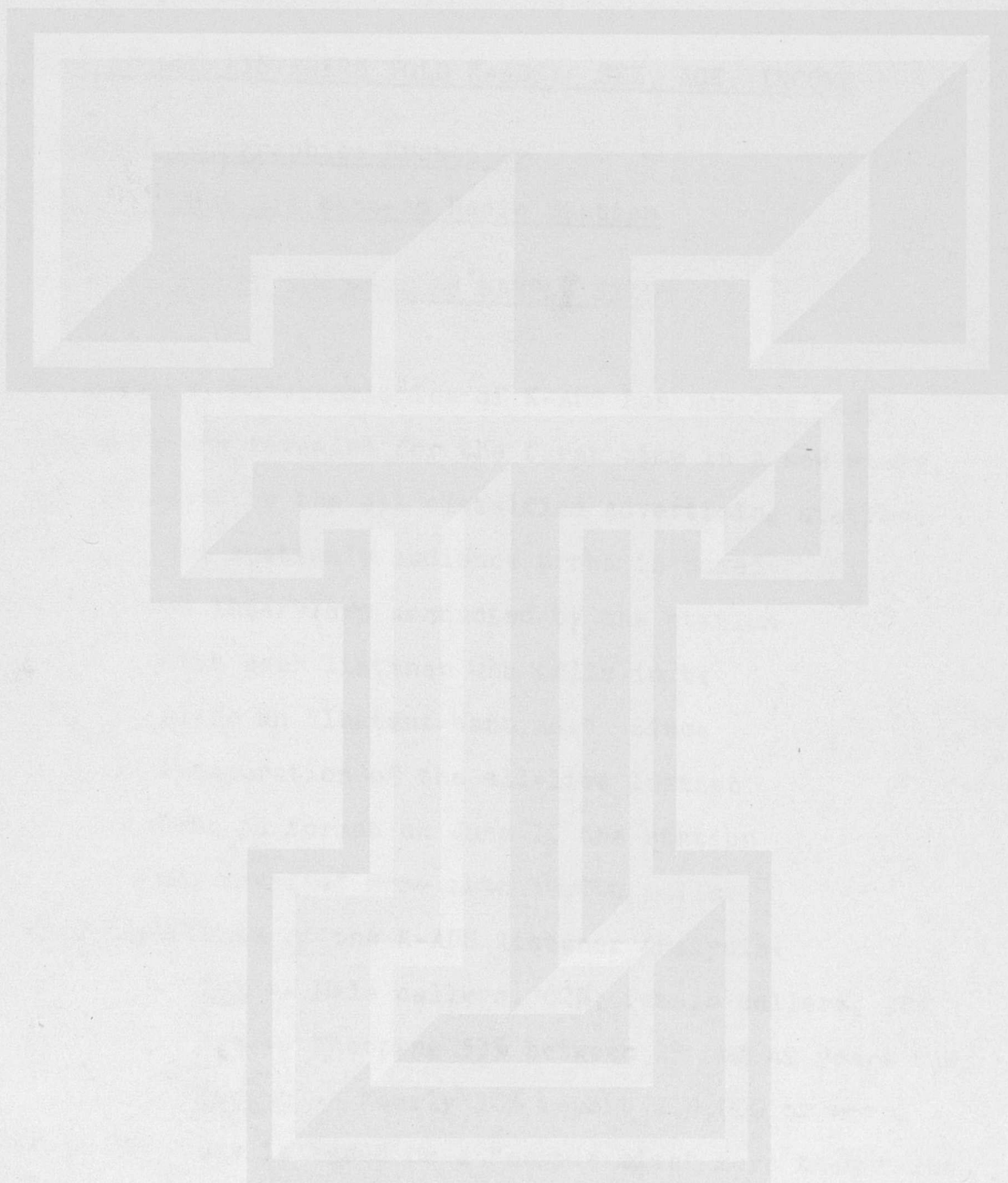


059

FCC REQUIREMENTS



Los Angeles Area
Coverage Information

RADIO K-ADS 103.5 FM

WHAT 10,000 LISTENERS TOLD K-ADS: SEX, AGE, INCOME

Audience Demographics Probed by
World's First All Want-Ad Radio Station

RECORD LOS ANGELES SAMPLE SIZE?

Demographic characteristics of K-ADS Los Angeles radio listeners are revealed for the first time in a new study, just released by the all classified advertising station.

The station's audience probe is based on interviews conducted by the station with each listener who calls in to place an "Instant Want Ad." Since inauguration of the all-live Instant Want Ad format on June 1, the station has received more than 10,000 calls.

Among highlights of the K-ADS listener analysis:

- . Sex -- Male callers, 62%; female callers, 38%
- . Age -- Whooping 53% between 25 and 49 years old.
- . Income -- Nearly 30% report \$10,000 or more.

The K-ADS study is based on a "sample size" more than twice

as large as that used by typical commercial rating services (see Note, Page 3).

Other findings of the K-ADS analysis indicate that -- for K-ADS at least -- Sunday is the peak listening day. Another finding is that K-ADS peak audience apparently is during the mid-daytime hours, rather than the evening time period.

Principle data derived from the K-ADS analysis are shown below: the K-ADS figures are compared with other market statistics for your information.

<u>Age of Listener</u>	<u>K-ADS</u>	<u>Pulse, Inc., LA 2-Cty., 6-9am</u>
Under 25	2.5%	16.6%
25 to 34	23.4	25.6
35 to 49	29.6	32.5
50 and over	44.5	25.3
<u>Yearly Family Income</u>	<u>K-ADS</u>	<u>Sales Management 1967 Survey of Buying Power, Los Angeles Metro Area</u>
Under \$5,000	36.7%	36.5%
\$5,000 to \$9,999	36.8	38.1
\$10,000 or More	26.5	25.4

Distribution of Calls by Day of Week

<u>Sunday</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>
18%	16%	14%	14%	12%	12%	14%

Distribution of Calls by Hour of the Day

6-7 am	1.6%	3-4	7.2
7-8	1.9	4-5	6.2
8-9	3.7	5-6	7.2
9-10	6.0	6-7	5.9
10-11	7.0	7-8	6.4
11-Noon	7.9	8-9	5.4
Noon-1	7.3	9-10	5.2
1-2 pm	7.7	10-11	4.1
2-3	6.9	11-Midnight	2.4

What Private Party K-ADS Listeners Advertise

Merchandise	58%
Automotive	26
Real Estate	5
Employment	4
Notices & Miscellaneous	7

NOTE: The Pulse, Inc., claims that for its March-April Los Angeles two-county area, a total of 3,920 men, women, teens and children were present during roster reconstruction interviews. In other words, during the Pulse two-month interview period fewer than 4,000 people from a probably 2,000 households were contacted; the K-ADS study, conducted with its own listeners over a similar two-month period, is based on 10,037 calls received by the station.

GEORGE C. DAVIS
JULIUS COHEN
WALTER L. DAVIS
RALPH E. DIPPELL, JR.

*With
Dad*

GEORGE C. DAVIS
Consulting Engineers
Radio-Television
WASHINGTON, D. C. 20004

527 MUNSEY BUILDING
STERLING 3-0111

August 24, 1965

Mr. Marcus Cohn
Cohn and Marks
Cafritz Building
1625 Eye Street, N. W.
Washington, D. C. 20006

RECEIVED
AUG 25 1965
COHN & MARKS

Dear Marcus:

Herewith is the information on XETRA and KGLA-FM which you recently requested.

<u>Station</u>	<u>Contour</u>	<u>U. S. - 1960 - Population</u>
XETRA	2 mv/m DAY	6,805,000
XETRA	2 mv/m NIGHT	6,327,000
KGLA-FM	1 mv/m	7,526,000
KGLA-FM	1 mv/m (portion not served by XETRA 2 mv/m daytime.)	1,834,000

Best regards.

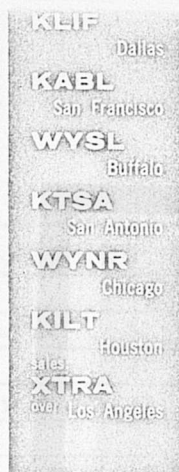
Very truly yours,

George
George C. Davis

GCD/jds

cc: Mr. Gordon B. McLendon
Mr. Glenn Callison

FCC REQUIREMENTS



THE McLendon STATIONS

File LA

June 9, 1965

Re: Los Angeles FM

Dear Gordon,

First of all, a belated birthday greeting. I had something wild picked out, but was vetoed by some mutual character.

The Mount Wilson stations are the following:

KABC	72kw	- ABC 0+0 -
KBBI	34kw	- THOMAS STEEL - Biola - Religious - No -
KBIG	106kw	- NO - KEVIN + JOHN POOL
KFAO	59kw	- RAY MILLER - NO - USES CLASSICAL STEREO
KHJ	58kw	- RKO -
KNX	67kw	- CBS - 0+0
KPFK	110kw	- PACIFICA FOUNDATION - NO DISCUSS SALE
KRHM	58kw	- Henry Matzlish - NO DISCUSS SALE

All of the so have 2800 feet of effective height, the same as the station Ben Larson was presenting, which incidentally has a power of 17kw - 2800 feet.

Pardon the typewriter - I am really not this bad!

Sincerely,

Ralph

Ralph E. Dippell

KG-LA - Ed JACOBSON -
Will discuss SALE with
Retention of Sidebands for
STORCAST - 18 year Lease -
TOTAL \$700,000

KCBH - Non - MT. Wilson - ART CRAWFORD -
\$1,000,000. Has turned down \$750,000.

LA-717

LOS ANGELES AREA FM LOG

CALL LETTERS		CITY OF LICENSE		FREQ		ERP/KW		HAAT		METER (30-50)		MODE (STEREO MONO)
KFAC-FM	X	LOS ANGELES		97.3		60.0		2,820		5.0		ST
KNJO	X	THOUSAND OAKS		97.7		3.0		202		0.9		M
KNX-FM	X	LOS ANGELES		93.1		68.0		2,800		5.0		M
KAPP	X	REDONDO BEACH		93.5		1.0		150		0.7		M
KPOL-FM	X	LOS ANGELES		93.9		100.0		570		4.9		ST
KVFM	X	SAN FERNANDO		94.3		1.0		1,025		4.8		M
KLAC-FM	X	LOS ANGELES		94.7		58.0		2,835		5.0		M
KUDU-FM	X	VENTURA		95.1		78.0		315		1.9		M
KABC-FM	X	LOS ANGELES		95.5		4.3		2,183		5.0		M
KEZR	X	ANAHEIM		95.9		.7		200		2.4		M
KRKD-FM	X	LOS ANGELES		96.3		54.0		475		5.0		M
KWIZ-FM	X	SANTA ANA		96.7		1.0		170		3.9		M
KPMU		LOS ANGELES		97.1		58.0		2,000		4.9		ST
KDUO	X	RIVERSIDE		97.5		72.0		1,600		4.6		M
KNOB	X	LONG BEACH		97.9		79.0		420		5.0		M
KDWC	X	WEST COVINA		98.3		.8		658		2.1		M
KCBH	X	BEVERLY HILLS		98.7		75.0		1,280		5.0		ST
KBBL	X	RIVERSIDE		99.1		6.0		178		3.3		M
KHOF	X	LOS ANGELES		99.5		100.0		600		4.9		M
KFMW	X	SAN BERNARDINO		99.9		30.0		1,600		4.6		M
KFOX-FM	X	LONG BEACH		100.3		60.0		1,190		4.9		M
KVEN-FM	X	VENTURA		100.7		38.0		2,750		4.8		M
KHJ-FM	X	LOS ANGELES		101.1		60.0		2,976		5.0		M
KGB-FM	X	SAN DIEGO		101.5		74.0		454		3.7		ST
KUTE	X	GLENDALE		101.9		82.0		1,660		4.9		M
-		-		102.3		-		-		-		-
KRHM	X	LOS ANGELES		102.7		8.3		2,790		5.0		M
KSRF	X	SANTA MONICA		103.1		1.0		260		0.9		M
KGLA	X	LOS ANGELES		103.5		13.0		2,800		4.9		M
KTYM	X	INGLEWOOD		103.9		.5		150		4.3		M
KBIG-FM	X	LOS ANGELES		104.3		110.6		5,400		5.0		M
KPMJ	X	OXNARD		104.7		10.0		14		1.3		M
KBCA	X	LOS ANGELES		105.1		18.0		6,000		4.9		M
KLFM	X	LONG BEACH		105.5		1.0		430		4.8		M
KBMS	X	LOS ANGELES		105.9		72.3		2,000		4.9		M
KYMS	X	SANTA ANA		106.3		3.0		300		4.7		ST
KPPC	X	PASADENA		106.7		22.5		1,100		4.9		M
KMAX	X	SIERRA MADRE		107.1		.9		700		4.0		M
KBBI	X	LOS ANGELES		107.5		34.0		5,800		4.9		M

NOTES: MONITORED IN HOLLYWOOD, CALIFORNIA, MAY 25 THROUGH 31, 1965.

EQUIPMENT: FERNER KM-60 TUNER (AND FISHER KY-200 AMPLIFIER), 8-ELEMENT

YAGI ANTENNA, ABOUT 900 FT. AMSL, APPROXIMATELY 118° 19' 30" W. LONG & 34° 07' 20" N. LAT.

GEORGE C. DAVIS
JULIUS COHEN
WALTER L. DAVIS
RALPH E. DIPPELL, JR.

