Francisco".

As National Representatives we are equally pleased in our ability to secure the services of the Darren F. McGavren Company. Darren is a veteran of San Francisco advertising, is very much beloved in the Bay Area, and will not only be able to aid us through selling in New York but can help us personally with any sales problems which might arise in the San Francisco agencies. He has excellent offices in New York, Chicago, Los Angeles, and San Francisco, and while we may wish momentarily to supplement his services with those of a Southern Regional Representative, ultimately he will handle KABL's facilities throughout the United States. We consider the acquisition of the McGavren Company a ten-strike.

I need not point out that with the conversion of KLX disc jockey program - a conversion we expect to take place around the middle of May - KABL becomes the Bay Area's only good music station. Not only will we enjoy this advantage but we intend to have the most spectacular good-music station ever heard in the United States with promotion and production beyond the conception of any good-music station now in existence. The Bay Area newspapers have been literally filled with one column after another highly critical of local rock-and-roll radio stations. The situation was further aggravated recently when KFRC, a long-time leader in the market, changed to what it calls "Radiant Radio". The entire temper of the Bay Area, one of the great cultural centers of the nation, home of many major universities, is obviously receptive to a good-music operation such as the one we plan. Soon now, all of you will be sent a recording of a typical hour of complete KABL operation. And soon thereafter you will receive from us an additional one-hour presentation of every major facet concerning this operation -- including further excerpts from its programming. This latter will be for your agency and advertiser presentations. Virtually all questions of any prospective advertiser can be immediately answered with the presentation tape.

With a vast split of the pop music audience, we hope and fully expect to be in first place in ratings in San Francisco, although we scarcely consider this necessary in selling a quality product such as the one we will deliver. The reason for our optimism regarding a first-place position is that the pop music audience is going to be split between KOBV, KYA, KFRC, KLX, KSAY, KJBS and quite a few other stations. It would seem that under such circumstances no pop music station is going to have more than 10-12% of the audience. It is hard for us to believe that with the sound we are going to put on the air we are not going to receive at least a 15% share of audience -- if not in the first month, certainly within the first six months.

MEMO - May 6, 1959

3

As a lead-in to the beginning of new programming on May 11, the enclosed promotion schedule will show you some of our plans. The baseball games referred to, which will be chock-full of announcements telling of the great changes that are about to take place in the station, are the actual broadcasts of the Giant-Dodger playoff game of 1951. The writer did these broadcasts live from the Polo Grounds in New York and they were heard on KYA in San Francisco. Obviously this series was one of the greatest ever played in baseball history and should be of tremendous listener-appeal in San Francisco, the home of the Giants. We will then employ one of our old-time standard promotional gimmicks - playing of a single record for forty-eight straight hours. This marathon record play begins on May 9 and ends at 10 a.m. May 11.

Not only will the sound of KABL be different from that of any other good-music station in the history of American radio, but I point out to you that this promotion will be different. It has been characteristically true of good-music stations that most of them lie like Wheaties in the bottom of the bowl and simply never stir at all. For some reason it is considered beneath the dignity of a good-music station to do any particular amount of promotion, either off the air or on. We think that promotion is compatible with good music. True, it must be done in a more sophisticated way, but we see no reason why good-music stations can't be the subject of as much conversation and enthusiasm among the public as any pop music station. So you can expect to see in the case of KABL a station alive and vibrant with promotions, stunts, etc. - yet without in any way losing its basic character as the Bay Area's good-music station. You will understand better how we will achieve this when you hear (a) the basic hour tape of our programming, and (b) the presentation tape of KABL. We intend to put an application in for an FM permit.

Obviously, and the following will be particularly important to all sales personnel, there will be great discrimination in the choice of commercials. Only certain singing jingles will be acceptable at all and there will be definite limitations placed upon the wordage of each live announcement. Furthermore, a scrupulous distinction in our choice of accounts must take place. Obviously, used-car dealers and fast-buck merchants will not be at home on our radio station. Further, there will be many products which have no place on our radio station. It is important that we exercise the most rigid eclectics in choice of commercials as well as in their production and presentation on the air. If possible, no commercial should be presented without an effort at production within the commercial.

Friday, May 15

Models picketing.

Saturday, May 16 through #####

Models picketing, gifts to agencies,
various outdoor promotions.

SECRET

SECRET

SAN FRANCISCO PLANNING SCHEDULE

PLANNING SCHEDULE - KABL

Friday, May 1	Close; take possession.
Saturday, May 2	Callison begins installation new equipment.
Sunday, May 3	Begin general promos on "big things to come."
Monday, May 4	Announce to sports and radio/TV editors baseball broadcast Friday, May 8. Begin "59 BC" and "BCMNI".
Tuesday, May 5	Serve cancellations effective May, 8.
Friday, May 8	Baseball game
Saturday, May 9	"Gila Monster"
Sunday, May 10	"Gila Monster" to 12 Noon. 12 Noon Sunday "Auld Lang Syne".
Monday, May 11	New Programming 12:00 Noon. Models to agencies radio/TV editors and columnists. Break visual promotion.
Tuesday, May 12	Mailing to agencies.
Wednesday, May 13	Continue mailings.
Thursday, May 14	Models Picketing.
Friday, May 15	Models picketing.
Saturday, May 16 through TFN	Models picketing, gifts to agencies, various outdoor promotions.

SECRET

SAN FRANCISCO PLANNING SCHEDULE

1. Order special Pulse, Trendex, Hooper.
2. Set staff:
 1. General Manager - Homer Odom.
 2. Sales Manager - Bok Reitzel.
 3. Program Director - Joe Somerset.
 4. Chief Engineer - Prod. Supervisor - Howard Immekus.
 5. Salesman A - Art Holt.
 6. Salesman B - Bob Winmann.
 7. Sales C - ?
 8. Salesman Consultant - Henry Untermeyer.
 9. Salesman E (apprentice) - Tony Winn.
 10. Traffic -
 11. Continuity -
 12. Receptionist - Sec. -
3. Merriman on jingles.
4. Five min. sustaining format, 15 at night.
5. Ready pilot surveyors.
6. Cocktail party agencies, advertisers.
7. Cancel undesirable contracts.
8. Set national rates McGavren.
9. Set local rates, print card.
10. Deliver presents advertisers - crackerjacks, hot dogs, tobasco sauce, bottles Old Crow, bird in gilded cage, etc.
11. Select printer, stationery company which, if possible, does advertising.
12. New form of Rear Window.
13. Mailing list top local accounts, agencies and personnel.
14. Jumping bean letters.
15. Mailing pieces to agencies, advertisers.

SECRET

- 2 -

16. SRDS ad.
17. Set date area Pulse.
18. Motion picture promotions.
19. Mailing pieces: So proudly we mail, that's a h--l of a way to run a radio station, headache powders, Radio Pox, cigars, Whose Eyes Are These?, Oops, Sorry, season passes to world's greatest music.
20. Give away stock as prizes.
21. ID's rhyming with KABL
22. KABL birthday.
23. Airline hostess spots.
24. Break: In SF, almost everybody listens to KABL .
25. Mystery Voices.
26. Mystery Telephone Number.
27. Red fire truck.
28. Burro.
29. Why Shouldn't Your Wife Love Us?
30. Bomb contest.
31. Campaign: Life Begins at 96.
32. Relief? Try KABL.
33. Miss San Francisco of foreign country.
34. Art theatre tie-in.
35. Describe famous person by tunes.
36. Ghost stories Halloween.

SECRET

- 3 -

60. The big hand of your clock is at 30...
37. Cricket, croquet, soccer, curling, etc.
61. Ferry spot.
38. KABL Kwik Kwiz - good feature.
62. Weekend musical spectaculars.
39. How many words KABL radio.
63. Patterson, N.J. spots.
40. Berlin.....10 AM
64. Intros to hits of a certain year.
41. Two o'clock feeding time.
65. Spots on history of S.F. -- 10's
42. \$100,000 diamond bracelet 1 mo.
66. Scrambled telephone numbers, Tie Tac Total.
43. Carey cars.
67. Capsule news, on the run, vest pocket, pocket-sized.
44. Gold key contest - T.H. for gold car.
68. Expensive shops.
45. Sunrise...sunset.
69. Lampoon radiant radio, happy radio, etc.
46. Citizen of the Week.
70. Deluxe Ion Rocket Ship tour of moon.
47. Insist on personalized public service breaks.
71. Public School luncheon menus.
48. Telephone number: dial music.
72. Music for aesthetes, esoterics.
49. Election poll.
73. Opening markets.
50. I like to listen to KABL when, where, because...
74. If you like the new KABL, call or tell a friend.
51. Sell Easter Egg Hunt.
75. Radio California.
52. Christmas in May.
76. Mink stole promotion.
53. Diamond hunt.
77. Foreign telephone calls.
54. Give away island.
78. L.D. call Boris Pasternak.
55. Fingerprints.
79. Vignettes.
56. Mystery Contest.
80. 1,000,000 stock contest.
57. You can do other things....
81. First hour markets 7:20 opening quotes at 6:20
58. Study list available news intros.
59. The Station for the young at heart.

SECRET

- 4 -

60. The big hand of your clock is at 30...
61. Ferry spot.
62. Weekend musical spectaculars.
63. Patterson, N.J. spots.
64. Intros to hits of a certain year.
65. Spots on history of S.F. -- ID's
66. Scrambled telephone numbers, Tic Tac Total.
67. Capsule news, on the run, vest pocket, pocket-sized.
68. Expensive shops.
69. Lampoon radiant radio, happy radio, etc.
70. Deluxe Ion Rocket Ship tour of moon.
71. Public School luncheon menus.
72. Music for esthetes, esoterics.
73. Opening markets.
74. If you like the new KABL, call or tell a friend.
75. Radio California.
76. Mink stole promotion.
77. Foreign Telephone calls.
78. L.D. call Boris Pasternak.
79. Vignettes.
80. 1,000,000 stock contest.
81. First hour markets 7:20 opening quotes at 6:20

SECRET

- 5 -

82. PROGRAM SCHEDULE:

6-10 AM	Morning Overture
10-12 Noon	Serenade in The Morning
12-1 PM	Midday Masterpieces (Chapel 12 Noon)
1-4 PM	Serenade in The Afternoon
4-7 PM	Limelight
7-8 PM	Candlelight & Gold
8-10 PM	Symphony Hall
10-12 PM	Gaslight
12-6 AM	The Quiet Hours

83. Horoscope.

84. One-line intros for every hour....

85. S.D.

86. Treasure Hunt.

Pd. BK return
Kahis Policy Book
SECRET

SHREVEPORT PLANNING LIST

1. Choose bank: Commercial National?
2. Choose attorneys - Wilkerson, Lewis, Wilkerson, etc.
3. Choose ad agency.
4. Order Pulse Dec. 15-20, approximately.
5. Set following staff, subject approval General Manager:
General Manager - Bob Shipley
Salesmen: 1. _____
2. Ronny Kahn
Disc Jockeys:
1. _____
2. _____
3. _____
4. _____
5. _____
6. Barry Wayne
Engineers:
1. _____
2. _____
3. _____
4. _____
Traffic - Mary Litton ?
Continuity _____
Receptionist _____
6. Jingles being made by Merriman for call letters KEEL.
7. Glenn Callison on proper recording equipment.
8. 5-min sustaining format, 15 at night.
9. Get 2 staff wives for pilot surveys and promotional calling.
10. Agency and advertiser telephone survey.
11. Cocktail party for agencies, advertisers ?
12. Cancel NBC contract.
13. Set national rates with Petry.
14. Set local rates.
15. Deliver presents to advertisers - crackerjacks, hot dogs, tabasco sauce, etc.
16. Select printer and stationery company which, if possible, does advertising.
17. Mailing list of Top 20 local accounts, agencies & personnel.
18. Contract for news service.
19. Jumping bean letters.
20. Arrange for flagpole sitter.
21. Mailing pieces to agencies and advertisers.
22. SRDS ad.
23. Newspaper ads, if any.
24. List of top 20 accounts and man in charge.
25. Arrange for anniversary celebration.
26. Discuss plans on Hooper and Trendex.
27. Set date for area Pulse.
28. Monitors of other stations for national and local business.

SECRET

KEEL PROGRAMMING AND PROMOTION

Majors

1. Flagpole sitter.
2. More music - less yak.
3. 50% more music - 50% fewer commercials.
4. Women making promotional calls.
5. Mystery Walker.
6. Record giveaways
7. Queen of individual high schools
8. Treasure Hunt ?
9. Color radio ?
10. Numerous minor contests like WRDR.
11. 35th anniversary party (sell time suppliers)
12. Mystery Telephone Number.
13. Mystery Neighbor
14. Mystery Voices ?
15. Schedules
16. Billboarding.
17. Secret Sound
18. Recorded intros from other stations.
19. Scotch Dollars
20. Lucky Telephone Numbers
21. Throwing out balloons.
22. Pickets
23. Donkey parade.
24. Jumping bean letters, see other mailings.
25. Teenage ID's
26. Hidden thousand-dollar bill.
27. WINDO ?

Subsidiary

1. News intros
2. Fishing news.
3. Famous name stationbreaks.
4. Celebrity recordings.
5. Deejay intros recorded by other stations.
6. Subscribe comedy publications for deejays
7. Use call letters - KEEL weather, KEEL time, etc.
8. Big six of Shreveport.
9. Color radio jingles.
10. Request hour.
11. Beeper on hour.
12. "You'll never hear this on Keel..." promos
13. JBIBFTM time, wake-up time for night workers, naptime, etc.

SECRET

KEEL PROGRAMMING AND PROMOTION (continued)

Subsidiary (continued)

14. Library of laughs
15. Library of one-liners.
16. Sell dollar bills for 50¢.
17. Formats for newscasts, weathercasts, sportscasts.
18. Radio Shreveport ?
19. 12 items per newscast, news teasers, datelines, blue streak & eleventh hour editions, breakfast, brunch, lunch news.
20. Temperature at airport.
21. McLendon news breaks.
22. Morning and evening star, etc.
23. Paint red on studio clocks.
24. N. Y. ferry announcements.
25. Mention temperature and weather in surrounding towns
26. Reciprocal driving spots.
27. Form music format
28. Gimmick cross plugs and promos.
29. "Last name" contest.
30. K. C. promos.
31. KEEL WRDR.
32. Exclusive shop commercials.
33. Intros to No. 1 song, Pic hit, Sneak preview
34. Warm sounds.
35. Recorded gripes.
36. UP Flashbacks, Almanacs
37. See KEEL book for other programming information, also stationbreaks.
38. Special stationbreaks:
 - KEEL, the fun station.
 - KEEL, first aisle on your radio dial.
 - KEEL, first on the left of your radio dial.
 - KEEL, the station that has Shreveport all shook up.
 - KEEL, the station that's keeled 'em in Shreveport.
 - KEEL, the station that's run away with Shreveport's radio day.
 - KEEL, the Pulse of Shreveport.
 - KEEL, located seconds away from the news of the world.
 - KEEL, where the world is at your fingertips.
 - KEEL, the smile on your dial.
 - KEEL, the station with TNT-time, news, temperature.
 - KEEL, no sob stories, no soap operas--just music.
 - KEEL, with the world's largest news staff.
 - KEEL, 9,000 reporters on duty around the clock.

Pat. BK
Return

K T S A

STUDIOS: 1130 BROADWAY • POST OFFICE BOX 1161 • SAN ANTONIO, TEXAS

KILT Book

Promotion Schedule for K I L T, Houston Confidential

While all of the following promotions, contests, etc., will be aired by KILT, those that are exclusively radio promotions are noted with an (*). All others combine the use of outside gimmicks and radio promotion.

May 17th	Balloon Promotion
May 20th	Secret Word for Today (*)
May 20th	Mystery Telephone Number (*)
May 20th	Rear Windo Teasers (*)
May 23rd	Lucky Telephone Number Contest (*)
May 26th	Mystery Voices Contest (*)
May 30th	Dollar Bill Sale
May 30th	Bobby Thompson Baseball Game (*)
May 31st	Rear Windo Contest
June 3rd	Walking Man Contest
June 6th	Flag Pole Sitter
June 10th	Count the Music Contest (*)
June 13th	Iceberg Contest
June 17th	Christmas Tree & Record Giveaway
June 20th	Mystery Heart Beat Contest (*)
June 23rd	Telephone Race (*)
June 28th	\$50,000.00 Treasure Hunt

PERSONAL AND CONFIDENTIAL

To: Don Keyes, Bud Lutz, Bill Morgan, Bill Weaver, Glenn Callison

PLANS FOR KTSA

Our plans for KTSA are beginning to take final shape looking toward a closing date around May tenth. We will try to begin the program schedule already given you within a day or so of May tenth, and maybe on May tenth.

Bud Lutz is giving notice to Gloor, Murray, Reese Harrison, Lindberg, Torres, Hoefar and Page--and will give notice to Varnesi depending upon whether Sunderland is retained in the news department.

As it now stands--and we will sign off the air at 12:05 p.m., our staff is Bud Lutz, Don Keyes, Commercial Manager Close, Chief Engineer Gallagher (if he'll do a six-night trick at the transmitter), disc jockeys Choper, French, Blore, Bell, and possibly Sunderland, newsmen Lee, Miller, Hinkle, Borom and John Harrison, as well as Jack Peart (who'll be in San Antonio May 15th or earlier if we need him), Continuity Director Bender, Traffic Director McHugh, Secretary Zeller, Recording Director and Studio Engineer Barber, and four salesmen: O'Connor, Miles, Klieman, Elliott.

The disc jockeys will be in San Antonio May first, Bud, to begin getting used to the equipment. On the other hand, if you want them to stay away from the station for any reason, let Don know. Don will be in San Antonio April 26th to begin work, Bud, and he can either work with you at the station or not come near it as you see fit. Jack Peart, whom we hired for news, is a good man for the mobile unit but we don't think able to handle News Directorship at this time. He has been our News Director in Monroe. Not quite incidentally, Bud, I'm worried about our news payroll: I figured the budget and we are okay at four, or even five, but not at six. That's one more than KLIF has. I don't know how you can handle it in view of the commitments we have made to present members of the announcing staff but we are definitely going to be at least one and more realistically two men over on our payroll unless you can figure some way to work us out from under.