GEORGE C. DAVIS

Consulting Engineers

Radio-Television

WASHINGTON 4, D. C.

JHGLA
527 MUNSEY BUILDING
STERLING 3-0111

FCC REQUIREMENTS

September 17, 1965

Mr. Gordon McLendon
The McLendon Corporation
2008 Jackson Street
Dallas, Texas 75201

Dear Gordon:

This is with reference to your letter of September 15 concerning population data that was sent to Marcus by our office on August 24 comparing the XETRA 2 mv/m service and the 1 mv/m service of KGLA-FM.

What appears to be a discrepancy in the population data actually is not, and can be explained as follows.

The XETRA 2 mv/m daytime coverage reaches 6,805,000 people, while the KGLA-FM 1 mv/m service reaches 7,526,000 people. An examination of the map shows, however, that the XETRA 2 mv/m contour serves San Diego and vicinity which is not served by KGLA-FM. This area consists of 1,113,000 people that KGLA-FM does not reach but which is served by the XETRA 2 mv/m contour.

Thus, KGLA-FM serves an area north and northwest of Los Angeles not served by XETRA comprising 1,834,000 persons, and XETRA serves an area south of Los Angeles in the San Diego vicinity consisting of 1,113,000 persons. Thus, one cannot simply subtract the XETRA 2 mv/m population (6,805,000) from the KGLA-FM 1 mv/m population (7,526,000).

As further clarification, we are repeating the previous tabulation of population data but adding the clarifying figures

GEORGE C. DAVIS

Mr. Gordon McLendon

2

September 17, 1965

concerning population served by XETRA not served by KGLA-FM
and also the population within the common service area.

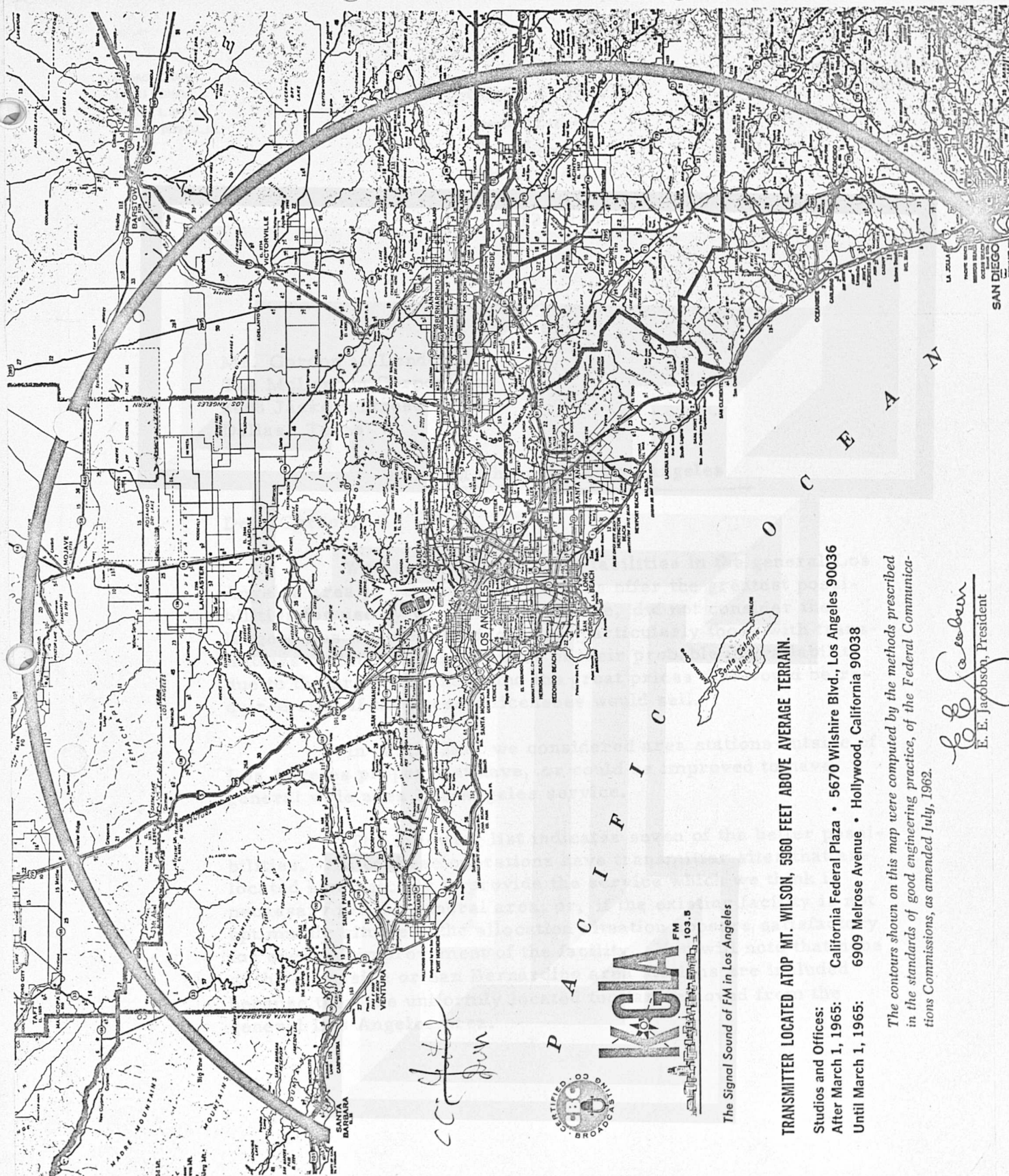
<u>Station</u>	<u>Contour</u>	<u>U. S. - 1960 - Population</u>
XETRA	2 mv/m DAY	6,805,000
XETRA	2 mv/m NIGHT	6,327,000
KGLA-FM	1 mv/m	7,526,000
KGLA-FM	1 mv/m (portion not served by XETRA 2 mv/m daytime.)	1,834,000
XETRA	2 mv/m day (portion not served by KGLA-FM)	1,113,000
Area served by both XETRA 2 mv/m day and KGLA-FM 1 mv/m		5,692,000

Sincerely,

Ralph
Ralph E. Dippell, Jr.

RED:pjr

cc: Mr. Mitch Lewis
Mr. Glenn Callison
Mr. Marcus Cohn



PACIFIC COAST
KGLA
FM 103.5
KGLA

The Signal Sound of FM in Los Angeles

TRANSMITTER LOCATED ATOP MT. WILSON, 5960 FEET ABOVE AVERAGE TERRAIN.

Studios and Offices:
After March 1, 1965: California Federal Plaza • 5670 Wilshire Blvd., Los Angeles 90036
Until March 1, 1965: 6909 Melrose Avenue • Hollywood, California 90038

The contours shown on this map were computed by the methods prescribed in the standards of good engineering practice, of the Federal Communications Commissions, as amended July, 1962.

E. E. Jacobson
E. E. Jacobson, President

GEORGE C. DAVIS
JULIUS COHEN
WALTER L. DAVIS
RALPH E. DIPPELL, JR.

GEORGE C. DAVIS

Consulting Engineers
Radio-Television
WASHINGTON 4, D. C.

527 MUNSEY BUILDING
STERLING 3-0111

April 12, 1965

Mr. Gordon McLendon
The McLendon Corporation
2008 Jackson Street
Dallas, Texas

Re: FM Channels in Los Angeles

Dear Gordon:

We have studied the FM facilities in the general Los Angeles area to determine which ones offer the greatest possibilities for use by you. We, of course, did not consider the largest Los Angeles FM facilities (particularly those with transmitters on Mt. Wilson) because of their probable unavailability due to the present owners and the great prices that would be required even if the present licensees would sell.

In particular, we considered area stations outside of Los Angeles proper that have, or could be improved to have, general wide area Los Angeles service.

The following list indicates seven of the better possibilities. All of these operations have transmitter sites that are located strategically to provide the service which we think is necessary for the general area; or, if the existing facility is not optimumly situated, the allocation situation appears satisfactory for eventual improvement of the facility. You will note that none of the Riverside or San Bernardino area stations are included because they are uniformly located too far removed from the general Los Angeles area.

GEORGE C. DAVIS

Mr. Gordon McLendon

2

April 12, 1965

	<u>Call</u>	<u>Frequency</u>	<u>Location</u>	<u>Power</u>	<u>Effective Height</u>
✓	KVXN	100.3 MC	Los Angeles	58 KW	1180 Feet
* ✓	KFMU	97.1 MC	Los Angeles	58 KW	750 Feet
✓	KHOF	99.5 MC	Los Angeles	100 KW	240 Feet
* ✓	KUTE	101.7 MC	Glendale	82 KW	620 Feet
✓	KRKD	96.3 MC	Los Angeles	54 KW	475 Feet
✓	KPPC	106.7 MC	Pasadena	22.5 KW	-250 Feet
* ✓	KNOB	97.9 MC	Long Beach	79 KW	410 Feet

Ray Torian

Sincerely,

Ralph

Ralph E. Dippell, Jr.

RED:pjr

KBB1 - appears to be about 106.8-107.

Dippell:

LA-7K

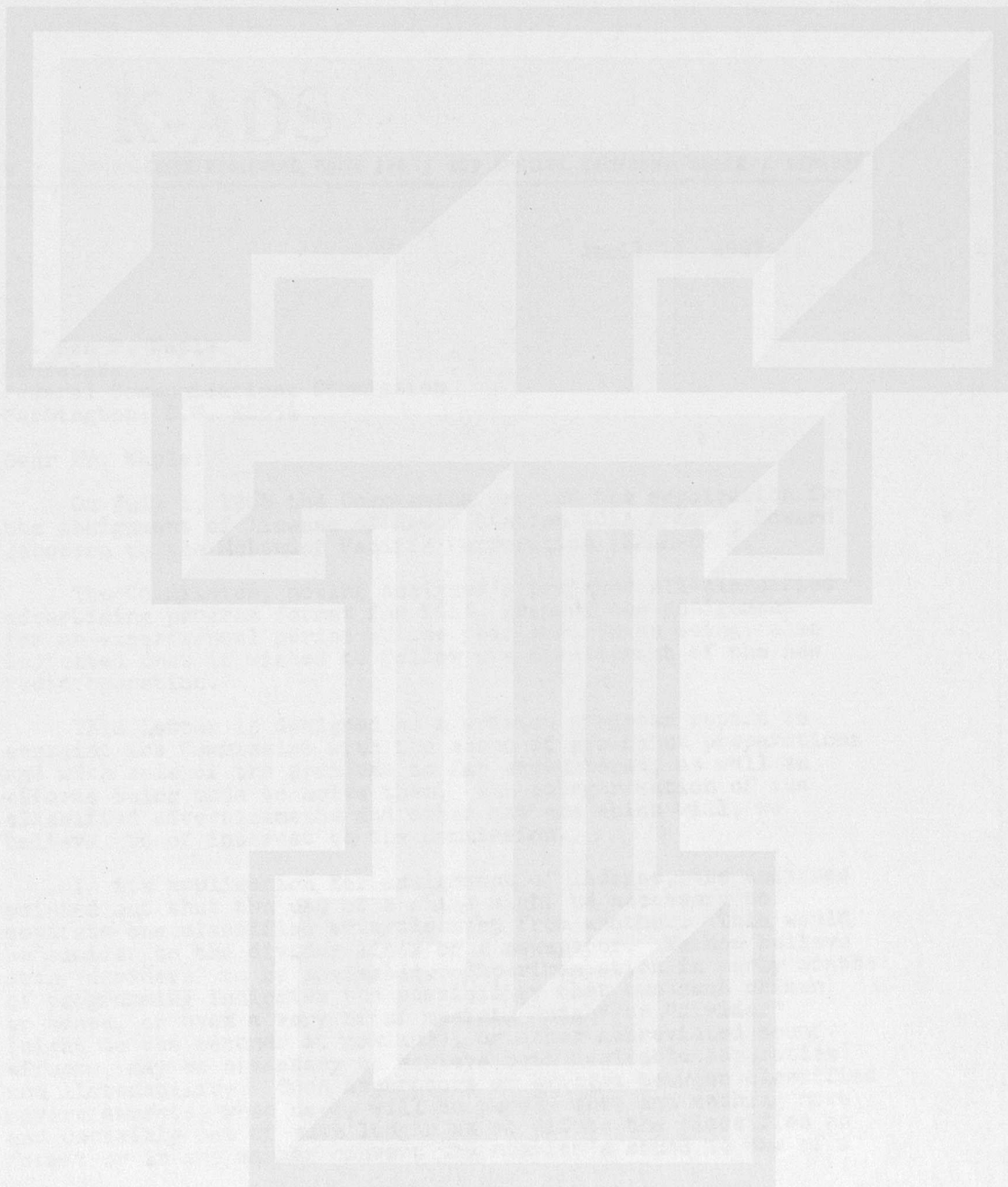
KVXN - not here -
KFMU - OK -
KHOF - Church owned - - 240'
ROBT. ADAMS - KUTE - FOUND INFERIOR - 600' - Licensed Glendale
KRKD - Considered + Refused to negotiate - 450'
DR. LITTLE - KPPC - PRES. CHURCH - Will submit \$400,000 TO BOARD
KNOB - Long Beach - 410'
KPPI - IS KPCC - No KPPI -

Sweeney

KBMS - would not discuss
KFMU - OK
KGLA - See below
KNOB - See above
KUTE - See above
KBCA - No discuss..
KCBH - ART Crawford will consider \$1,000,000. HAT turned down \$750,000. Will await KRLA application.