The only executive position unfilled is News Director--maybe somebody will pop up (in which case we'd be three men over in the News Department) or maybe somebody on the staff can handle the job.

Bud is going to come to Dallas soon to get briefed in our Accounting and weekly report procedures. Barber has a first class ticket and has consented to work at the transmitter one night a week. Bud is providing me with costs for erection of the partitions that both Don and Cal have recommended. I am to call Howard Butt regarding retention of the H.E.B. account on five-minutenewscasts. Lutz is going to talk to O.R. Mitchell regarding space for our flagpole. Lutz is attempting to find a competent telephone salesman and lining up shut-ins for our pilot crew. The moment we take over we will begin to identify the station as "the new KTSA". Lutz is having Lee begin to compile a list of the Top 300 San Antonio people dividing into proper categories. Don Keyes: Merriman is preparing disc jockey jingles right now and you should phone him, giving him names of your men, any any details so that he can possibly have these ready for you when you hit the air down there. We will have a cock tail party for agencies and advertisers in San Antonio immediately we close with Mr. Mitchell. Billie, please send copies of all my back memoranda--supplements to the policy book--to Bud Lutz. Bud, I will call Bill O'Donnell today to insure re-placement of the theatre business.

Both Bud and Don should be cognizant of one fact: in any disc jockey schedule, listenability of the commercials is about as important as disc jockey patter. Would begin to study the commercials to see what can be done to convert the existing commercials to new gimmick commercials. I'd like to have the whole station, including commercials, sounding

brand new the day we take over. Bud, did you get the gimmick commercial record we sent?

Bud Lutz will send me details on a few accounts for which he wishes speculative jingles cut by the barber shop group. Bill Morgan: Bud would like to know whether we have Texas State Optical and, if so, at what rates and on what schedule?

Bill Morgan: Bud says he would like to have Lita Bernstein if she can do the kind of gimmick commercials that Bubbles can do. He can't go more than 300.

Suggested KTSA i.d.: "This is KTSA, San Antonio, with a greater daytime coverage area than San Antonio's oldest and best-known fifty thousand watt station".

About Bill Egerton, we will not retain him on the payroll after the take-over, Bud, and you should so notify him. On the other hand, it may very well be that the NOEMAC group as a whole will wish to pay him a retainer of some sort for work done for us: we'd need evidence of his ability in frequency searches, etc. Maybe Cal already has that.

I will send you ideas for outdoor boards soon, Bud. Also taxi-backs.

Bill Morgan, please take steps to lock up the Bob Mann jingles for both San Antonio and New Orleans.

Suggest Coffeehead Cooper as good name for our morning man in San Antonio. Suggest "Don Keyes and his Top 40 Survey" for 3-6 period.

So, things are beginning to shape up. Hope you will keep your finger right on this thing, though, Bud. I'd like to go through May with no more than the five jocks, including Keyes, and five newsmen, and not a lot of overlapping notices and stuff. And it will almost have to be done right now, if it can be done in view of commitments, to avoid the overlaps I know we are both conscious of.

Gordon McLendon

Pol. BK
return

PROMOTION & PLANNING LIST KTSA

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

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

Pol. BK
- return

FINAL KILT CHECK LIST

1. GBM color radio promos.
2. GBM news intros.
3. GBM news promos.
4. Knox baseball score promos.
5. Reciprocal driving announcements
6. John J. Miller
7. Special list teenage stationbreaks.
8. Regular list KILT stationbreaks.
9. Meeks' jingles.
10. Merriman jingles.
11. Meeks' color jingles.
12. WINDO
13. Famous name stationbreaks.
14. Celebrity stationbreaks.
15. Sunbathing signals.
16. Cool sounds, including splashing sounds at pool.
17. Knucklehead award of the day.
18. You'll never hear this...
19. Wake up time for night workers, nap time, JBIBFTM time, etc.
20. Radio Houston, KILT
21. Mystery Telephone Number.
22. Same record three hours in succession.
23. Two o'clock feeding time spots.
24. Names of various newscasts.
25. ID's rhyming with KILT.
26. Art work on Top 40.
27. Spots on 50% more music, 50% fewer commercials.
28. Sound effect of water splashing.
29. Morning and evening star.
30. What intro and close to news?
31. What intro and close to half-hour weather?
32. Walking Man
33. Contest for longest list calls.
34. Flagpole sitter.
35. All 4 interviewers set with schedules of hours, pages, etc., also final line plug.
36. Follow-up ads.
37. Editorials.
38. New York ferry announcements.
39. Big 7 of Houston.
40. Copy for deejays sponsoring others' newscasts.
41. Baghdad on Bayou announcements.

SECRET

PLANNING SCHEDULE - KROW KABL

Friday, May 1 -- Close; take possession.

Saturday, May 2 -- Callison begins installation new equipment.

Sunday, May 3 -- Begin general promos on "big things to come."

May 4 -- Announce to sports and radio/TV editors baseball
May 9 and Sunday, May 10.



Wednesday, May 20 -- Models begin picketing in evening
continue mailings; continue record promos.

Saturday, May 23 -- Huge gathering in downtown S.F. to give away
entire record library.

Monday, May 25 -- Begin S.D.

SECRET

PLANNING SCHEDULE - KROW KABL

Friday, May 1 -- Close; take possession.

Saturday, May 2 -- Callison begins installation new equipment.

Sunday, May 3 -- Begin general promos on "big things to come."

radio/tv editors baseball

SAN FRANCISCO'S

GOOD MUSIC STATION

KABL

RATE CARD No. 3

EFFECTIVE DECEMBER 1, 1959

P. O. BOX 2461, SAN FRANCISCO 26, CALIF.

YUKON 2-7822

"AA" Time — 6-9 AM — Monday thru Saturday
4-7 PM — Monday thru Saturday

"AA"	15 Min.	30 Min.	1 Hour
1	96.00	192.00	384.00
26	90.00	180.00	360.00
52	84.00	168.00	336.00
104	78.00	156.00	312.00
156	72.00	144.00	288.00
260	66.00	132.00	264.00
312	60.00	120.00	240.00

"A"	15 Min.	30 Min.	1 Hour
1	84.00	168.00	336.00
26	78.00	156.00	312.00
52	72.00	144.00	288.00
104	66.00	132.00	264.00
156	60.00	120.00	240.00
260	54.00	108.00	216.00
312	48.00	96.00	192.00

"A" Time — 9 AM - 4 PM — Monday thru Saturday
ALL DAY SUNDAY — 7 PM - 12 Mid — Monday thru Saturday

"AA"	Announcements	Newscasts
1	40.00	48.00
26	38.00	45.00
52	36.00	42.00
104	34.00	39.00
156	32.00	36.00
260	30.00	33.00
312	28.00	30.00
500	26.00	

"A"	Announcements	Newscasts
1	36.00	42.00
26	34.00	39.00
52	32.00	36.00
104	30.00	33.00
156	28.00	30.00
260	26.00	27.00
312	24.00	24.00
500	22.00	

Maximum copy length: Live copy — 125 words. Transcriptions — one minute

Rates from Midnight to 6 AM, Sunday thru Saturday, on request

Tuesday, May 19 --

Wednesday, May 20 -- Models begin picketing in evening dress;
continue mailings; continue record promos.

Saturday, May 23 -- Huge gathering in downtown S.F. to give away
entire record library.

Monday, May 25 -- Begin S.D.

SECRET

PLANNING SCHEDULE - KROW *KABL*

Friday, May 1 -- Close; take possession.

Saturday, May 2 -- Callison begins installation new equipment.

Sunday, May 3 -- Begin general promos on "big things to come."

Monday, May 4 -- Announce to sports and radio/TV editors baseball broadcasts ~~Saturday, May 9 and Sunday, May 10.~~

Tuesday, May 5 -- ~~Begin "KROW - BCMN"~~ *Friday 8. Begin "SBC" + "BCMN"* - Serve cancellations effective May 12. 8.

Friday, May 8 - *Baseball game*

Saturday, May 9 -- ~~2nd playoff game: 10-12:30 p.m. - 5-7:30 PM~~ *"Gila Monster" "Big one under"*

Sunday, May 10 -- ~~3rd playoff game: 10-12:30 pm - 4-6:30 PM~~ *"Gila Monster" to 12 noon* ~~12N Sunday~~ (Times contingent on Giants' schedule)

Monday, May 11 -- ~~Callison finish equipment; begin indoctrination of announcers. Begin "Gila Monster", play; strange commercials.~~ *New pgms, 12:00N Models to agencies radio/TV editors + columnists. Break visual promotion.*

Tuesday, May 12 -- ~~Continue "Gila Monster" play.~~ *Mailers to agencies*

Wednesday, May 13 -- ~~Begin "Sound Off";~~ *non: new programming.* continue mailings

Thursday, May 14 -- ~~Continue "Sound Off";~~ *Models picketing*

Friday, May 15 -- ~~Continue "Sound Off";~~ television spots. *Models picketing*

Saturday, May 16 -- ~~Begin new programming; break visual promotion; first mailers to agencies. Flagpole sitter?~~

Thru TPN - ~~Promos on giving away entire record library to teenagers.~~

Monday, May 18 -- ~~Models deliver whiskey to agencies/radio/TV editors, and columnists; continue mailings; continue record promos.~~

Tuesday, May 19 -- Continue delivery presents; continue mailings.

Wednesday, May 20 -- Models begin picketing in evening dress; continue mailings; continue record promos.

Saturday, May 23 -- ~~Huge gathering in downtown S.F. to give away entire record library.~~

Monday, May 25 -- Begin S.D.

SECRET

SAN FRANCISCO PLANNING SCHEDULE

1. Order special Pulse, Trendex, Hooper.
2. Set staff:
 1. General Manager - Homer Odom.
 2. Sales Manager - Bok Reitzel.
 3. Program Director - Joe Somerset.
 4. Chief Engineer - Prod. Supervisor - Howard Immekus.
 5. Salesman A-- Art Holt.
 6. Salesman B-- Bob Weinmann.
 7. Sales C - ?
 8. Salesman Consultant - Henry Untermeyer.
 9. Salesman E 9 apprentice) - Tony Winn.
 10. Traffic -
 11. Continuity -
 12. Receptionist -Sec.-
3. Merriman on jingels.
4. 5 min. sustaining format, 15 at night.
5. Ready pilot surveyors.
6. Cocktail party agencies, advertisers.
7. Cancel undesirable contracts.
8. Set national rates McGavren.
9. Set local rates, print card.
10. Deliver presents advertisers--crackerjacks, hot dogs, tabasco sauce, bottles Old Crow, bird in gilded cage, etc.
11. Select printer, stationery company which, if possible, does advertising.
12. New form of Rear Windo.
13. Mailing list top local accounts, agencies and personnel.
14. Jumping bean letters.
15. ~~Flagpole sitter.~~
16. Mailing pieces to agencies, advertisers.
17. SRDS ad.
18. Set date area Pulse.
19. Motion picture promotions.
20. Mailing pieces: So proudly we mail, that's a h--l of a way to run a radio station, headache powders, Radio Pox, cigars, Whose Eyes Are These?, Oops, Sorry, season passes to world's greatest music.

21. Give away stock as prizes.
22. ID's rhyming with KROW.
23. KROW birthday.
24. Airline hostess spots.
25. Break: In SF, almost everybody listens to KROW.
26. Mystery Voices.
27. Mystery Telephone Number
28. Red fire truck.
29. Burro
30. Why Shouldn't Your Wife Love Us? (KITE)
31. Bomb contest.
32. ~~fant~~ Campaign: Life Begins at 96.
33. Relief? Try Krow.
34. Miss San Francisco of foreign country.
35. Art theatre tie-in.
36. Describe famous person by tunes.
37. Ghost stories Halloween.
38. Cricket, croquet, soccer, curling, etc.
39. KROW Kwik Kwiz -- good feature.
40. How many words KROW radio.
41. Berlin...~~19x~~ 10 AM
42. 2 o'clock feeding time.
43. \$100,000 diamond bracelet 1 mo.
44. Carey cars.
45. Gold key contest - T.H. for gold car.
46. Sunrise...sunset
47. Citizen of the Week.
48. Insist on personalized public service breaks
49. Telephone number: dial music.

50. Election poll
51. I Like to listen to KROW when, where, because...
52. Sell Easter Egg Hunt
53. Christmas in May
54. Diamond hunt.
55. Give away island.
56. Fingerprints
57. Mystery Contest
58. You Can Do Other Things...
59. Study list available news intros.
60. The Station for the young at heart.
61. The big hand of your clock is at 30...
62. Ferry spot
63. Weekend musical spectaculars
64. Patterson, N.J. spots
65. Intros to hits of a certain year
66. Spots on history of S.F. -- ID's
67. Scrambled telephone numbers, Tic Tac Total.
68. Capsule news, on the run, vest pocket, pocket-sized.
69. Expensive ~~shops~~ shops.
70. Lampoon radiant radio, happy radio, etc.
71. Deluxe Ion Rocket Ship tour of moon.
72. Public school luncheon menus.
73. Music ~~xx~~ for esthetes, esoterics.
74. Opening markets.
75. If You like the new KROW, call or tell a friend.
76. Radio California
77. Mink stole promotion
78. Foreign telephone calls.

79. L.D. call Boris ~~Bx~~ Pasternak.

80. Vignettes

81. \$1,000,000 stock contest

82. 1st hour markets 7:20; opening quotes at 6:20

83. PROGRAM SCHEDULE:

6-10 AM -- Morning Carousel - (Chapel 7:30, 8:30 AM)
10-12 Noon - Spring Song
12 - 1 PM - Midday Masterpieces (Chapel, 12 Noon)
1-4 PM - Serenade in the Afternoon
4-7 PM - Limelight
7-8 PM - Candlelight & Gold
8-10 PM - Symphony Hall
10-12 PM - Gaslight
12-2 AM - Sound Off
2-6 AM - The Quiet Hours

84. Horoscope.

85. One-line intros for every hour...

86. S. D.

87. Treasure Hunt

KTSA PROMOTION SCHEDULE

PROMOTE MISS UNIVERSE THROUGHOUT

Monday, May 21	Mystery Telephone Number
Tuesday, May 22	Mystery Telephone Number
Wednesday, May 23	Mystery Telephone Number winner; start Lucky Telephone No. and KTSA-WRDR.
Thursday, May 24	Lucky Telephone and WRDR
Friday, May 25	Lucky Telephone and WRDR (begin promote up- coming Mystery Voices)
Saturday, May 26	Lucky Telephone and WRDR (let 'em win WRDR today)
Sunday, May 27	Lucky Telephone and begin Mystery Voices (\$1,000)
Monday, May 28	Lucky Telephone and Mystery Voices (\$500)
Tuesday, May 29	Lucky Telephone and Mystery Voices (\$250)
START PROMOTING SALE OF DOLLAR BILLS FOR 50¢.	
Wednesday, May 30	Lucky Telephone and Mystery Voices (get winner)
Thursday, May 31	Sell dollar bills for 50¢ at good street corner at 5 PM; Lucky Telephone
Friday, June 1	Count the Music; Lucky Telephone
Saturday, June 2	Count the Music; Lucky Telephone
Sunday, June 3	Count the Music; Lucky Telephone
Monday, June 4	Count the Music (announce winner Count the Music)
Tuesday, June 5	Lucky Telephone; start promoting Mystery Man.
Wednesday, June 6	Lucky Telephone; promote Mystery Man
Thursday, June 7	Lucky Telephone; begin Mystery Man
Friday, June 8	Lucky Telephone; Mystery Man
Saturday, June 9	Lucky Telephone; Mystery Man
Sunday, June 10	Lucky Telephone; NO Mystery Man
Monday, June 11	Lucky Telephone; find Mystery Man - begin Mystery Woman
Tuesday, June 12	Lucky Telephone; Mystery Woman
Wednesday, June 13	Lucky Telephone; Mystery Woman
Thursday, June 14	Lucky Telephone; Mystery Man or Woman Etc.
Saturday, June 16	COLORADIO

CONFIDENTIAL

Planning
203
SECRET

MEMORANDUM

FROM: Gordon McLendon

DATE: May 6, 1959

Enclosed is a timetable and a promotion and programming schedule for future events on KROW. KROW's call letters will be changed to KABL (Cable) which are call letters of obvious significance for San Francisco. The call letters KROW will be taken to Houston for use by our newly-granted FM station there. Also enclosed are coverage maps of the new 5,000 watt facility presently under application to the Federal Communications Commission. We hope for a grant on this application in approximately four to five months. Construction would then take approximately three to four months more. It is not inconceivable that we may be able to get this new increased power facility on the air by the end of 1959.

Re-staffing of KROW is virtually completed. General Manager will be Homer Odom, formerly Sales Manager of our WAKY in Louisville and until recently General Manager of WEZE in Boston. As Sales Manager KABL will have Bok Reitzel, formerly with Lennen and Newell of San Francisco and a native San Franciscan. Bok is highly regarded in San Francisco advertising circles and comes from one of the west's pioneer families. As Sales Consultant KABL will have Henry Untermeyer, also a long-time San Franciscan and ex-General Manager of KCBS. Program Director of the new operation will be Joe Somerset, who comes to us from KILT in Houston where he occupied a similar capacity. Both sales and programming staffs are now full. As Program Consultant we have imported Charles Payne, formerly General Manager of one of the nation's most unique good-music stations, and we thus have the best possible advice in the formation of our new facility.

We will proceed to purchase a building in San Francisco as headquarters for the new KABL as soon as possible. All emphasis will be placed on San Francisco rather than Oakland in our identification, consistent with FCC regulations. This was the major reason for the change of call letters, since KROW was so firmly rooted in Bay minds as an Oakland station. The increase in power to 5,000 watts will enable us to change designation from Oakland to San Francisco and then the problem will be completely alleviated. In the meantime, however, this should be of only limited concern to us because the latest Hooper rating shows KLX in a very competitive position in the San Francisco market. KLX is, of course, completely identified as an Oakland facility. Therefore we should not be too upset about an Oakland designation as far as it concerns advertisers.

A virtual avalanche of promotion will precede the opening of the station on May 11. As you will note, this memorandum is marked "secret", and I cannot emphasize too strongly that it is of a confidential nature. Obviously, if our competitors knew of our plans before we opened the station they could take much of the edge off it. Also, they must never see the planning schedule enclosed as it would indicate to them certain of the things we are going to do for a good while after the station is on the air.