MT. Wilson:

KABC - ABC 0+0
Tom Steel - KBBI - BiOLA - NO
John Pool - KBIG - Sweeney says No -
Rm. Miller, Jr. - KFAC - No - Uses w/ Stereo
KHJ - RKO - NO
KNX - CBS - 0+0
KPFK - PACIFICA FOUNDATION - NO
KRHM - Harry MAIZLISH would not discuss
KGLA - Ed JACOBSON will discuss \$700,000 with Retention of Side Band for stereo casting.
KLAC - Metro Media -



K-ADS

FM / 5670 WILSHIRE BOULEVARD, SUITE 940 / LOS ANGELES, CALIFORNIA 90036 / 937-1035

April 11, 1967

Mr. Ben F. Waple
Secretary
Federal Communications Commission
Washington, D.C. 20554

Dear Mr. Waple:

On July 1, 1966 the Commission granted the application for the assignment of license of Radio Station KGLA from E. Edward Jacobson to the McLendon Pacific Corporation (BALH-856).

The Commission, noting assignee's proposed all-classified advertising program format for KGLA, granted the assignment for an experimental period of one year and, in so doing, also indicated that it wished to follow the development of the new radio operation.

This letter is designed as a written progress report to acquaint the Commission with the scope of pre-debut preparations and with some of the problems so far encountered, as well as efforts being made to solve them. The categorization of its classified advertisements and other matters which will, we believe, be of interest to the Commission.

In its application for assignment of license, the assignee pointed out that the use of a chime might be necessary to separate one classified advertisement from another. This would be similar to the divider lines of a newspaper. We now believe such "dividers" to be advisable. Experimentation in early months of programming indicates the possibility that two such chimes, or tones, or even a very brief musical "stab" or "divider" (eight to ten seconds at maximum), or other abbreviated sound-effects, may be necessary to achieve both desirable separation and listenability. Such separators or bridges between classified advertisements, when used, will be purely that and nothing more and certainly not of such length as to dilute the classified ad format or in any manner convert the station's sound to one of a

musical format, or, in fact, to any other than the all-classified advertising format proposed which is on the air. The "divider" also seems indicated for the purpose of closing one category and beginning another. For instance, in closing such divisions as "Help Wanted" and then proceeding into "Automobile" classified announcements, or in closing "Lost and Found" and beginning "Classified Announcements", licensee plans to institute a brief recorded close for the former and an equally brief recorded introduction for the latter, and beginning, category.

Licensee also wishes to call attention to the fact that, like newspaper classified sections, it carries its own "promotional" copy. Just as the newspaper prints its own classified section masthead with promotional lines, and its own "Classified Advertising Index", so has KADS at intervals carried its own program schedule delineating the times of broadcast for various classifications. KADS also, like all of the better classified sections it has studied, carries periodic promotional announcements as to results achieved in one or another category, such as, for example, "General Real Estate Offerings," and "Business Opportunities" or "Merchandise for Sale." Such non-commercial promotional space, for example, consumed approximately 7.74% of lineage within the classified section of the Los Angeles Times of Sunday, October 23, 1966, and 15.9% in the Los Angeles Herald-Examiner of the same date. KADS is now planning to broadcast on occasion a contest or other promotion related to Classified Ads in the same general vein as the prize the Los Angeles Times last year offered to the person or firm becoming its four millionth classified ad user.

We should also make note of the fact that, to achieve variance, listenability and emphasis in its classified advertising, KADS has been attempting to encourage the use of so-called "production" classified ads: those employing two, three or more voices, those done with musical backgrounds, with sound effects, with dramatic approach, classified commercials in song, interview-type classified commercials, testimonial classified, classified announcements done by celebrities, children, public figures, etc., as well as by the advertiser in his or her own voice. Such produced classified announcements are in no way a variance from assignee's stated program proposal and can be most readily compared to the newspapers' frequent use of illustrations in classified ads, as well as the printed media's use of varying degrees of larger and smaller type in various classified ads.

One of the knottiest problems which the assignee has yet confronted is the so-called "call-in interview ad" which KADS now refers to as the "interview ad."

The assignee spent many months preparing for the opening of its facility as an all-classified advertising station, increasing the intensity of the KADS signal (through, among other improvements, the installation of vertical polarization), bettering its equipment, enlarging its staff, seeking experienced personnel, researching the history, theory and practice of classified advertising, and, moreover, engaging in further detailed research looking toward the maximum effective adaptation of radio to the voluminous principles of classified advertising.

On Monday, October 24, 1966 at 6:00 AM, assignee had completed the final days of conferences between station and corporate officials, and at that hour began a final, preliminary on-the-air survey of its listeners -- a round-the-clock, 24-hour, live, call-in interview program -- as to what their ideas were for the broadcast presentation of classified ads. KADS' on-the-air live telephone interview survey of the Los Angeles community concluded on November 4, 1966, after 268 hours of continuous on-the-air interviewing, by far the longest and most comprehensive such examination of public reaction ever attempted. Sample questions directed to listeners are attached as Exhibit "A", and a digest of their answers is available both through those notes kept by KADS officials who monitored the broadcasts and, as well, through the actual off-the-radio monitors continuously made by KADS officials. The public's responses, ideas, and suggestions which were thusly gathered and are here attached as Exhibit "A", have since been given careful study.

In the process of this extraordinarily long on-the-air research period --again, one which we believe to be by far the longest in radio or television history..assignee discovered from its notes and tapes, as well as live monitoring, that its long on-the-air, interview-type survey of area listeners who called KADS (and were invited to broadcast free classified ads and then frequently coached upon their delivery as well as other aspects of same) was not only highly listenable but many times productive of real results on the air. As important, KADS was

made aware of the listenability and warmth of the advertisement delivered by the listener, as the middle of an interview, as opposed to the antiseptic, announcer-presented version of the same ad, bereft of the advertiser's own voice. As a result of this long, on-the-air survey, KADS determined, from its research, eventually to carry a substantial number of its classified ads in the actual voice of the listener and/or advertiser in the form of "call-ins" to the station and, then, the delivery of same by the listener/advertiser in his or her own voice.

This "interview-type" classified advertisement may prove to be a sacrifice of station revenue, since an "interview ad" cannot be delivered in the time allotted to either a normal pre-recorded or live classified ad delivered by a professional announcer. Even though the listener in advance, and as instructed, writes out his ad recording to time and wordage limitations, the call-in or interview-type ad, inevitably, in our long test usually results in extraneous comment much beyond the one-minute limit "normal" to radio: "hello...how are you? .."how do you like Los Angeles?" .. "how is the weather where you are?" .. "what have you been doing this morning, Mrs. Smith?"..."now, what is your help-wanted advertisement, please?"..."thank you, call KADS again.. goodbye." These are given only as examples of the general type of extraneous remarks by both announcer and advertiser which are, and must be, inevitable and of ever-varying nature and length in such types of phone-in advertisements. Yet it is such very humanizing colloquy in the frequent call-in classified that offers variety and change-of-pace .. a listenability which we believe could well produce a larger and more attentive listening audience for an all classified announcement station and thus more results for the callers' ads and, consequently, so deliver a greater public service than any other type of announcement on an all-classified station.

Such call-in ads pose a problem in safeguards which we are attempting to solve. Among the helpful suggestions offered in a conference with Commission officials on October 28, 1966, was that of an approximate 30-minute delay, or whatever period might be required, between the recording of call-in classified ads and their actual broadcast, during which period a return telephone call could be made to ascertain the telephone number represented by the caller, a check on the wordage of the actual ad, etc. Still, we have not yet had to use such a safeguard because we have not yet made extensive regular use of interview-type ads. At this writing, we are planning to do so, however, and will consider

a longer than 7-second delay at that time. Other safeguarding measures to avoid hoaxes and other abuses by irresponsible persons are being studied and will be instituted as they are perfected and/or necessary, although it seems inevitable to us that, both in this and other phases of the new format, mistakes are still apt to be made despite all of our efforts, just as mistakes are still made by the most cautious of today's metropolitan classified advertising departments.

Again, with reference to the call-in, interview-type classified ads, as a safeguard for the public against pranksters, unfortunate language and other possible abuses, KADS, before beginning the all want-ad format set up the equipment necessary to accomplish a 7-second delay on all telephone calls which we received during our long, on-the-air survey of listener tastes and desires. We maintain this delay on the simpler want-ads wherein the announcer's opinion the subject of the classified announcement is not possibly one which could bring consequences contrary to the public interest. Wherever there is a doubt, the announcer is instructed to effect a longer delay for checking. The problem recited offers itself in its most troublesome form on those occasions where the time factor for airing a classified ad is particularly critical, e.g., the hospital which urgently needs a special type of technician, unusual types of lost and found ads, etc. Since a beeper tone on the telephone line is often distracting and an annoyance to both parties to a telephone conversation, a legal problem arises as to whether such incoming calls which are put directly on the air with only a 7-second delay require the addition of a beeper tone on the telephone call itself, since tape recording is necessary for the very achievement of the 7-second delay even though the recording of the telephone call is always, shortly thereafter, automatically erased by the continuously-moving tape which is a part of the 7-second delay equipment. An additional sticky problem which we have encountered is whether (disregarding the 7-second recording problem noted above) we are obligated to put a beeper on all interview-ads simply because the station maintains a 24-hour recorded monitor of its programs for logging purposes only, a monitor kept for entirely different purposes than the recording of any telephone calls per se.

Two of what may be radio's basic utilities as a classified advertising service are (1) its greater immediacy and (2) the warmth and emphasis of the human voice. Since no classified deadline among either of the two major Los Angeles daily newspapers is less than thirteen hours in advance of publication of

the issue, as far as we have been able to determine, and since this is a delay from a weekday acceptance deadline of 11 a.m. to first publication of the ad at 12 midnight, with major readership not beginning until the next morning, almost a full day after insertion, one is again impressed by the possibilities of service to the public from radio's advantages of immediacy. Many other editions of the two major Los Angeles dailies call for even longer deadline delays. Only time will tell to what extent and in what quantity there may be a public need and desire for far greater immediacy in certain types of classified advertising.. since up to now the point has been moot because greater immediacy has been unachievable in printed practice. Who is yet to say that there may not be an entirely new and undiscovered area of classified advertising merely awaiting a medium able to serve the public, three, five, seven, or eleven or more hours faster? Above all, however, assignee, as the pioneer in this new field, feels the responsibility to those who will follow us to run whatever reasonable risks in experimentation that are necessary to establish practicable ways in which radio may still protect the public and yet avoid an abdication of the inherent service and program advantages of its immediacy.

The problem of actual categorization of the classified announcements has been a subject of many hours of discussion over many days. It was finally decided (and we so informed the Broadcast Bureau at our meeting on October 23, 1966) to employ those general categories of classified advertisements employed by the Washington Evening Star and the Washington Post, along with, of course, an appropriate number of classified sub-divisions under said major categorizations. In addition, we included classifications titled "Merchandise for Sale" and "Classified Announcements", which latter category embraced such classifications as Do-It-Yourself, Personals, Beauty Suggestions, General Announcements, Health Aids, Shopping, Sanitariums and Hospitals, Stamps and Coins, Swaps, Air-Transportation, Auto Transportation, Training Schools, Professional Services, Patents and Inventions, Obituaries, Home Service, Alteration and Repair, Remodeling..Room Additions, and Paving, among others to be added by classification.

KADS new, greater brevity in airing its program schedules or classified "indexes", combines the approximate 65 major classification, occasionally subdividing under these:

Employment
Automotive
Classified Announcements
Merchandise

Other categories will be added, or the existing categories modified or rearranged, or combined, as continuing experimentation may dictate a necessity for so doing.

In order to remain abreast of listener reaction and receive latest suggestions from the public, KADS for the first five months carried the period from 3:00-3:15 PM daily for a repeat of its Program Schedule and any changes in same plus occasional on-the-air, call-in interviews with our listeners of those criticisms, results, advice, etc. This weekday program was designed to furnish us with a continuing and extremely current survey of public needs, tastes and desires in the Los Angeles area.

Relative to the assignee's pre-broadcast preparations, a broadcast classified-advertising instructional policy and informational manual of more than three hundred pages has already been compiled by McLendon and additions are continuing. Various executives, and former executives, of the corporate home staff, including President Gordon B. McLendon; Donald C. Keyes, former Director of National Programming; William Stewart, present Director of National Programming; Mitchell I. Lewis, Director of Advertising and Promotion and Andre Dunstetter, now General Manager of our WDTM, Detroit, spent long periods of study and conference in Los Angeles preparing for the new format and, later executing it. The entire KADS station staff was involved in a continuing survey of public needs, tastes and desires related to broadcast classified advertisement from October 24, 1966 through November 4, 1966, with free announcements for listeners and no revenue whatsoever. Mr. McLendon, along with Homer Odom, the corporation's chief FM official, again went on the air over KADS on April 11, 1967, from 1:05 PM to 3:40 PM, offering this period of time that day for free ads in order to induce maximum listener call-in for their program experimentation with forms of "interview-type" ads. Following their program, each such interview-type ad which they aired (and all of which ads were recorded) was aired five more times on a gratuitous basis as part of the experiment.

As part of the station's initial public service effort, KADS, beginning on October 26, 1966 inaugurated an unusual public service campaign designed further to acquaint its listeners with the

-8-

candidates and issues in the three major California political races -- Governor, Lieutenant-Governor and Attorney-General. KADS broadcast free of charge, and with equal time devoted to all candidates who wished such announcements in the three above-enumerated races.