MEMO - May 6, 1959

As our advertising agency we have Honig and Cooper, the largest independent advertising agency on the west coast. They are working with us in the formulation of plans for television, newspaper, outdoor and other promotion preceding and following the opening. For one thing, just to give you an idea, among many other things we are beginning with with a 100% billboard showing in San Francisco market - a costly saturation.

One of the major station breaks of the new station will be "This is KABL, very San Francisco".

As National Representatives we are equally pleased in our ability to secure the services of the Darren F. McGavren Company. Darren is a veteran of San Francisco advertising, is very much beloved in the Bay Area, and will not only be able to aid us through selling in New York but can help us personally with any sales problems which might arise in the San Francisco agencies. He has excellent offices in New York, Chicago, Los Angeles, and San Francisco, and while we may wish momentarily to supplement his services with those of a Southern Regional Representative, ultimately he will handle KABL's facilities throughout the United States. We consider the acquisition of the McGavren Company a ten-strike.

I need not point out that with the conversion of KLX disc jockey program - a conversion we expect to take place around the middle of May - KABL becomes the Bay Area's only good music station. Not only will we enjoy this advantage but we intend to have the most spectacular good-music station ever heard in the United States with promotion and production beyond the conception of any good-music station now in existence. The Bay Area newspapers have been literally filled with one column after another highly critical of local rock-and-roll radio stations. The situation was further aggravated recently when KFRC, a long-time leader in the market, changed to what it calls "Radiant Radio". The entire temper of the Bay Area, one of the great cultural centers of the nation, home of many major universities, is obviously receptive to a good-music operation such as the one we plan. Soon now, all of you will be sent a recording of a typical hour of complete KABL operation. And soon thereafter you will receive from us an additional one-hour presentation of every major facet concerning this operation -- including further excerpts from its programming. This latter will be for your agency and advertiser presentations. Virtually all questions of any prospective advertiser can be immediately answered with the presentation tape.

With a vast split of the pop music audience, we hope and fully expect to be in first place in ratings in San Francisco, although we scarcely consider this necessary in selling a quality product such as the one we will deliver. The reason for our optimism regarding a first-place position is that the pop music audience is going to be split between KOBV, KYA, KFRC, KLX, KSAY, KJBS and quite a few other stations. It would seem that under such circumstances no pop music station is going to have more than 10-12% of the audience. It is hard for us to believe that with the sound we are going to put on the air we are not going to receive at least a 15% share of audience -- if not in the first month, certainly within the first six months.

MEMO - May 6, 1959

As a lead-in to the beginning of new programming on May 11, the enclosed promotion schedule will show you some of our plans. The baseball games referred to, which will be chock-full of announcements telling of the great changes that are about to take place in the station, are the actual broadcasts of the Giant-Dodger playoff game of 1951. The writer did these broadcasts live from the Polo Grounds in New York and they were heard on KYA in San Francisco. Obviously this series was one of the greatest ever played in baseball history and should be of tremendous listener-appeal in San Francisco, the home of the Giants. We will then employ one of our old-time standard promotional gimmicks - playing of a single record for forty-eight straight hours. This marathon record play begins on May 9 and ends at 10 a.m. May 11.

Not only will the sound of KABL be different from that of any other good-music station in the history of American radio, but I point out to you that this promotion will be different. It has been characteristically true of good-music stations that most of them lie like Wheaties in the bottom of the bowl and simply never stir at all. For some reason it is considered beneath the dignity of a good-music station to do any particular amount of promotion, either off the air or on. We think that promotion is compatible with good music. True, it must be done in a more sophisticated way, but we see no reason why good-music stations can't be the subject of as much conversation and enthusiasm among the public as any pop music station. So you can expect to see in the case of KABL a station alive and vibrant with promotions, stunts, etc. - yet without in any way losing its basic character as the Bay Area's good-music station. You will understand better how we will achieve this when you hear (a) the basic hour tape of our programming, and (b) the presentation tape of KABL. We intend to put an application in for an FM permit.

Obviously, and the following will be particularly important to all sales personnel, there will be great discrimination in the choice of commercials. Only certain singing jingles will be acceptable at all and there will be definite limitations placed upon the wordage of each live announcement. Furthermore, a scrupulous distinction in our choice of accounts must take place. Obviously, used-car dealers and fast-buck merchants will not be at home on our radio station. Further, there will be many products which have no place on our radio station. It is important that we exercise the most rigid eclectics in choice of commercials as well as in their production and presentation on the air. If possible, no commercial should be presented without an effort at production within the commercial.

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Planning

SECRET

PLANNING SCHEDULE - KABL

Friday, May 1	Close; take possession.
Saturday, May 2	Callison begins installation new equipment.
Sunday, May 3	Begin general promos on "big things to come."
Monday, May 4	Announce to sports and radio/TV editors baseball broadcast Friday, May 8. Begin "59 BC" and "BCMNI".
Tuesday, May 5	Serve cancellations effective May, 8.
Friday, May 8	Baseball game
Saturday, May 9	"Gila Monster"
Sunday, May 10	"Gila Monster" to 12 Noon. 12 Noon Sunday "Auld Lang Syne".
Monday, May 11	New Programming 12:00 Noon. Models to agencies radio/TV editors and columnists. Break visual promotion.
Tuesday, May 12	Mailers to agencies.
Wednesday, May 13	Continue mailings.
Thursday, May 14	Models Picketing.
Friday, May 15	Models picketing.
Saturday, May 16 through TFN	Models picketing, gifts to agencies, various outdoor promotions.

CONFIDENTIAL
December 13, 1957

FINAL KLIF SCHEDULE

1. Flagpole Sitter
 - a. Sitter hired?
 - b. Pole arranged, ready, pulley?
 - c. Night Watchman?
 - d. Telephone ordered?
 - e. Meals?
 - f. Porter service?
 - g. A. C wire for lights, etc. (heater)
 - h. Copy Prepared? (Buddy McGregor Name)
 - i. Newscast items?
2. New Merriman Jingles
3. New News Intros.
4. "BM comes to Big D" promotion spot.
5. Balloon Drop
 - a. Balloons ordered and copy?
 - b. Location secured. Plane?
 - c. Personnel Arranged for?
 - d. Newscast Items?
6. Models in Car
 - a. Jan 2, 3, 4, 6, 7, 8.
 - b. Picket signs ordered?
 - c. Sign on T Model?
"The Big Change is at KLIF".
 - d. Take popcorn to agencies and advertisers?
"Things are popping at KLIF".
 - e. Newscast Items?
7. Lucky Telephone Number
 - a. promos written and on air?
 - b. prize decided?
 - c. exchange record act?
 - d. Once-an-hour logged?
 - e. follow-up promos written?
8. High School Treasure Hunt
 - a. Green (large) capsules bought?
 - b. Opening copy?
 - c. Follow-up copy?
 - d. Winner copy?
 - e. News follow up?
9. Reciprocal Driving Announcements (New).
10. New Hal Murray Gimmick Promos (4).
11. Request Hour Promos
 - a. 8-9 PM M-Sat.
12. KEEL gimmick deejay promos.

13. Alternate 3 KILT basketball promos.
14. KEEL new Year's Day Greeting
15. KILT recording of different gimmick promos introducing new disc jockey?
16. Begin High School Hall of Fame promos recorded at KTSA
 - a. names of prominent high school student?
 - b. copy for award itself prepared
17. Begin Kula Bowl promos recorded by KLIF.
18. Begin "Citizen of the Week" promos recorded by KLIF.
19. 2 different alternating half-hourly news and weather intros recorded at WNOE.
20. Bet on Cotton Bowl - pushing peanut
 - a. promos 3 different
21. Promos on Top 40 of 1957.
22. Promos on First Baby of 1958, last of 1957.
23. Revive Secret Word January 1.
24. What Time 29?
25. Kansas City Promos.
26. S Start outside deejay intros
 - a. assemble?
27. Balloon
 - a. man in danger.
 - b. paint "KLIFNIK".
 - c. Helium?
28. New Intros to Pic Hit, Recall, Sneak Preview
29. Record giveaways.
30. Gripes.
31. 2-man newscasts.
32. Singer on inaudible whistle.
33. McLendon Editorial January 6.
34. 20 new humorous or gimmick i.d.'s.
35. McLendon write new exotic commercial.
36. Don French "Fun Winter" spots.

CONFIDENTIAL

WNOE PROMOTION LIST

Nov. 18	Promo record giveaway
Nov. 21	WNOE WTCT; record giveaways begin
Nov. 22	" "
Nov. 23	" "
Nov. 24	Explain WTCT; start contest
Nov. 25	Winner WTCT; girls begin.
Nov. 26	Winner promotion WTCT
Nov. 27	End record giveaways; record marathon begins, balloon drop
Nov. 28	Girls begin picketing, record marathon ends, new promotion starts with flagpole sitter promos. / Magic Telephone starts.
Dec. 1	Magic Telephone ends, flagpole sitter goes up.
Dec. 3	Mystery Walker starts; High school treasure hunt promos.
Dec. 5	Mystery Walker ends; contest begins on flagpole sitter; High school treasure hunt starts.
Dec. 7	Secret Sound begins
Dec. 14	Secret Sound ends; turn frogs loose.
Dec. 16	Donkey parade.