KADS management was from the outset instructed to keep a record not only of all continuity and announcements accepted for broadcast, but also of any such continuity rejected by KADS and such a record has been kept.

The present program schedule of KADS is attached as Exhibit "B", although frequent and substantial changes will have to be effected before any really stable daily broadcast format can be settled upon.

Similar revisions can be expected in almost all areas of the station's operation as further actual operational experience is gained. Initial collections of revenue, at least in that phase of our programming we have termed "interview-ads", seem destined to produce a much higher percentage of non-collectable accounts. Consequently we are attempting to find ways and means to solve this problem.

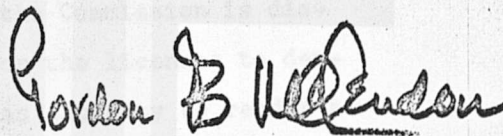
The attached article from Editor and Publisher for January 21, 1967 (attached as Exhibit "C") fairly sets forth the basics of K-ADS operation, not only through the date of this article but through the date of this letter (April 11, 1967).

-9-

Following the corporation's initial projection, KADS has operated at a loss since the inception of its all-classified format last November. Our initial projections called for an accounting break-even either during the months of August or September, 1967. We hope to stay with our projections both in programming and revenue.

Please advise us if you require more information on any of the points within this letter. Further reports will follow.

Very truly yours,

A handwritten signature in dark ink, reading "Gordon B. McLendon". The signature is written in a cursive style with a large initial "G" and a stylized "B".

Gordon B. McLendon
President
McLendon Pacific Corporation

Federal Communications Commission
Radio Station KADS

EXHIBIT "A"

KADS LISTENER SURVEY

On Monday, October 24, 1966, at 6:00 AM, Radio Station KADS began a preliminary, on-the-air survey of listeners' needs and desires -- a 'round-the-clock, 24-hour, live, call-in interview program -- looking toward the assemblage of further ideas on broadcast presentation of classified ads in the maximum public interest.

The survey was further designed to expand the opportunity presented KADS by the Commission in its Public Order of July 1, 1966 in which the Commission said: "... the Commission is disposed to afford a suitable opportunity for the licensee to demonstrate that a 'classified-ad' format has capacity to render a useful service and for the public to appraise its desirability and register its reaction...".

In line with these Commission words, KADS launched an on-the-air, live telephone interview survey of the Los Angeles community which concluded on November 4, 1966 after 268 hours of continuous on-the-air interviewing. It was by far the longest and most comprehensive such survey of public opinion ever attempted. The following pages are devoted to recapitulating results of that survey.

Actual completed survey sheets used are retained on file at the main offices of KADS Radio in the California Federal Building in Los Angeles.

K-ADS LISTENER SURVEY

LISTENER RESPONSE

Five hundred and sixty-four people who responded to the K-ADS listener survey identified the area in which they live.

We have broken this down into the five areas listed below on a percentage basis.

LOS ANGELES AREA.....26.46%

SAN GABRIEL VALLEY AREA.....24.76%

SAN FERNANDO VALLEY AREA.....23.41%

ORANGE COUNTY AREA.....16.31%

SOUTH BAY AREA.....9.06%

Listed below is a complete roll of all areas from which we received response to the survey.

Alhambra	Eagle Rock	Long Beach	San Gabriel
Altadena	El Cerino	Los Angeles	San Marino
Anaheim	El Monte	Lynwood	Sepulveda
Arcadia	Encino	Manhattan Beach	Saugus
Arleta	Fullerton	Mar Vista	Sherman Oaks
Azusa	Gardena	Mission Hills	Studio City
Baldwin Hills	Garden Grove	Monoga Valley	Sunland
Bell Flower	Glendale	Monrovia	Sun Valley
Beverly Hills	Glendora	Montebello	San Bernardino
Brea	Granada Hills	Monterey Park	Santa Ana
Brentwood	Hacienda	Newport Beach	Santa Monica
Buena Park	Hawthorne	Norco	South Bay
Burbank	Hermosa Beach	Northridge	South Gate
Canoga Park	Highland Park	Norwalk	Sylmar
Chatsworth	Hollywood	Ontario	San Dimas
Cheviott Hills	Huntington Park	Orange	Tarzana
Compton	Inglewood	Pacific Palisades	Toluca Lake
Corona Del Mar	La Crescenta	Pacoima	Torrance
Costa Mesa	La Habra	Palmdale	Van Nuys
Covina	La Jolla	Palos Verdes	Westchester
Covina (West)	Lakewood	Paramount	Westwood
Cucamonga	La Mirada	Pasadena	Whittier
Culver City	La Puente	Pomona	Woodland Hills
Cypress	La Verne	Redondo Beach	
Downey	Lincoln Hts.	Reseda	
Duarte	Lomita	Riverside	

K-ADS LISTENER SURVEY

2. How much time will you spend listening to K-ADS which broadcasts nothing but Classified Advertising?

Two hundred and forty-five people answered this question. Their answers have been broken down into percentages as listed below:

ALL DAY	14.50%
TWO HOURS PER DAY	14.00%
ONE HOUR PER DAY	10.00%
AS MUCH AS POSSIBLE	10.00%
THREE HOURS PER DAY	8.00%
DAILY	7.00%
MOST OF THE TIME	6.50%
15 TO 30 MINUTES DAILY	5.00%
WHEN LOOKING FOR A SPECIFIC ITEM TO BUY	4.00%
SIX HOURS PER DAY	3.00%
SEVEN HOURS PER DAY	3.00%
EIGHT HOURS PER DAY	2.50%
SEVERAL HOURS PER DAY	2.25%
OCCASIONALLY	2.00%
WEEK-ENDS	2.00%
EVENINGS	1.00%
MORNINGS	1.50%
AFTERNOONS	1.50%
LUNCH HOURS	.25%

K-ADS LISTENER SURVEY

1. What do you think of Classified Advertising on Radio?

Three hundred and eighty-six people answered this question. Their answers have been broken down into percentages as follows:

A GOOD IDEA	25.00%
AN EXCELLENT IDEA	24.75%
A WELCOME CHANGE	12.50%
IN FAVOR OF IT	7.50%
WONDERFUL FOR RADIO	6.25%
A GREAT SERVICE	3.25%
NEW AND DIFFERENT	3.00%
LOS ANGELES NEEDS IT	2.75%
UNIQUE IN RADIO	2.00%
BETTER THAN NEWSPAPER	2.00%
GREAT--IF YOU GET RESULTS	1.75%
HELPFUL FOR SHOPPING	1.50%
IT'S EVEN ENTERTAINING	1.50%
A GOOD WAY TO ADVERTISE	1.25%
GOOD SERVICE FOR BLIND AND HANDICAPPED	.50%
I PREFER ENTERTAINMENT	.25%
IT'S HERE TO STAY	.25%

2. Four percent of those answering the survey had not formed set opinions on Classified Advertising on radio, but were planning to continue to listen to the All Classified format.

K-ADS LISTENER SURVEY

3. What can K-ADS do for Classified Advertising that a newspaper can not?

One hundred and seventeen people answered this question. Their answers have been broken down into percentages as listed below:

K-ADS can give personal voice contact.
This can sell an item better than print. 54%

There is a personal touch with radio that
is not available in the news media. 40%

K-ADS can better describe a product or
service. 5%

K-ADS can provide classified advertising
for illiterates. 1%

4. Would you pay to advertise on K-ADS?

Forty-nine people answered this question. Their answers are broken down into percentages as listed below:

Yes, definitely. 97%

Yes, if I got results. 2%

No, it should be a public service. 1%

EXHIBIT "B"
K-ADS PROGRAM SCHEDULE

The following program schedule is in effect seven days per week.

6:00 to 6:30 AM	EMPLOYMENT
6:30 to 7:00 AM	AUTOMOTIVE
7:00 to 7:30 AM	CLASSIFIED ANNOUNCEMENTS
7:30 to 8:00 AM	REAL ESTATE
8:00 to 8:30 AM	MERCHANDISE
8:30 to 9:00 AM	EMPLOYMENT
9:00 to 9:30 AM	AUTOMOTIVE
9:30 to 10:00 AM	CLASSIFIED ANNOUNCEMENTS
10:00 to 10:30 AM	REAL ESTATE
10:30 to 11:00 AM	MERCHANDISE
11:00 to 11:30 AM	EMPLOYMENT
11:30 to 12:00 NOON	AUTOMOTIVE
12:00 to 12:30 PM	CLASSIFIED ANNOUNCEMENTS
12:30 to 1:00 PM	REAL ESTATE
1:00 to 1:30 PM	MERCHANDISE
1:30 to 2:00 PM	EMPLOYMENT
2:00 to 2:30 PM	AUTOMOTIVE
2:30 to 3:00 PM	CLASSIFIED ANNOUNCEMENTS
3:00 to 3:15 PM	LISTENER COMMENTS (CALL-IN)
3:15 to 3:30 PM	REAL ESTATE
3:30 to 4:00 PM	MERCHANDISE
4:00 to 4:30 PM	EMPLOYMENT
4:30 to 5:00 PM	AUTOMOTIVE
5:00 to 5:30 PM	CLASSIFIED ANNOUNCEMENTS
5:30 to 6:00 PM	REAL ESTATE
6:00 to 6:30 PM	MERCHANDISE
6:30 to 7:00 PM	EMPLOYMENT
7:00 to 7:30 PM	AUTOMOTIVE
7:30 to 8:00 PM	CLASSIFIED ANNOUNCEMENTS
8:00 to 8:30 PM	REAL ESTATE
8:30 to 9:00 PM	MERCHANDISE
9:00 to 9:30 PM	EMPLOYMENT
9:30 to 10:00 PM	AUTOMOTIVE

NOTE: The phone-in listener comment segment (3:00 to 3:15 PM) gives listeners a chance to comment on K-ADS and give suggestions and criticism regarding the station. Listeners wishing to give comments during this two-way radio interlude may do so by calling the studios of K-ADS between 3:00 and 3:15 PM, Monday through Friday, at (213)937-1035.

Ads Are Broadcast For 16 Hours a Day

LOS ANGELES In business a little more than two months, the local radio station — K-ADS — which broadcasts only classified advertisements over a 16-hour period daily is opening "a new frontier" in public service programming, its owners claim.

The McLendon Pacific Corp. station operates under a one-year provisional license from the Federal Communications Commission. It was granted last July and the station must make a full report to the FCC some time this summer.

K-ADS' coverage pattern embraces a 200-mile area, from San Diego to Santa Barbara, but is centered in Los Angeles and Orange Counties where there are nearly 3 million radio households.

K-ADS airs nothing but classified advertising from 6 a.m. to 10 p.m. Between the hours of 10 p.m. and 6 a.m., it intersperses classical music with public service announcements and station promotion.

Ads are often produced with sound effects and musical backgrounds. The station also encourages advertisers to showcase their particular message in their own voices.

Commercial lengths alternate 20, 30 and 60 seconds, broken only by a "sound divider." As an innovation, K-ADS offered advertisers a special "private party introductory rate" of five cents a word (50 word minimum). K-ADS offers advertisers who record in their own voice a rate of 10 cents a second. Local advertisers can use the K-ADS facilities for as little as \$2.50 (by the word) or a maximum \$6.00 (by the second). The station mails bills weekly to its advertisers.

Jack Danahy, a young radio veteran who started as a "Top 40" disc jockey at 15, was brought to Los Angeles to head up the advertising station after a varied background of communications experience. He first joined McLendon in 1961 at WYSL in Buffalo, N.Y., and more recently was assigned to McLendon's Chicago all-news station, WNUS.

There are 15 on the staff, including four women telephone solicitors, five announcers, a copywriter, technicians and supervisors. Studios and sales of-

fices occupy the ninth floor of a Wilshire Blvd. building midway between downtown Los Angeles, Hollywood and Beverly Hills.

K-ADS went on the air Nov. 4, after test operations. Advance promotion and advertising included both display and classified in the *Times* and *Herald-Examiner*. Billboards are slated next, together with radio commercials on the all-news station, XTRA, and the distribution of 4,000,000 Rapid Transit District bus transfers with K-ADS promotion printed on the reverse sides.

The *Times*, the nation's leader in classified advertising, reported no major impact from the radio classified.

Negative reaction seemed to center on the lack of permanence inherent with oral announcements, limitations of broadcasting on FM frequency only, frequent repetition, and the necessity of having to wait by an available radio until a desired ad category is aired.

Danahy counters these objections with K-ADS selling points — the appeal of the human voice, the ability of radio to offset the almost 24-hour delay required in printing newspaper sections, and the large population K-ADS serves. He concedes candidly that advertising volume has been small thus far, but he is confident listener-ship as well as patronage will increase as the station becomes better known.

As an example of immediate results, Danahy cited an advertiser's message telephoned in at 5 p.m., Jan. 3, offering a Schnauzer dog for sale. The ad was aired on K-ADS at 6:20 p.m. By 7:30, according to Danahy, the advertiser called back saying he was "deluged" by almost 40 calls within an hour and the dog was long gone.

While the station presently broadcasts only 16 hours of classified advertising, it hopes for the day when it will request permission from the FCC to extend the all-ad period to a full 24-hour period.

Familiar newspaper "hair-line rules", which serve as dividers between classified ads within an advertising column, are simulated through brief musical effects. By employing a musical "curtain" to close off one advertisement, following with a

following with a musical or sound effect "billboard" preceding the next advertisement, listeners are thus able to set apart the continuing flow of spoken announcements.

The station has relied heavily on station promotion on its own time to drum-beat the merits of all-classified radio. Additionally, the station plans to run contests and other promotions directly related to want-ads.

To achieve variance, listenability and emphasis on particular announcements, K-ADS puts its full creative might behind "production" classified ads — those employing two, three or more voices, and those voices over musical background of heavily "salted" with sound effects. Often an announcement will take on a dramatic or man-in-the-street interview-type approach. Other times, the station relies on the distinctive voices of celebrities, children and known public figures.

In the mill are the world's first want-ad singing jingles, specially tailored for a classified audience.

K-ADS compares the "production" classified announcements to the newspaper's classified display ads, wherein illustrations, and an array of type-faces set apart certain ads from the solid, agate type variety.

Classified

(Continued from page 14)

ers' desire and/or need within categorized divisions of an all-advertising area of the medium devoid of editorial or entertainment surroundings."

To solve problems encountered in "call-in" ads, K-ADS tested reactions with 24-hour live call-in survey encompassing some 268 hours of continuous community interviewing. Listeners were invited to broadcast classified ads free during the experimental period, thus enabling the station to determine whether ads in the actual voice of the advertisers were more effective in selling an all want-ad format.

The station found that the humanizing, "off-the-cuff" remarks in frequent call-in classifieds offer a greater variety and change-of-pace; moreover, a listenability which produced a larger and more attentive listening audience; thus, a greater potential response to the callers' sales propositions.

To avoid hoaxes and abuses, each K-ADS phone solicitor's desk is equipped with a portable recorder. Each advertisement or message is immediately recorded

tempts to make its individual classified advertisements more listenable and thus more effective in no way violates the purist's definition of a classified advertisement. The guidelines the station refers to are set forth by Arthur Mochel in "A Handbook of Classified Advertising", a publication of the Association of Newspaper Classified Advertising Managers.

Mochel writes "the term 'classified' refers to the fact that ads similar in content, when published, are placed under specific headings or classifications. The classifications serve as a convenient guide to the reader so that he can find all ads of a particular kind in one place."

Frank Lester, classified advertising director of Los Angeles *Times* and current ANCAM president, defines classified as "advertising classified in category for the ease of the person seeking a particular article or services."

While agreeing with both of these definitions, the station's own definition and the one which K-ADS largely follows is "any offer of a product or service, which, although equally acceptable as an advertisement in display advertising sections of any medium carrying such a section, has been placed by the advertiser

on tape cartridges. This permits instant rechecking and verification as well as clarifying any details before actual airing. The cartridge of all message also allows the solicitor to telephone back the ad placer for billing confirmation.

The station's five basic categories for ads are help wanted, automobiles, general announcements, real estate and merchandise for sale. Each 30 minute segment is repeated from five to seven times during the broadcast day at no extra cost.

Public Service

As a public service, the station sets aside 15 minutes from 3 to 3:15 p.m. daily, encouraging listeners to call in suggestions for improved want-ad service, as well as to pass on advertising results, criticism and questions. A permanent log of these calls from the public is used to guide future station operations.

The station refuses ads from so-called social clubs, introductory organizations and date bureaus.

An operations manual of more than 200 pages, prepared long before K-ADS went on the air, guides new employees as to exact policy and procedure in every phase of K-ADS operation.

* * *

700

M E M O

TO: All Operators
All Engineers
Evelyn Unell

FROM: Keith Trantow, K-ADS

cc: B.R. McLendon
G.B. McLendon
Homer Odom
Marcus Cohn

DATE: June 2, 1967

As you are only too well aware, we've been harping on correct logging procedures for the past few weeks.

In the event you didn't see the current issue of BROADCASTING (May 29th), you will be interested in action the Commission took May 24:

FINES

WBZB Broadcasting Inc., licensee of WBZB Selma, N.C., has been cited by FCC for rule violations involving fraudulent billing practices and improper log entries. (Sec. 73.124 and 73.112.) Licensee is subject to a forfeiture of \$4,000.

Obviously we want to operate with proper logging and correct billing if only because it makes for a much more efficient radio station. But, as if that were not reason enough, the Commission's watchfulness provides stimulus for continuing careful attention to not only good business practices but also the Commission Rules.

Thank you for your help and cooperation.

Keith Trantow
General Manager
K-ADS RADIO

7CC

M E M O

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20541

FCC 67-98
93948

TO: Messrs. Burbidge & Brewer
All K-ADS Operators
Jerry Martz

DATE: May 24, 1967

FROM: Keith Trantow

SUBJECT: Remote Control

In the May 22 BROADCASTING are reports of two FM radio stations which have each incurred an apparent forfeiture liability of \$250 for violations of the rules. In both cases the stations are cited for problems involving remote control equipment. At one station the remote control equipment was found to be in "unsatisfactory" condition, while at another station operators continued to keep the station on air during malfunction of remote meters.

I've already pointed out to you the long list of stations being cited by the Commission for various Rule violations. Obviously we want to be absolutely "legal" in every sense. But in addition, because we are an experimental operation in the eyes of the Commission, we must take particular pains to make sure that every tenet of every applicable Regulations and Rule is being scrupulously adhered to. Any deviation from the strictest interpretation of these Rules will mean immediate dismissal without severance pay.

Please bring to my attention (and/or to the attention of our two Co-Chief Engineers, Messrs. Mort Brewer and Harry Burbidge) any situation which you feel may involve a possible Rule infraction. We want to protect your own operators' licenses as well as our station license.

Thank you for your continued help and cooperation.

(Signature)
Keith Trantow
General Manager
K-ADS RADIO

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C. 20554

FCC 67-98
93948

January 18, 1967

ADDRESS ALL COMMUNICATIONS
TO THE SECRETARY

IN REPLY REFER TO:

8310-I
C12-495

McLendon Pacific Corporation
Radio Station KADS(FM)
2008 Jackson Street
Dallas, Texas 75201

Gentlemen:

This is in response to your letter of December 10, 1966, requesting waiver of Section 317(a) of the Communications Act of 1934, as amended, and Section 73.289 of the Commission's Rules.

You point out that on July 1, 1966, the Commission granted you authority for one year to broadcast programs consisting entirely of classified advertising, except for public service announcements. You state that in order to make a true test of this use of a broadcast facility advertisers should be afforded an opportunity to advertise in the same manner as in classified advertising appearing in newspapers, and that "it is essential in this connection that a degree of anonymity be made available to some users of classified advertising, as in newspapers, in order to avoid abuse of advertisers when their names are mentioned." In some cases, you state, the name would be specified but in others only a telephone number or a post office box would be broadcast. You state that in all cases a list will be maintained showing the name, address and (where available) the telephone number of each advertiser and that this list will be attached to the log for each day's operation and be made available to members of the public who have a legitimate interest in obtaining this information.

We have considered your request and conclude that the public interest, convenience and necessity would be served by a waiver of the sponsorship identification requirements with respect to advertisements sponsored by individuals but not in the case of advertisements sponsored by corporations. As you state, the principal reason for waiver of identification requirements is "to avoid abuse of advertisers when their names are mentioned," a consequence which generally need be of concern only when the advertiser is an individual.

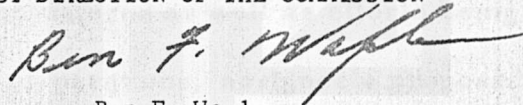
- 2 -

McLendon Pacific Corporation

Accordingly, pursuant to Section 317(d) of the Communications Act of 1934, as amended, your request for waiver of Section 317(a) of the Act and Section 73.289 of the Commission's Rules is granted with respect to the broadcast on KADS(FM) of classified advertisements sponsored by individuals, but not with respect to advertisements sponsored by corporations.

Such waiver is granted only upon the basis of your representations to the Commission regarding precautionary measures and is limited to the specific factual circumstances recited by you. The waiver granted herein is for the remainder of the period authorized by the Commission for a test of this type of programming, but may be rescinded earlier if subsequent developments indicate that its continuance is not in the public interest.

BY DIRECTION OF THE COMMISSION



Ben F. Waple
Secretary

cc: Cohn & Marks

FIRST ROUGH DRAFT

November 1st, 1966

Dear Mr. Waple:

On July 1, 1966, the Commission granted the application for the assignment of license of KGLA from E. Edward Jacobson to the McLendon Corporation (DALH-86).

The Commission, noting assignee's proposed all-classified advertising program format for KGLA, granted the assignment for an experimental period of one year and, in so doing, also indicated that it wished to follow closely the development of the novel new radio operation.

This letter is designed as a progress report to acquaint the Commission with some of the problems so far encountered as well as efforts being made to solve them, the scope of pre-debut preparations, assignee's proposed first rate card, along with its various discounts, provisions and limitations, the composition of assignee's staff, the planned categorization of its classified advertisements and other matters of interest preliminary to the beginning of the new KADS (Kay-Ads) Classified Advertising format which start is now scheduled for 5:00 PM Friday, November 4, 1966 with a scheduled sign-off that evening at 11:00 PM. Broadcast operations of KADS will resume Saturday morning, November 5, 1966, at 6:00 AM, continuing through 1. midnight and thereafter a daily schedule of all-classified advertising from 6:00 AM - 10:00 PM is planned although it is hoped that 24-hour all-classified operation can be achieved in the future.

more - more - more

In its Public Notice of July 1, 1966, the Commission remarked that "the facilities will be used during the trial period exclusively for the broadcast of 'classified ads' and public service announcements as proposed by the assignee." Assignee desires to point out its reference in the application for transfer to the fact that a use of a chime might be necessary to separate one classified advertisement from another, similar to the divider lines of a newspaper, and that experimentation in early "dry-runs" indicate the possibility that two such chimes, or tones, or even a very brief musical "stab" or "divider" (three to five seconds at maximum), or other abbreviated sound-effects, may be necessary to achieve both desirable separation and listenability. Reference to this possibility is made concurrently with assignee's assurance to Commission that such separators or bridges between classified advertisements will be purely that and nothing more and certainly not of such length as to dilute the classified ad format or in any manner convert the station's sound to one of a musical format or, in fact, to any other than the all-classified advertising format which was and is proposed. The mere use of a bridge between a commercial announcement by Audio Center, advertising its stereophonic units to the public, and a commercial announcement by Western Airlines, advertising an economy tour by air, does not change the nature of "the format". Similarly, in closing one category and beginning another, for instance in closing such division "Help Wanted-Male" and then proceeding into "Automobile" classified announcements, or in closing "Lost and Found" and beginning "Miscellaneous For Sale", licensee plans to have a brief recorded close for the former and an equally brief recorded introduction for the latter, and beginning, category.

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Licensee also wishes to call attention to the fact that, like newspaper classified sections, it plans to carry its own "promotional" copy. Just as the newspaper prints its own classified section masthead with promotional lines, and its own "Classified Advertising Index" so will licensee at intervals carry its own program schedule delineating the times of broadcast for various classifications. Licensee, also like all of the better classified sections it has studied intensively, plans to carry periodic promotional announcements as to results achieved in one or another category, such as, for example, "General Real Estate Offerings", and "Business Opportunities" or "Merchandise for Sale." Such non-commercial promotional space consumed approximately 7.74% of lineage within the classified section of the Los Angeles Times of Sunday, October 23, 1966, and 15.9% in the Los Angeles Herald-Examiner of the same date. Occasionally, KADS plans to broadcast a contest or other promotion strictly related to Want-Ads in the same general vein as the prize the Los Angeles Times recently offered to the person or firm becoming its four millionth classified ad user.

We should also make note of the fact that, to achieve variance, ~~max~~ listenability, and emphasis in its classified advertising, KADS plans to encourage the use of so-called "production" classified ads: those employing two, three or more voices, those done with musical backgrounds, with sound effects, with dramatic approach, classified commercials in song, interview-type commercials, testimonial classifieds, classified announcements done by celebrities, children, public figures, etc., as well as the classified announcements which will be done by our own announcers or by the advertiser in his or her own voice. Again, we emphasize

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that such produced classified announcements are in no way a variance from assignee's stated program proposal and can be most readily compared to the newspapers' ~~XXXXX~~ frequent use of illustrations in classified ads, as well as the printed media's use of varying degrees of larger and smaller type in various classified ads. KADS attempts to make its individual classified advertisements more listenable and thus more effective and in no way does violence to the definition of a "classified advertisement" set forth by Arthur Mochel in his authoritative "A Handbook of Classified Advertising" published by ANCAM, the official newspaper classified trade organization. Mr. Mochel points out that "the term 'classified' refers to the fact that ads similar in content when published are placed classified under specific headings or classifications. The classifications serve as a convenient guide to the reader so that he can find all ads of a particular kind in one place." Frank Lester, the President of ANCAM (The Association of Newspaper Classified Advertising Managers) defines classified as "advertising classified in category for the ease of the person seeking a particular article or service."

While agreeing with both Mr. Mochel's and Mr. Lester's definitions, the assignee's own definition and the one which KADS will seek to follow is as follows: "A classified advertisement is any offer of a product or service, which, although equally acceptable as an advertisement in display advertising sections of any medium carrying such a section, has been placed by the advertisers' desire and/or need within categorized divisions of an all-advertising area of the medium devoid of editorial or entertainment surrounding."

The knottiest problem which the assignee has yet confronted is the so-called "call-in, interview ad" which KADS now refers to as the "interview ad."