CONFIDENTIAL

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Nov. 21 WNOE WTCT; record giveaways begin
Nov. 22 " "
Nov. 23 " "
Nov. 24 Explain WTCT; start contest
Nov. 25 Winner WTCT; girls begin.
Nov. 26 Winner promotion WTCT
Nov. 27 End record giveaways; record marathon begins, balloon drop
Nov. 28 Girls begin picketing, record marathon ends, new promotion
 starts with flagpole sitter promos. Magic Telephone starts.

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Dec. 3 Mystery Walker starts; High school treasure hunt promos.
Dec. 5 Mystery Walker ends; contest begins on flagpole sitter;
 High school treasure hunt starts.
Dec. 7 Secret Sound begins
Dec. 14 Secret Sound ends; turn frogs loose.
Dec. 16 Donkey parade.

To: All Stations
From: Gordon McLendon

KLIF PROMOTION SCHEDULE

Although this bulletin is primarily for the use of KLIF personnel, it is sent to all stations for informational purposes.

WINDO will be a continuing promotion, going all the time. The prize is now \$800.00, for any winner with an old sticker, or \$1300.00, for any winner with a new KLIF-Ed Maher sticker. It will continue to increase \$10.00 per day until we have a winner and then we will start again at \$200.00 plus an additional \$500.00 from Ed Maher for any winner having a Maher sticker--thus, the contest will actually restart at \$700.00.

In addition to the continuing WINDO promotion:

last week in August and first week or so in September--WALKING MAN contest. Starts with walking man carrying \$100.00 bill, and increases \$100 per day until he is discovered.

Starting September tenth and continuing throughout the season and through January first, the Bowl game day--big football score contest. We will sell this to a sponsor who will put up a large sum of money, building from Saturday to Saturday, for the first person who is able to guess an exact score of three Southwest Conference games on the same weekend. Provided nobody has been able to do so throughout the season, the accumulated jackpot will be given to the person who comes closest to guessing the winners and actual scores of the major bowl games. Any person can enter as many times as they wish.

October first--LIFE Magazine gimmick.

November--during this month we are going to parade donkeys, clowns and babes in bathing suits all over the city of Dallas; in addition, we are going to use a sound plane over the Cotton Bowl.

December 17-24--Mystery Telephone Number.

January--KLIF Appreciation Night.

This is as far down the road as we need to look right now. In addition to the above schedule, we will have all during this period two giant spectacles which go up in Dallas at the end of next week. These utilize the phrase "The Swing is to KLIF" (copyrighted by KLIF) (highly original) with a girl in a swing. The gimmick is that her dress will be made out of real cloth with a blower attachment below which keeps billowing her dress up. We guarantee it to be a real traffic-stopper on the Central Expressway and in its other location. Also, we are hoping shortly to replace our neon sign at the Zangs-Colorado intersection.

To: All Stations
From: Gordon McLendon

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Although this bulletin is primarily for the use of KLIF personnel, it is sent to all stations for informational purposes.

WINDO will be a continuing promotion, going all the time. The prize is now \$800.00, for any winner with an old sticker, or \$1300.00, for any winner with a new KLIF-Ed Maher sticker. It will continue to increase \$10.00 per day until we have a winner and then we will start again at \$200.00 plus an additional \$500.00 from Ed Maher for any winner having a Maher sticker--thus, the contest will actually restart at \$700.00.

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secret

KEEL PROMOTION DATES

November 11 - Start BCNF

- 13 - Explain BCNF Promotion (\$100.00); ballon drop
- 14 - begin Same record - Winner BCNF
- 15 - Magic Telephone Number and Start Secret Word, Mystery Walker.
- 17 - End Magic Telephone, Start Flagpole promotion,
continue Mystery Walker
- 18 - sell dollar bills for 50¢; flagpole sitter.
- 19 - Discover Mystery Walker, start Mystery Voice for \$5,000.00.
- 24 - Famous Heartbeat; end mystery voices.
- 26 - Secret Sound; End Heartbeat.

December 2 - Treasure Hunt at High School

- 3 - Mystery Neighbor for \$1,000.00
- 8 - End Mystery Neighbor, begin Lucky Telephone?

cv-November 5, 1957

secret

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November 11 - Start BCNF

- 13 - Explain BCNF Promotion (\$100.00); balloon drop
- 14 - begin Same record - Winner BCNF
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December 2 - Treasure Hunt at High School

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- 8 - End Mystery Neighbor, begin Lucky Telephone?

cv-November 5, 1957

KTSA PROMOTION SCHEDULE

PROMOTE MISS UNIVERSE THROUGHOUT

Monday, May 21	Mystery Telephone Number
Tuesday, May 22	Mystery Telephone Number
Wednesday, May 23	Mystery Telephone Number winner; start Lucky Telephone No. and KTSA-WRDR.
Thursday, May 24	Lucky Telephone and WRDR
Friday, May 25	Lucky Telephone and WRDR (begin promote up- coming Mystery Voices)
Saturday, May 26	Lucky Telephone and WRDR (let 'em win WRDR today)
Sunday, May 27	Lucky Telephone and begin Mystery Voices (\$1,000)
Monday, May 28	Lucky Telephone and Mystery Voices (\$500)
Tuesday, May 29	Lucky Telephone and Mystery Voices (\$250)
START PROMOTING SALE OF DOLLAR BILLS FOR 50¢.	
Wednesday, May 30	Lucky Telephone and Mystery Voices (get winner)
Thursday, May 31	Sell dollar bills for 50¢ at good street corner at 5 PM; Lucky Telephone
Friday, June 1	Count the Music; Lucky Telephone
Saturday, June 2	Count the Music; Lucky Telephone
Sunday, June 3	Count the Music; Lucky Telephone
Monday, June 4	Count the Music (announce winner Count the Music)
Tuesday, June 5	Lucky Telephone; start promoting Mystery Man.
Wednesday, June 6	Lucky Telephone; promote Mystery Man
Thursday, June 7	Lucky Telephone; begin Mystery Man
Friday, June 8	Lucky Telephone; Mystery Man
Saturday, June 9	Lucky Telephone; Mystery Man
Sunday, June 10	Lucky Telephone; NO Mystery Man
Monday, June 11	Lucky Telephone; find Mystery Man - begin Mystery Woman
Tuesday, June 12	Lucky Telephone; Mystery Woman
Wednesday, June 13	Lucky Telephone; Mystery Woman
Thursday, June 14	Lucky Telephone; Mystery Man or Woman Etc.
Saturday, June 16	COLORADIO

KTSA PROMOTION SCHEDULE

PROMOTE MISS UNIVERSE THROUGHOUT

Monday, May 21	Mystery Telephone Number
Tuesday, May 22	Mystery Telephone Number
Wednesday, May 23	Mystery Telephone Number winner; start Lucky Telephone No. and KTSA-WRDR.
Thursday, May 24	Lucky Telephone and WRDR
Friday, May 25	Lucky Telephone and WRDR (begin promote up- coming Mystery Voices)
Saturday, May 26	Lucky Telephone and WRDR (let 'em win WRDR today)
Sunday, May 27	Lucky Telephone and begin Mystery Voices (\$1,000)
Monday, May 28	Lucky Telephone and Mystery Voices (\$500)
Tuesday, May 29	Lucky Telephone and Mystery Voices (\$250)
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Sunday, June 3	Count the Music; Lucky Telephone
Monday, June 4	Count the Music (announce winner Count the Music)
Tuesday, June 5	Lucky Telephone; start promoting Mystery Man.
Wednesday, June 6	Lucky Telephone; promote Mystery Man
Thursday, June 7	Lucky Telephone; begin Mystery Man
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Saturday, June 9	Lucky Telephone; Mystery Man
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Monday, June 11	Lucky Telephone; find Mystery Man - begin Mystery Woman
Tuesday, June 12	Lucky Telephone; Mystery Woman
Wednesday, June 13	Lucky Telephone; Mystery Woman
Thursday, June 14	Lucky Telephone; Mystery Man or Woman Etc.
Saturday, June 16	COLORADIO

SECRET

SHREVEPORT PLANNING LIST

1. Choose bank: Commercial National?
2. Choose attorneys - Wilkerson, Lewis, Wilkerson, etc.
3. Choose ad agency.
4. Order Pulse Dec. 15-20, approximately.
5. Set following staff, subject approval General Manager:
General Manager - Bob Shipley
Salesmen: 1. _____
 2. Ronny Kahn
Disc Jockeys:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. Barry Wayne
Engineers:
 1. _____
 2. _____
 3. _____
 4. _____
Traffic - Mary Litton ?
Continuity _____
Receptionist _____
6. Jingles being made by Merriman for call letters KEEL.
7. Glenn Callison on proper recording equipment.
8. 5-min sustaining format, 15 at night.
9. Get 2 staff wives for pilot surveys and promotional calling.
10. Agency and advertiser telephone survey.
11. Cocktail party for agencies, advertisers ?
12. Cancel NBC contract.
13. Set national rates with Petry.
14. Set local rates.
15. Deliver presents to advertisers - crackerjacks, hot dogs, tabasco sauce, etc.
16. Select printer and stationery company which, if possible, does advertising.
17. Mailing list of Top 20 local accounts, agencies & personnel.
18. Contract for news service.
19. Jumping bean letters.
20. Arrange for flagpole sitter.
21. Mailing pieces to agencies and advertisers.
22. SRDS ad.
23. Newspaper ads, if any.
24. List of top 20 accounts and man in charge.
25. Arrange for anniversary celebration.
26. Discuss plans on Hooper and Trendex.
27. Set date for area Pulse.
28. Monitor of other stations for national and local business.

SECRET

KEEL PROGRAMMING AND PROMOTION

Majors

1. Flagpole sitter.
2. More music - less yak.
3. 50% more music - 50% fewer commercials.
4. Women making promotional calls.
5. Mystery Walker.
6. Record giveaways
7. Queen of individual high schools
8. Treasure Hunt ?
9. Color radio ?
10. Numerous minor contests like WRDR.
11. 35th anniversary party (sell time suppliers)
12. Mystery Telephone Number.
13. Mystery Neighbor
14. Mystery Voices ?
15. Schedules
16. Billboarding.
17. Secret Sound
18. Recorded intros from other stations.
19. Scotch Dollars
20. Lucky Telephone Numbers
21. Throwing out balloons.
22. Pickets
23. Donkey parade.
24. Jumping bean letters, see other mailings.
25. Teenage ID's
26. Hidden thousand-dollar bill.
27. WINDO ?

Subsidiary

1. News intros
2. Fishing news.
3. Famous name stationbreaks.
4. Celebrity recordings.
5. DeeJay intros recorded by other stations.
6. Subscribe comedy publications for deejays
7. Use call letters - KEEL weather, KEEL time, etc.
8. Big six of Shreveport.
9. Color radio jingles.
10. Request hour.
11. Beeper on hour.
12. "You'll never hear this on Keel..." promos
13. JBIBFTM time, wake-up time for night workers, naptime, etc.

SECRET

KEEL PROGRAMMING AND PROMOTION (continued)

Subsidiary (continued)

14. Library of laughs
15. Library of one-liners.
16. Sell dollar bills for 50¢.
17. Formats for newscasts, weathercasts, sportscasts.
18. Radio Shreveport ?
19. 12 items per newscast, news teasers, datelines, blue streak & eleventh hour editions, breakfast, brunch, lunch news.
20. Temperature at airport.
21. McLendon news breaks.
22. Morning and evening star, etc.
23. Paint red on studio clocks.
24. N. Y. ferry announcements.
25. Mention temperature and weather in surrounding towns
26. Reciprocal driving spots.
27. Form music format
28. Gimmick cross plugs and promos.
29. "Last name" contest.
30. K. C. promos.
31. KEEL WRDR.
32. Exclusive shop commercials.
33. Intros to No. 1 song, Pic hit, Sneak preview
34. Warm sounds.
35. Recorded gripes.
36. UP Flashbacks, Almanacs
37. See KEEL book for other programming information, also stationbreaks.
38. Special stationbreaks:
 - KEEL, the fun station.
 - KEEL, first aisle on your radio dial.
 - KEEL, first on the left of your radio dial.
 - KEEL, the station that has Shreveport all shook up.
 - KEEL, the station that's keeled 'em in Shreveport.
 - KEEL, the station that's run away with Shreveport's radio day.
 - KEEL, the Pulse of Shreveport.
 - KEEL, located seconds away from the news of the world.
 - KEEL, where the world is at your fingertips.
 - KEEL, the smile on your dial.
 - KEEL, the station with TNT-time, news, temperature.
 - KEEL, no sob stories, no soap operas--just music.
 - KEEL, with the world's largest news staff.
 - KEEL, 9,000 reporters on duty around the clock.

cy - November 5, 1957

continuation of Promotion List

- 600. Find Your Twin
- 601. First Father on Father's Day, First Mother
- 602. Reuters
- 603. Prettiest 55, 61, 71 year old
- 604. Miss Teen Ager
- 605. Kids bring in frogs
- 606. High School Hall of Fame (Secret Word)
- 607. Speaker of the House
- 608. Check List on Promotions
- 609. Change Wordage on weather forecast - moderate - average
- 610. Burma-Shave signs on Triangle
- 611. Discuss follow-up on promotions
- 612. Globetrotters and other promotions
- 613. News, live and with color
- 614. Cake Idea
- 615. pressings of all permanent stuff
- 616. invasion
- 617. Bet on Cotton-Bowl - pushing peanut
- 618. Tanya Terwilliger announcements
- 619. What kind of people listen to KLIF
- 620. Pic H,t
- 621. Coffee Break
- 622. Record Mayor, Govenor, Secretary on opening
- 623. Diaper stuffers - by biggest diaper laundry in town
copy on the stuffers read "Watch for theBig Change"
- 624. Similar laundry stuffers
- 625. Perfectly minted new coins to 200 VIP's - Watch for the Big Change".
- 6266 Get Times or Journal to print special supplement.
Also good for Triangle. Press in Houston?

continuation of Promotion List

- 600. Find Your Twin
- 601. First Father on Father's Day, First Mother
- 602. Reuters
- 603. Prettiest 55, 61, 71 year old
- 604. Miss Teen Ager
- 605. Kids bring in frogs
- 606. High School Hall of Fame (Secret Word)
- 607. Speaker of the House
- 608. Check List on Promotions
- 609. Change Wordage on weather forecast - moderate - average
- 610. Burma-Shave signs on Triangle
- 611. Discuss follow-up on promotions
- 612. Globetrotters and other promotions
- 613. News, live and with color
- 614. Cake Idea
- 615. pressings of all permanent stuff
- 616. invasion
- 617. Bet on Cotton-Bowl - pushing peanut
- 618. Tanya Terwilliger announcements
- 619. What kind of people listen to KLIF
- 620. Pic H,t
- 621. Coffee Break
- 622. Record Mayor, Governor, Secretary on opening
- 623. Diaper stuffers - by biggest diaper laundry in town
copy on the stuffers read "Watch for the Big Change"
- 624. Similar laundry stuffers
- 625. Perfectly minted new coins to 200 VIP's - Watch for the Big Change".
- 6256 Get Times or Journal to print special supplement.
Also good for Triangle. Press in Houston?

lists

- 1) tag lines for all interviewers
- 2) news machine in bag.
- 3) reciprocals.
- 4) No. 1 hit song this day last year - sell
- 5) celebrities on 50 kw congrats
- 6) Christmas Eve trip.
- 7) master list station breaks.
- 8) Think It Over - KTSN.
- 9) first baby '59 - last '58.
- 10) balloon drop - Ft. W.
- 11) Mystery Tel. No - Ft. W.
- 12) spots with Mc(Len...)
- 13) tis some part of S.A. ad to Thanksgiving.
- 14) gives away dish jockey for Christmas.
- 15) "Wheel of the Day" - S.A.
- 16) Relay quiz.
- 17) Top 35.
- 18) Morning mayor of S.A.
- 19) Year-end song popularity poll - person who gets closest to KPS.
- 20) time at various places.
- 21) library of laughs
- 22) sunrise, sunset, morning & evening star.
- 23) ring bell for continuing deaths.
- 24) I like to listen to KLF when ...
- 25) KLF, America's most famous radio station, as featured in ...
- 26) 20 mins before 12 news time
- 27) electronic news ...

Radio Policy Book

Christmas &
Auld Lang
Syne jingles

- 28) Nickman's Matinee.
- 29) Ruby Life contest.
- 30) breakfast news, lunch, etc.
- 31) San Antonio's fastest coverage of SA's biggest news, plus up to the minute reports, etc.
- 32) The big band of your clock is at 60 and here we are with news around the clock, compiled by the N.Y. Sunday News, the paper that reads livelier and faster...
- 33) twice an hour on Dallas & F.W. Morgan on Cohen
- 34) meeting of owners
- 35) later application for dual identification
- 36) Christmas in Australia.
- 37) ceiling, visibility, wind, ~~altitude~~, etc.
- 38) introductions of No. 1 + pic list.
- 39) where sound effect.
- 40) print news coverage.
- 41) N.O., founded in 1715...
- 42) the eyes + ears of DL
- 43) offshore news for people on the run
- 44) your independent and dependable newspaper of the air, protecting the public interest.
- 45) lunch menus.
- 46) KLBS Jan 30 1948
- 47) picket signs F.W.
- 48) peanuts, hot dogs, ockenjacks, etc. to agencies
- 49) SW's pioneer music + news station
 - " " 24 hours a day "
 - " " all-night station
- 50) No time to listen to a newscast. Here are two headlines for ^{busy} people
- 51) Dallas' great pioneer music + newscast KLIF
- 52) Dallas' relatively newsg. model for new sta, KLIF

radioactivity
pollens count

53) America's most modern radio station.

54) the radio station's radio station.

55) Radio Texas

56) Houston news intro

57) chimes for Christmas spots.

58) another professional news report.

59) Bartell area spots!

60) ——— 1000 people will tune in to the
BM show during the next 2 hours — more than
the next two DL newspapers combined.

61) Dunnagan's Win A Million contest.

62) ringing bell on newscast.