McLendon has spent many months preparing for the opening of its facility as an all-classified advertising station, increasing the intensity of the KADS signal (through the installation of vertical polarization), improving its equipment, enlarging its staff, seeking experienced personnel, researching the history, theory and practice of classified advertising, and engaging in further detailed research looking toward the maximum effective adaptation to radio of the voluminous principles of classified advertising which date in their formulation at least as early as those earliest classified advertisements found in the Papyri of Egypt of the IVth dynasty (early classified advertising appeared in this country during its colonial period, in 1771 in the Boston Transcript, offering land for sale).

On Monday, October 24, 1966, at 6:00 AM, McLendon had completed the final days of conferences between station and corporate officials, and at that hour began a final, preliminary on-the-air survey of listeners needs and desires--a round-the-clock, 24-hour live, call-in interview program--looking toward the assemblage of further ideas on broadcast presentation of classified ads in the maximum public interest as well as responding to the opportunity presented by the Commission in its Public Order of July 1, 1966, in which it said: "...the Commission is disposed to afford a suitable opportunity for the licensee to demonstrate that a 'classified-ad' format has capacity to render a useful service and for the public to appraise its desirability and register its reactions." ~~XXXXXX~~ In line with the Commission's words, KADS' on-the-air live telephone interview survey of the Los Angeles community concludes on November 4, 1966, after 268 hours of continuous on-the-air interviewing, by far the longest

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and most comprehensive such examination of public reaction ever attempted. Sample questions directed to listeners are attached as Exhibit A, and a digest of their answers is available both through those notes kept by KADS officials who monitored the broadcasts and, as well, through the actual off-the-radio monitors continuously made by KADS officials. The public's responses, ideas and suggestions have been given careful study.

In the process of this extraordinarily long on-the-air research period--again, one which we believe to be by far the longest in radio or television history--assignee discovered from its notes and tapes, as well as live monitoring, that its on-the-air, interview-type survey of area listeners who called KADS (and were invited to broadcast free classified ads and contacted upon their delivery and other aspects of same) was not only highly listenable but many times productive of real results from the free advertisements which call-in listeners were invited to offer on the air. As important, KADS was made aware of the listenability of the advertisement delivered by the listener, as the middle of an interview, as opposed to the _____ announcer-presented version of the same ad, bereft of the advertiser's own voice. As a result of this long, on-the-air survey, KADS has determined, in studying, to carry many of its classified ads in the actual voice of the listener and/or advertiser in the form of call-ins to the station and the delivery of same by the listener/advertiser in his or her own voice.

Assignee submits that, just as musical bridges between classified ads, or closes and intors to various segments of its classified ad format do not represent a change in format but rather an attempt for listenability, so the "interview" type classified advertisement is entirely in keeping with the proposed classified-ad

format and merely an attempt to add variety and flavor to the continuing classified advertisements. This interview-type of classified advertisement is a sacrifice to the station in revenue, since an "interview ad" cannot be delivered in the time allotted to either a normal, pre-recorded or live classified ad delivered by a professional announcer. Even, though the listener in advance, and as instructed, writes out his ad recording to time and wordage limitations, the call-in or interview-type ad, inevitably, in our long test, should and does result in the addition of 30 seconds to 1-minute of extraneous comment: "hello...how are you?..."how is the weather where you are?..."... now, what is your help-wanted advertisement, please?... thank you, call KADS again...goodbye." These are given only as examples of the general type of extraneous remarks by both announcer and advertiser which are, and must be, inevitable in such types of phone-in advertisements. Yet it is these very humanizing remarks in the frequent call-in classifieds that offer variety and change-of-pace--a listenability which produces a larger and more attentive listening audience and thus more results for the callers' ads and, consequently, deliver a greater public service. Such call-in advertisements are no effort to convert the classified ad format to that of a late-night call-in discussion show between caller and announcer. They are but another method of presenting the classified ad more effectively and entertainingly on radio.

Such call-in ads pose a problem in safeguards which we are currently attempting to solve. Among the helpful suggestions offered in a conference with Commission officials on Friday, October 28, 1966, was that of an approximate 30-minute delay between the recording of call-in classified and its actual broadcast, during which

period a return telephone call could be made to ascertain the telephone number represented by the caller, a check on the wordage of the actual ad, etc. Other safeguarding measures to avoid hoaxes and other abuses by ~~irresponsible~~ irresponsible parties are being studied and will be instituted as they are perfected and/or necessary, although it seems inevitable to us that, both in this and other phases of the new format, mistakes will be made despite all of our efforts, just as mistakes are still made by the most cautious of today's metropolitan classified advertising departments.

Again, with reference to the call-in, interview-type classified ads, as a safeguard for the public against pranksters, unfortunate language and other possible abuses, KADS has set up the equipment necessary to accomplish a 7-second delay on all telephone calls which we have received during our long, on-the-air survey of listener tastes and desires. In view of the planned thirty-minute delay, the problem about to be recited will not offer itself except ~~in~~ on those occasions where the time factor for airing a classified ad is particularly ~~xxx~~ critical, e.g., the hospital which urgently needs a special type of technician, unusual types of lost and found ads, etc. Since a beeper tone of the telephone line is often distracting and an annoyance to both parties to a telephone conversation, a legal problem arises as to whether such incoming calls which are put directly on the air with only a 7-second delay require the addition of a beeper tone on the telephone call itself, since tape recording is necessary for the very achievement of the 7-second delay even though the recording of the telephone call is always, shortly ~~xx~~ thereafter, automatically erased by the continuously-moving tape which is a part of the 7-second delay equipment. An additional sticky problem which we have encountered is whether (disre-

garding the 7-second recording problem noted above) we are obligated to put a beeper on all interview-ads simply because the station maintains a 24-hour recorded monitor of its programs for logging purposes only, a monitor kept for entirely different purposes than the recording of any telephone calls per se.

Two of radio's basic utilities as a classified advertising service are its greater immediacy and the warmth and emphasis of the human voice. Since no classified advertising deadline among either of the two major Los Angeles daily newspapers is less than thirteen hours in advance of publication of the issue, as far as we have been able to determine, and since this is a delay from a weekday acceptance deadline of 11 a.m. to first publication of the ad at 12 midnight, with major readership not beginning until the next morning, almost a full day after insertion, one is again impressed by the possibilities of service to the public from radio's advantages of immediacy. Many other editions of the two major ~~Los~~ Los Angeles dailies call for even longer deadline delays. Only time will tell to what extent and in what quantity there may be a public need and desire for far greater immediacy in certain types of classified advertising--since up to now the point has been moot ~~has~~ because greater immediacy has been unachievable in printed practice. Who is yet to say that there may not be an entirely new and undiscovered area of classified advertising merely awaiting a medium able to serve the public three, five, seven, or eleven or more hours faster? Above all, however, assignee, as the pioneer in this new field, feels the responsibility to those who will follow to run whatever reasonable risks in experimentation that are necessary to establish practicable ways in which radio may still protect the public and yet avoid an abdication of the inherent service advantages of its immediacy. So to give away our

chance to bring an entirely new time dimension to the classified advertising user in the interest of mere timidity alone--in the fear of an occasional early and inadvertent error inevitable in any unique and experimental business effort--would be tragic. To say that one should not attempt ever to make a take-off in a new and experimental airplane, which holds the promise that it may afford valuable new consumer utilities, unless and until all possible risk or chances of error have been probably eliminated in advance, is merely to say that no such experimental craft should ever fly.

The problem of actual categorization of the classified announcements has been a subject of many hours of discussion over many days. It has finally been decided to employ those general categories of classified advertisements employed on a daily basis by the Washington Evening Star and the Washington Post, along with, of course, an appropriate number of classified sub-divisions under said major categorizations. In addition, we will include classifications titled "Merchandise for Sale" and "Classified Announcements", which latter category will include such classifications as Do-It-Yourself, Personals, Beauty Suggestions, General Announcements, Health Aids, Shopping, Sanitariums and Hospitals, Stamps and Coins, Swaps, Air Transportation, Auto Transportation, Training Schools, Professional Services, Patents and Inventions, Obituaries, Home Service, Alteration and Repair, Remodeling--Room Additions, and Paving, among others to be added by classification.

Eventually, KADS hopes to discover those categories of classified advertising in which radio can provide either a unique service which newspapers and other classified media cannot provide, or in which categories radio can provide a superior service to that of other media, and to emphasize those categories.

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While KADS in its ~~EX~~ planning is following those general classified divisions listed in the aforementioned Washington Post and Washington Evening Star, KADS will at the outset of its broadcasting, and for the sake of brevity in airing its program schedules or classified "indexes", combine the approximate 65 major categorizations of the Post and Evening Star into the following major classifications, subdividing under these:

- Help Wanted - Male (General)
- Help Wanted - ~~Male~~ Male (Sales and Executive)
- Help Wanted - Female (Domestic and General)
- Classified Announcements
- Jobs Wanted (General)
- Business Opportunities
- Apartments for Rent (Furnished and Unfurnished)
- Houses for Rent
- Houses for Sale
- Merchandise for Sale
- Automobiles (Used)
- Automobiles (New)
- Motorcycles and Scooters (New and Used)
- Sports and Economy Cars
- Imported Cars

Other categories will be added, or the existing categories rearranged or renamed, as early experimentation may dictate a necessity for so ~~XXXX~~ doing.

In order to remain abreast of listener reaction and receive latest suggestions from the ~~EX~~ public, KADS has for the time being set aside the period from 3:00-3:15 PM daily for a repeat of its Program Schedule and any changes in same plus on-the-air, call-in discussions with our listeners of those criticisms, ~~xxx~~ results, advice, etc. Such program is intended in the inception of KADS to furnish us with a continuing and highly current survey of public needs, tastes and desires in the Los Angeles area.

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One of the most difficult areas to analyze has been the so-called "Personal" category. While KADS proposes to carry "Personal classified advertisements, we intend to supervise with particularity those announcements which may be of questionable good taste and propriety. Where "social clubs" and "introduction" organizations and "date clubs" and other such groups, for example only, should not be proscribed from the privilege of public advertisement upon grounds of mere caution or suspicion, advertisements from such sources deserve the most careful scrutiny before any acceptance in the classified section of any media.

Relative to the assignee's pre-broadcast preparations, a broadcast classified-advertising instructional manual of more than two hundred pages has already been compiled and additions are continuing. Various executives of the corporate home staff, including President Gordon B. McLendon; Donald C. Keyes, Director of National Programming; Mitchell I. Lewis, Director of Advertising and Promotion and Andre Dunstetter, Administrative Assistant, have spent long periods of study and conference in Los Angeles preparing for the new format. The entire station staff has been involved in a continuing survey of public needs, tastes and desires related to broadcast classified advertisements since October 24, 1966, with free ~~XXXXXX~~ announcements for listeners and no revenue whatsoever.

As part of the station's initial public service effort, KADS beginning on October 26, 1966, inaugurated an unusual public service campaign designed further to acquaint its listeners with the candidates and issues in the three major California political races--Governor, Lieutenant-Governor and Attorney-General. KADS is now broadcasting free of charge, and with equal time devoted to all candidates who wish same, political announcements for each competing candidate in the three above-enumerated races.

KADS management has been instructed to keep a record not only of all continuity and announcements accepted for broadcast but also of any such continuity rejected by KADS.

The proposed inaugural program schedule of KADS is attached as Exhibit B, although it is possible that some minor changes will have to be effected before the all-classified format begins, and it seems certain that for some time to come other changes will be dictated as we gain even further experience from actual broadcast operations. Similar revisions can be expected in the station's rate card, (attached as Exhibit C) ~~and~~ standards of practice and, in fact, in almost all areas of the operation. Initial collections of revenue, at least in that phase of our programming we have termed "interview ads", are apt to produce a higher percentage of non-collectible accounts and we are attempting to find ways and means to solve this problem.

Further reports to you will follow.

Very truly yours,

Gordon B. McLendon

Copy Distribution:

B.R. McLendon
Gordon McLendon
Dorothy Manning
Don Keyes
Mitch Lewis
Bill Stewart
Andre Dunstetter
ALL McLendon Managers
Marcus Cohn
Sol Taishoff, B/T in Washington
Broadcasting's L.A. Office

NOTE: This is a "first rough draft" only! Copies as distributed are to be considered "information" and "work sheet" copies ONLY. This "first rough draft" will be subject to revisions, corrections and refinements before it will be sent in its final form to the FCC.
(This draft has not been proof-read)

FIRST ROUGH DRAFT ONLY

THE THEORY OF CLASSIFIED ADVERTISING

=====

Classified advertising is, literally, all advertising arranged by classification. The very title of a program format marked "Classified Ads" indicates that there is another program format which does not have "Classified Ads" and, indeed, non-classified ads.

As respects newspaper advertising, there have historically been, for all practical purposes, two different newspapers: the display advertising newspaper and the classified advertising newspaper. They are usually folded together, or delivered together yet in no way avoids the truth that they are two very different newspapers for the advertisers. In the first, the editorial section, he can carry his advertisement in most pages surrounded by the entertainment or information of editorial or other matter; in the classified newspaper he has no such surroundings and has chosen this paper solely because of its point-of-sale and categorization advantage--the special utility of being grouped with those offering similar goods or services under a classification where the offering of the advertiser would seem likely to meet its competitors' prospect head on, eye-on, then and there.

In the display advertising newspaper, no such direct classified "consumer shopping convenience" exists. In the display newspaper, the display advertisements support the main commodity, the publication of the editorial and other matter. In the Classified Advertising newspaper, on the contrary, the only commodity is the advertiser, and his advertisement.

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Examples of Questions Used in NADS On-The-Air Survey of

In the former, advertising is a financial support and a method of financial support for the product: editorial matter.

In the latter, advertising by classification is the product. It creates its readership not by its editorial matter, nor by its advertisements, but by the convenience of reference of classification.

Gordon McLendon

Exhibit "A"

Examples of Questions Used in KADS On-The-Air Survey of
Listener Needs, Tastes and Desires

- 1.) What type of radio are you listening to? AM-FM _____ Console _____
Portable _____ Transistor _____ Car Radio _____
- 2.) Is our signal in your area good? Yes _____ No _____ What area do you
live in? _____
- 3.) Do you think classified advertising on radio will provide a service of any
use to you? Yes _____ No _____
- 4.) Approximately how much time do you think you might spend listening to KADS
which broadcasts nothing but classified advertising? _____
- 5.) Do you consult the classified sections of the newspapers frequently? _____
Infrequently? _____ How often? _____ For what
products or services? _____
- 6.) Have you ever advertised in the newspaper classified? _____
Do you recall how much you paid? _____ Did you get results? _____
What do you think would be a fair price for a sixty second classified ad on
KADS? _____
- 7.) It is possible that without payment in advance KADS will have problems in
collecting for ads that are run. Do you have any suggestions as to what
procedures we might set up? _____
- 8.) Would you be interested in charging your ads to one of your credit cards?
What cards would you like to be able to use to charge a classified ad on
KADS? _____
Can you think of any other method of charging your ads that you might like
to use? _____
- 9.) Can you think of any areas of advertising that the classified newspaper section
any other classified media is leaving uncovered that you would like to hear on
KADS? _____
- 10.) If you owned this station how would you let the people of Los Angeles know
about its new service? _____
How would you promote the public interest in all want-ads radio? _____
- 11.) If you were advertising a product -- or say, looking for a lost dog, would you
prefer to have the announcement in your own voice or would you rather that a
trained professional announcer make your announcement for you?

(cont'd)

- 12.) Which do you think would be more effective for a product or service that you are considering offering to the public -- a printed classified ad or an advertisement broadcast on KADS? _____
Why? _____
- 13.) What public service announcements or programs similar, for example, to announcements for the Red Cross or the United Fund, would you like to hear on KADS? _____
- 14.) How much do you believe, would an announcement reaching even more people in the Los Angeles area be worth? _____
- 15.) Realizing that a classified ad on radio lacks one advantage of a printed classified ad--its printed permanency of record--how many times a day do you think that the radio classified ad should be repeated every day to serve you best? _____
- 16.) Would you prefer to have your advertisement produced over the radio in your own voice? _____ Why? _____
- 17.) Do you believe that trained professional announcers, such as you hear over KADS and other Los Angeles radio stations, lack the warmth that can be injected by the actual advertiser in his own voice? _____
- 18.) Have you ever directly bought anything that you have seen advertised in the classified section of your daily newspaper? _____ A car? _____
A House? _____ Cigars? _____ A Lawnmower? _____
An Airline Trip? _____ A TV set? _____ Foreign Beer? _____
A Piano? _____ Whatever? _____

NOTE:

~~ROUGH DRAFT ONLY~~

Rough Draft Only!

Revisions, corrections, refinements, suggestions should be forthcoming.

EXHIBIT "C" (front)

TIME CLASSIFICATIONS

AA TIME

6 -10 AM Daily - Monday thru Saturday
3 - 6 PM Daily - Monday thru Saturday

A TIME

10 AM- 3 PM Daily - Monday thru Saturday
6 -10 PM Daily - Monday thru Saturday
6 AM-10 PM Sunday

FREQUENCY DISCOUNTS

13 Week Contract....2½% 39 Week Contract....7½%
26 Week Contract....5% 52 Week Contract....10%

1 Month Contract.....6 Spots Per Day, 5 Days Per Week
5% Discount

PACKAGE PLAN #1

6 Spots Per Day
5 Day Minimum Run

\$.50 Off Rate Card
Per Spot

PACKAGE PLAN #2

10 Spots Per Day
10 Seconds In Length
7 Day Run Minimum
(Ros)

\$ 2.00 Per Spot
\$140.00 Per Week

TIME ORDER #

KADS-FM

Bill To: _____ Date: _____

Salesman

Account _____ Bank Ref: _____

Auth. By _____ Branch _____

Start Date _____ End Date _____

Length Of Spot _____ AA Rate ☐ A Rate ☐

Package Plan # _____

SCHEDULE

Mon. _____

Tues. _____

Wed. _____

Thurs. _____

Fri. _____

Sat. _____

Sun. _____

Cost Per Spot _____ Cost Per Day _____ Cost Per Month _____

Total _____

Less Disc. _____

Approved: Advertiser

Approved: Station KADS

Copy Instructions: (30 Letters + Spaces To A Line Of Copy)
6 Lines = 10 Second Spot

CONTINUITY ACCEPTANCE RIGHTS RESERVED
BY K-ADS - FM

EXHIBIT "C" (back)

RATE CARD NUMBER ONE—October 15, 1966 ..

No. of Times	Length of Spot	AA	A
1	36 Lines 60 S	12.00	10.00
1	18 Lines 30 S	10.00	8.00
1	12 Lines 20 S	8.00	7.00
1	6 Lines 10 S	5.00	4.00
5	36 Lines 60 S	11.00	9.00
5	18 Lines 30 S	9.00	7.00
5	12 Lines 20 S	7.00	6.00
5	6 Lines 10 S	4.00	3.00
7	36 Lines 60 S	10.00	8.00
7	18 Lines 30 S	8.00	6.50
7	12 Lines 20 S	6.00	5.00
7	6 Lines 10 S	3.00	2.50
Weekend			
2	36 Lines 60 S	11.50	9.50
2	18 Lines 30 S	9.50	7.50
2	12 Lines 20 S	7.50	6.00
2	6 Lines 10 S	4.00	3.00

parts & storage bins. Zidell Ex-
Inc. Don Davies, 3-2701, Tac
PORTED ELEC. Sauna Heaters.
Importers prices. GL
forces sale of furniture, fur-
cloth. EM 3-1371; 743-1217.
ELECTRIC CHECK PRO-
AT, \$50 or best offer.

WATER HEATERS
52-Gal glasslined water heaters.
WARRANTY \$89.50 installed.
SERVICE CO., AT
SAVE \$35 on RR damaged washers,
dryers, ranges, freezers, refs. Also
used washers, dryers, rgs, frzrs.
freezers, from \$25 up. Mel's Appli-
ance, 1222 S. Main St., Los Angeles 12.
Gas Dryers, commercial laundry

OPEN Mon. & Fri. ill
★ ★ ★
LEASE YOUR FUR
FOR AS LOW
\$4/WEEK
Large selection in
IMMEDIATE DELV

KIDS
ONE — Philco automatic washer,
slightly used, \$90.00. Karet,
0900.
Refrigerator rentals
\$5 PER MO. up & purchase plan.
C&C Elec. Range,
used, at \$50. Search Store
N. Main St., LI 2-2922.
S. Unit Freezers \$100
\$252.50. 200
middle, Auto liner, 3 burners, dib.

RENT TOOLS TO FIX
FRIGIDAIRE or GE WASHERS
OUT prices of 1966 RCA
cool, Frig. dairs appliances, at
7700. LA 4-2900

SUNDAY—2
825—N.W. !

polisher \$14.95
5th AVE. New York
ranges, washers, \$5
plies on new purchs.
Rentals. 1-1111
rs, ranges, dryers &
up. Frank Hawkins
& Denny. N.
SE washer - dryer
space saving, economi-
-6200.
st. refrigerator, \$60.
Hotpoint range, \$35.
HOUSE automatic washer,
cond. \$35.
range, burner,
dish-
ER, \$75
\$5 mo.
fully
\$49
Dining Table & 6 cha

Range, retil, chrome
set, wooden table & c
try Kitchen, rockers,
ANTIQUES, silver, co
Carnival, pitcher-bowl
good table, hundreds
Kingsize Box Springs
Reg. \$299; reduced
bed, box spring
same, never used cos
\$50. me. 7.
REFINISHING in tun
WE strip it clean.
By the "BIX Process"
FURNITURE
1510-6111 VE.
NEWLY upholstered Da
& up. Platform Rocke
up. Good values.
DINING ROOM table
leaves, \$20. Platform
stool, \$15.
COMPLETE household
nature, rugs, applian
miscellaneous.
LEAVING city, selli
miscellaneous, stove.
—New High Bach Ju
Save \$30 — RS
Dining Table & 6 cha
SOLID maple table and
chairs, \$100. AL
Blonde dining set
chest, \$145.
Dining table, 2 chairs
3551. Kent.
Cherrywood bdrm. set,
cond. \$175. SU
ound oak din'g sets, f
ues. 4232 Rucker, Eve
yrstf. chr. Crsly. TV.
se belge davenport.
A 9-2399.
mons Hide-a-Bed an
V. \$199. 27. 26.
tle set with 4 mo
KCASE bed, box
nearly new. \$45
furniture, like ne
eparately. 774-158
immons daveno,
n piano, \$90. PA
n set & buffet, \$
& lg. chair, \$50.
ho stand, size. \$3
FREE TABLE. \$35.
PING stand, \$10. E
hind oak table, \$35
ng. end table, \$15.
sol. bed & matt. \$14

RADIO STATION K-ADS, 5670 Wilshire Blvd., Suite 940
The McLendon Pacific Corp.
Los Angeles, California 90036
Phone 937-1035

Facilities: ERP 13,000 W; 103.5 MC

DOMESTIC SERVICE
Check the class of service desired; otherwise this message will be sent as a fast telegram

TELEGRAM	
DAY LETTER	
NIGHT LETTER	

WESTERN UNION TELEGRAM

1211 (4-55)

W. P. MARSHALL, PRESIDENT

INTERNATIONAL SERVICE
Check the class of service desired; otherwise the message will be sent at the full rate

FULL RATE	
LETTER TELEGRAM	
SHORE-SHIP	

NO. WDS.-CL. OF SVC.	PD. OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED
257 NL	PD 12	EXTRA	LOSA	WK OCT 24 940P

Send the following message, subject to the terms on back hereof, which are hereby agreed to

CVPDT

BEN WAPLE FEDERAL COMMUNICATIONS COMMISSION
WASHDC

THE PURPOSE OF THIS TELEGRAM IS TO REPORT, PERSUANT TO THE SPIRIT OF THE COMMISSIONS GRANT OF OUR APPLICATION TO ACQUIRE KGLA WHICH NOW CARRIES THE CALL LETTERS KADS, THE PROGRAMMING OF THE STATION DURING THE FIRST DAY OF ITS OPERATION WITH THE NEW FORMULA AND THE PROGRAMMING WHICH WE ANTICIPATE WILL BE CARRIED FOR THE BALANCE OF THIS WEEK. BECAUSE OF THE NOVELTY OF THE PROGRAMING AND THE PROBLEMS INHERENT IN EFFECTUATING THIS KIND OF PROGRAMING WE DECIDED AT THE LAST MOMENT TO CONDUCT A TALKATHON WITH OUR AUDIENCE IN ORDER TO EXPLORE IN STILL FURTHER DEPTH THE MANNER BY WHICH A PROPOSED ALL WANT AD PROGRAMING CAN BEST SERVE THE NEEDS TASTES AND DESIRE OF OUR AUDIENCE. SUCH PROGRAMING BEGUN THIS MORNING AT 6AM AND CONTINUED THROUGHOUT THE DAY. THERE WERE NUMEROUS TELEPHONE CONVERSATIONS WHICH WE HAD WITH OUR VAST LISTENING AUDIENCE AND DURING THE COURSE OF THESE CONVERSATIONS A LARGE NUMBER OF VERY VALUABLE SUGGESTIONS AND IDEAS WERE GIVEN TO US. WE FIRMLY BELIEVE THAT CONTINUATION OF THIS EXPLORATION WITH DIRECT CONTACT WITH OUR AUDIENCE WILL BETTER ENABLE US TO FULLFILL THE FUNCTION OF THE CONCEPT OF THE STATION AND, AT THE SAME TIME, WILL CONCRETELY COMPLY WITH THE SPIRIT OF THE COMMISSION CONSENT WHEN IT GRANTED OUR APPLICATION. SOMETIME LATER THIS WEEK WE WILL, ONCE AGAIN, GIVE THE COMMISSION A REPORT AS TO THE PROGRESS WHICH WE ARE MAKING AND THE FURTHER CONSENSUS OF WHAT OUR LISTNERS HAVE SAID TO US

GORDON B MCLENDON PRESIDENT THE MCLENDON PACIFIC CORP CALIFORNIA
FEDERAL SAVINGS BUILDING SUITE 940 WILSHIRE BLVD LOS ANGELES CALIF

SEND CFN TO SAME AS SIGNATURE

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL
CHAIRMAN OF THE BOARD

R. W. McFALL
PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

LA277 CTA358 WD362

WW NFB027 DL COLLECT NF WASHINGTON DC 31 64OP EDT=
THE MCLENDON PACIFIC CORP RADIO STATION KGLA SEP 7 AM 8 30
5670 WILSHIRE BLVD LOSANGELES CALIF=

REFERENCE YOUR ATTORNEY'S LETTER JULY 15 1966 CALL SIGN
KGLA CHANGED TO KADS REPEAT KADS EFFECTIVE SEPTEMBER 2
1966 THIS TELEGRAM CONSIDERED PART OF FM STATION
LICENSE UNTIL AN AUTHORIZATION ISSUED INCORPORATING NEW
CALL SIGN=

BEN F WAPLE SECRETARY FEDERAL COMMUNICATIONS
COMMISSION ==

15 1966 2 1966.=.