63) oilcast

Lists

PLAN FOR W-N-O-E

yes Lists

KWKH info -

1957	375,000	Natl Spot
	50,000	CBS Net
	125,000	Local
	<hr/> 550,000	Total

1958	300,000	Natl Spot (125,000 Farm)
	50,000	CBS -
	100,000	Local
	<hr/> 450,000	Total

WHA S-

1957	Natl	575,000 - (Highest wa)
1958	✓	500,000 - (200,000 Farm)

Programming Bill Enis

Written Ollie Ward

WAKY - Blue Bonnets - also all others

Chuk Spot average on Friday

Lists

PLAN FOR W-N-O-E

- December 28 - Last Baby of '57, First Baby of '58 Contest starts
Start promos on Dec. 31st programming of TOP 100
Tunes of 1957
- December 30 - Promos on "New Year's Favor" giveaway at Flagpole
- December 31 - Flagpole sitter gives away New Year's Favors
Play Top 100 Tunes of 1957 - 12:00 Noon - 6:00 P. M.
or conclusion
Start Promos on High School Personality Queens Contest
- January 1 - Start New News Intros... Hour and Half-hourly
Winner - Top Ten Tunes of 1957 on Connell Show
Announce Winners of "First & Last Baby" contests
- January 2 - Start High School Personality Queens Contest (ends Jan. 17th)
High School Treasure Hunt in Jefferson Parish
Peanut-push (either Stewart or Bud Connell - 5:00 P. M.
between Carondelet & St. Charles on Canal St.)
- January 3 - Promos on "Bombs" at strategic Locations

Promos on Election Coverage
- January 6 - Start "Bomb" promotion (\$10 certificates at ten locations)
- January 7 - Election Night (Jefferson Parish)
- January 8 - Give Clues on "Bombs"
- January 9th - " " " "
- January 10th - End Bomb Contest
- January 10-16 - Standings of contestants in "H. S. Queen Contest aired on
Bud Connell Show everyday.
- January 17 - Winners of H. S. Personality Queen Contest

MANAGEMENT LIST

(Please ask for explanations, where desired)
Supplement to Trinity Programming Policy Book

1. Include 20% national rate for production.
2. Telephone news slips for tax saving.
3. Belo plan.
4. Type reports rather than use long distance.
5. Send out receipted bills for NCSA's.
6. Are my deejays and newsmen the equal of another station at a given hour?
7. Deal with Western Union on wires--10% on first 100, 20% over 100.
8. Progress report to agencies.
9. Press releases all trade pubs on news your station, also local papers.
10. Refund 10% telegrams.
11. Deal with mechanics and garages on car radio settings.
12. WORC, Worcester, request treatment.
13. Get performers as deejays.
14. Regular program and staff meetings.
15. See memo on religious, educational, discussion and talk programs.
16. All-night request program using only telegrams?
17. Many stations start programs two minutes before hour.
18. On logs, don't have to show spot times.
19. Some music and news stations have started hiring production men to keep deejays "sparkling."
20. Take mobile news deductions on ASCAP and BMI.
21. Dallas Saturday Night.
22. BMI-ASCAP deduction on commercials cleared at source.
23. Check out-of-town newspapers for editorials.
24. Check other hot stations and deejays by sending for tapes.
25. Nelson Ideas for cheap jingles.
26. Regular progress reports to agency and other mailing list.
27. Tape announcers without knowledge for collective sessions.
28. Political rates--must be done by candidate.
29. Detailed expense accounts.
30. Filibuster as editorial matter.
31. Review policy book, summaries and memoranda.
32. *Station send New Year rather than Christmas cards.*
33. *20% production talent ASCAP & BMI on local rates.*
34. *contracts with deejays.*
35. *Gentlemen's agreement with deejays.*
36. *trade out stationery & supplies, oil and gas.*
37. *Berlant recorders (tape) \$545 apiece.*
38. *learn agency, m & r tech., sales comm., postage, sta. & suppl., ins., bookkeeping, taxes.*
39. *KITE lists 30% before talent & production.*
40. *deduct prize money, bad debts.*

WNOE PLANNING LIST
(10/24/57)

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

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

91. Treasure Hunt with \$25 hidden on grounds
92. Jumping bean letters
93. Anniversary of WNOE - when?
94. Hidden thousand dollar bill
95. Big Six of New Orleans - supersonic six
96. JBIBFTM time, wake-up time for night workers, nap time, etc.
97. Library of laughs
98. Library of one-liners
99. Formats for newscasts, weathercasts, sportscasts
100. Temperature and weather in surrounding towns
101. K. C. promos
102. Contest on when U. S. launch satellite
103. Contest on rubles
104. First father on Father's Day
105. First Mother on Mother's Day
106. Kids bring in frogs, turn loose on streets
107. Salute teenage leaders with secret word
108. Check list on promotions
109. Anniversary selling of suppliers
110. Tape for national reps.
11. Newsletters
12. Recorded message ID's
13. Buzzer telephone interviews
14. Commercial commercials (much material in children's albums)
15. Old prize fights from Dallas
16. Bobby Thomson game from Dallas
17. Canary on morning show
18. WINDO (when sold)
19. Parakeet station break contest
20. Secret agent contest
21. Mobile unit improvisations
22. Letters to the Editor (this is going to be next big thing with us - means coming)
23. Contest to select prettiest girl each high school (give them models - these very inexpensive)
24. Contest on who'll be highest temperature on first day of spring
25. New promos using voices from other stations
26. New record intro using voices from other stations
27. New news intro
28. Wheel of the Day contest
29. List Top 250 citizens for news
30. Who's your favorite candidate contest - goes closest to number votes he'll receive
31. Mystery melody contest
32. Billboard scores of top basketball players

Pat. BK
return

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

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

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

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

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

GBM:bp

PROMOTION & PLANNING LIST KTSA

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

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

PROMOTION & PROGRAMMING LIST

(Please ask for explanations where desired)

Supplement to Trinity Programming Policy Book

1. WINDO or BUMPO (promotion).
2. Guess football scores all SMU games--football score contest. Allow them to send in a new score each week. Keep announcing standings.
3. No. 1 hit song this day last year.
4. Relay quiz.
5. Famous slogan station breaks.
6. Business commentary.
7. Famous name station breaks.
8. Celebrity station breaks.
9. Jimmie Fidler.
10. Specific NCSA's.
11. Beeper on hour
12. "warm sounds" for wintertime; "cool sounds" for summertime.
13. Canary or myna.
14. Christmas Eve trip of Santa Claus.
15. JBIBFTM time, wakeuptime for night workers, nap time, etc.
16. Girl time and temperature gimmick.
17. You'll Never Hear This on WXXX.
18. Great Moments in Sports Album.
19. I Hate Joe Doakes because...
20. Teenage hops.
21. Radio Dallas, KLIF.
22. Smile on your dial.
23. Ask KLIF for list of clever station breaks.
24. Station that has found the sound.
25. Special intros and closes Fidler--KLIF has many varieties.
26. Middle of night continuity.
27. Eisenhower, Kinsey, Rooney, etc., station breaks.
28. Promos on news and mobile units.
29. Located seconds away from news of the world.
30. Send man to interview hottest and coldest people.
31. TNT
32. Send us your Christmas cards.
33. KLIF--very, very independent.
34. Get parakeet to do breaks.
35. Think It Over (humorous)
36. Appreciation Night.
37. Biggest hits of 1956 (year end)
38. Running news between records.
39. Battle of the Baritones.
40. Pulse of Dallas.
41. Station with a million friends.
42. In Dallas, almost everybody listens to KLIF.
43. Candid Mike albums.

Promotion & Programming List (continued)

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

Promotion & Programming List (continued)

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

Promotion & Programming List (continued)

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

Promotion & Programming List (continued)

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

Promotion and Program List (Continued)

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

228. Miss Universe in person on a Swing.
229. awards to artists yearly for top musical numbers.
230. library of laughs (Dick Haines, KLAC).
231. Complete ban on interviews rather than one-min. (work, work).
232. draw up list Top 200 citizens -- see they are mentioned or contacted at freq. intervals.
233. "Confidential" magazine has world's largest circulation -- news stories on new articles.
234. Get College Bus. Adm. or Speech school to make survey for you on the composition of the listening audience.
235. Promos on clock radios, don't have to pay exclusive attention, I listen to KLIF because...
236. Keep formats short.
237. news tip reward. ⁵⁰⁰
238. Who will be Miss Nineteen for Fifty Six?
240. 12-1 p.m., with teenagers out of school, an excellent time to hit Top 40 hard.
241. gap between beeper and news.
242. Policy book: no remote ~~deejay~~ programs.
243. use famous names, including local ones, for news intros.
244. no jazz after midnight.
245. Melrolanes, WKB intro jingles, also Sportsnews.
246. Weaver Bob Hawk jingles = also Nelson Ideas.
247. Anything worthwhile on the transcription service?
248. Any network programs, or special events, available in your market not being carried?
249. Gentleman's agreement with new staff members.
250. KLIF Money Man in Shopping Center -- \$25 to first person he runs into who has portable radio with KLIF tuned in. Announce Shopping center prior to day itself -- sell day to merchants, tying in sponsorship with Columbia, RCA, etc. Cliff's listener of the week -- buzzer when winner chosen.
251. Sign off the air one day.... did you miss KLIF? You don't know how much you'd miss something till you don't have it... what would DL be without KLIF... printing out all good things KLIF brings them... music... excitement, etc. Get it sponsored... sell telephone calls while off.