WU1201 (R2-65)

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL
CHAIRMAN OF THE BOARD

R. W. McFALL
PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

638P PDT AUG 29 66 LC393 CTA365
WF400 WW NFA161 NL COLLECT NF WASHINGTON DC 29
THE MCLENDON PACIFIC CORPORATION
5670 WILSHIRE RADIO STATION K G L A

LOSA

COMMISSION GRANTED APPLICATION BPH-5498 CONSTRUCTION PERMIT
TO INSTALL NEW TRANSMITTER (RCA BTF-10E): INSTALL DUAL POLARIZED
ANTENNA (JAMPRO J3B/3V, 3 HORIZONTAL AND 3 VERTICAL SECTIONS):
INCREASE TPO TO 9.5KW, OPERATE WITH VERTICAL AND HORIZONTAL
ERP OF 12.5KW. COMMISSION TO BE NOTIFIED IN WRITING WHEN MAIN
CHANNEL SUBSCRIPTION BACKGROUND MUSIC SERVICE IS TERMINATED
ACCORDANCE FCC 65-266, AS EXTENDED.

BEN F WAPLE, SECRETARY FEDERAL COMMUNICATIONS COMMISSION

BRH-5498 RCA BTF-10E JAMPRO J3B/3V 3 3 9.5KW ERP 12.5KW FCC
65-266 (55).

WU1201 (R2-65)

"FCC" 3

THE McLENDON PACIFIC CORPORATION

2 0 0 8 J A C K S O N S T R E E T

D A L L A S , T E X A S

Mr. Ben F. Waple, Secretary
Federal Communications Commission
Washington, D.C. 20554

August 12th, 1966

Dear Mr. Waple:

On July 1st, 1966, the Commission granted the application for the assignment of license of KGLA from E. Edward Jacobson to the McLendon Pacific Corporation (BALH-856). That application was granted on certain conditions which related to the unique character of the programming (all want ads) that the McLendon Pacific Corporation proposed in its application.

The purpose of this letter is, first of all, to advise the Commission that the transaction contemplated by the application was consummated on August 9th, 1966 and the McLendon Pacific Corporation, as of that date, became the licensee of the station.

The second purpose of this letter is to advise the Commission that it will be several weeks before we actually begin the programming as set forth in the application. I am sure the Commission will appreciate the fact that in order to effectuate that kind of programming, there are a great number of innovations to be made, unique procedures to be adopted and highly specialized persons to be employed. In our judgment, it would be unfortunate to begin this kind of programming unless we were perfectly satisfied that we had pooled together and had available to us all the essential ingredients to make it successful.

For the time being, we will continue the same programming that KGLA was broadcasting under the prior owner. We anticipate that we will be able to make the shift over to "all want ads" on October 1st, 1966.

We will, of course, continue to keep the Commission advised of the progress which we make and, more specifically, advise the Commission when we begin the new program format.

Yours very truly,

THE McLENDON PACIFIC CORPORATION

By: _____
Gordon B. McLendon, President

GBM:us

MARCUS COHN
PAUL DOBIN
STANLEY S. NEUSTADT
STANLEY B. COHEN
ROY F. PERKINS, JR.
MARTIN J. GAYNES
JOEL H. LEVY
ROBERT B. JACOBI

LAW OFFICES
COHN AND MARKS
CAFRTZ BUILDING
WASHINGTON, D. C. 20006

TELEPHONE
STERLING 3-5880
CABLE ADDRESS
COMAR-WASHINGTON, D. C.

July 19, 1966

Mr. Gordon B. McLendon
The McLendon Corporation
2008 Jackson Street
Dallas, Texas

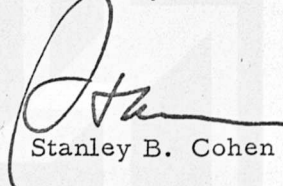
Dear Gordon

The application of KGLA to change its call letters to KADS was filed with the Commission on July 15, 1966, and your stamped file copy is enclosed.

The filing fee was changed from \$20.00 to \$30.00 and we included our own check in the correct amount. Your check is returned herewith.

I am also enclosing your file copy of the application of Radio Station WNUS for a remote control authorization.

Sincerely



Stanley B. Cohen

cc: B. R. McLendon

THE *McLendon* STATIONS/MEMORANDUM

To Mr. Marcus Cohn

Date July 13th, 1966

From Ursula Schweitzer

Subject KGLA Call-Letter-Change to
KADS

Dear Marcus:

I am enclosing (in quadruplicate) everything necessary for our application of change of call letters. I thought it best to get it to you in good time to be certain that it is filed with the Commission on the date agreed upon, i. e. July 15th, 1966.

Our letter to the individual stations will be in the mails (certified) on July 15th, also. That ought to do it.

Best regards,

encls.

Ursula

THE McLENDON PACIFIC CORPORATION

2 0 0 8 J A C K S O N S T R E E T

D A L L A S , T E X A S

July 15th, 1966

Mr. Ben F. Waple, Secretary
Federal Communications Commission
Washington, D. C. 20554

Dear Mr. Waple:

This letter is written on behalf of The McLendon Pacific Corporation, proposed assignee of Radio Station KGLA, Los Angeles, California. The application for the assignment of license of this station was granted by the Commission on July 1st, 1966.

The purpose of the letter is to respectfully request that the call letters of Station KGLA be changed to KADS, the change to become effective immediately upon consummation of the assignment of Radio Station KGLA from E. Edward Jacobson to The McLendon Pacific Corporation, pursuant to appropriate Commission approval.

In accordance with Section 1.550(c) of the Commission's Rules, the proposed assignee has caused a letter, a copy of which is attached hereto, to be sent to all stations operating in communities within a 35-mile radius of Los Angeles, California. The letters were mailed to the stations on July 15th, 1966. A list of the stations to which the letter has been sent is attached.

A check for \$20.00 is enclosed to cover the necessary filing fee.

Respectfully submitted

THE McLENDON PACIFIC CORPORATION

By Gordon B. McLendon
(Gordon B. McLendon, President)

encls.

THE McLENDON PACIFIC CORPORATION

2 0 0 8 J A C K S O N S T R E E T

D A L L A S , T E X A S

July 15th, 1966

Gentlemen:

The Federal Communications Commission, on July 1st, 1966, granted the application for The McLendon Pacific Corporation to become the licensee of FM Radio Station KGLA, Los Angeles, California.

The McLendon Pacific Corporation hereby informs you, pursuant to Section 1.550(c) of the Rules of the Federal Communications Commission, that it intends to apply to the Commission for authority to change the call letters of Station KGLA to KADS, the change to become effective immediately upon consummation of the assignment of Station KGLA to The McLendon Pacific Corporation, and that a request for this purpose is being filed with the Federal Communications Commission on July 15th, 1966.

Very truly yours,

THE McLENDON PACIFIC CORPORATION



By

(Gordon B. McLendon, President)

(Certified Mail)

- 1 -
KABC (AM) RADIO
American Broadcasting Co.
3321 S. LaCienega Blvd.
Los Angeles, Calif. 90016

KABC (FM) RADIO
American Broadcasting Co.
3321 S. LaCienega Blvd.
Los Angeles, Calif. 90016

KBBI (FM) RADIO
Biola, Inc.
558 S. Hope Street
Los Angeles, Calif. 90017

KBCA (FM) RADIO
Mt. Wilson FM Broadcasters, Inc.
6333 Wilshire Blvd.
Los Angeles, Calif. 90048

KBIG (AM) RADIO
John Poole Broadcasting Co., Inc.
6540 Sunset Boulevard
Los Angeles, Calif. 90028

KBIG (FM) RADIO
John Poole Broadcasting Co., Inc.
6540 Sunset Blvd.
Los Angeles, Calif. 90028

KMBS (FM) RADIO
Planned Music, Inc.
1612 Victory Blvd.
Glendale, Calif. 91201

KCBH (FM) RADIO
Box No. 987
Beverly Hills, Calif. 90213

KFAC (AM) RADIO
Cleveland Broadcasting, Inc.
5773 Wilshire Blvd.
Prudential Square
Los Angeles, Calif. 90036

KFAC (FM) RADIO
Cleveland Broadcasting, Inc.
Prudential Square
Los Angeles, Calif. 90036

KFI (AM) RADIO
Earle C. Anthony, Inc.
141 N. Vermont Avenue
Los Angeles, Calif. 90054

KFMU (FM) RADIO
6296 West Third Street
Los Angeles, Calif. 90036

KFWB (AM) RADIO
Crowell-Collier Broadcasting Corp.
6419 Hollywood Boulevard
Hollywood, Calif. 90028

KGBS (AM) RADIO
Storer Broadcasting Co.
338 S. Western Avenue
Los Angeles, Calif. 90005

KGFJ (AM) RADIO
Tracy Broadcasting Co.
4550 Melrose Avenue
Los Angeles, Calif. 90029

KGLA (FM) RADIO
5670 Wilshire Boulevard
Los Angeles, Calif. 90036

KHJ (AM) RADIO
Don Lee Division of
RKO General, Inc.
5515 Melrose Avenue
Hollywood, Calif. 90038

KHJ (FM) RADIO
Don Lee Division of
RKO General, Inc.
5515 Melrose Avenue
Hollywood, Calif. 90038

KHOF (FM) RADIO
The Maple Chapel, Inc.
Box No. 41108
Los Angeles, Calif. 90014

KLAC (AM) RADIO
Metropolitan Broadcasting Radio
A Division of Metromedia, Inc.
5828 Wilshire Boulevard
Los Angeles, Calif. 90036

KLAC (FM) RADIO

Metropolitan Broadcasting Radio
A Division of Metromedia, Inc.
5828 Wilshire Boulevard
Los Angeles, Calif. 90036

KMPC (AM) RADIO

Golden West Broadcasters
5939 Sunset Boulevard
Los Angeles, Calif. 90028

KNX (AM) RADIO

CBS Radio, a Division of
Columbia Broadcasting System, Inc.
6121 Sunset Boulevard
Los Angeles, Calif. 90028

KNX (FM) RADIO

CBS Radio, a Division of
Columbia Broadcasting System, Inc.
6121 Sunset Boulevard
Los Angeles, Calif. 90028

KPOL (AM) RADIO

Coast Radio Broadcasting Corp.
5700 Sunset Boulevard
Los Angeles, Calif. 90028

KPOL (FM) RADIO

Coast Broadcasting Corp.
5700 Sunset Boulevard
Los Angeles, Calif. 90028

KRHM (FM) RADIO

KRHM Broadcasting Co.
301 So. Kingsley Drive
Los Angeles, Calif. 90005

KRKD (AM) RADIO

I.C.O.F.G.; Inc.
1050 Montecito Drive
Los Angeles, Calif. 90031

KRKD (FM) RADIO

I. C. O. F. G., Inc.
1050 Montecito Drive
Los Angeles, Calif. 90031

KMLA (FM) RADIO

KMLA Broadcasting Corp.
2917 Temple Street
Los Angeles, Calif. 90026

KPFK (FM) RADIO

Pacifica Foundation Stations
5636 Melrose Avenue
Los Angeles, Calif. 90038

KUSC (FM) RADIO

University of Southern California
Los Angeles, Calif. 90007

KXLU (FM) RADIO

Loyola University of Los Angeles
7101 West 8th Street
Los Angeles, Calif. 90045

KALI (AM) RADIO

Tele Broadcasters of California, Inc.
5723 Melrose Avenue
Hollywood, Calif. 90038

KAPP (FM) RADIO

South Bay Broadcasting Co.
2159 Hawthorne Boulevard
Redondo Beach, Calif. 90278

KBLA (AM) RADIO

George E. Cameron, Jr., Communications
131 East Magnolia Boulevard
Burbank, Calif. 91502

KDAY (AM) RADIO

Continental Broadcasting of California, Inc.
1532 Third Street
Santa Monica, Calif. 90401

KDWC (FM) RADIO

West Covina, Calif.

KEZY (AM) RADIO

KEZY Radio Inc.
Disneyland Hotel
Anaheim, Calif. 92802

or:

1258 N. Highland Avenue
Hollywood, Calif. 90038

KEZR (FM) RADIO

KEZY Radio, Inc.
Disneyland Hotel
Anaheim, Calif. 92802

or:

1258 N. Highland Avenue
Hollywood, Calif. 90038

KFOX (AM) RADIO

KFOX, Inc.
220 East Anaheim
Long Beach, Calif. 90813

KFOX (FM) RADIO

KOFX, Inc.
220 East Anaheim
Long Beach, Calif. 90813

KGER (AM) RADIO

John Brown Schools of Calif.
3759 Atlantic Avenue
Long Beach, Calif. 90807

KGIL (AM) RADIO

Buckley Jaeger Broadcasting Corp. of Calif.
14800 Lassen Street
San Fernando, Calif. 91343

KGK (FM) RADIO

9929 Chapman Avenue
Garden Grove, Calif.

KGRB (AM) RADIO

Robert Burdette & Associates, Inc.
751 Echelon Avenue
City of Industry, Calif. 91744

KIEV (AM) RADIO

Southern California Broadcasting Co.
106 N. Glendale Avenue
Glendale, Calif. 91206

KJLH (FM) RADIO

Long Beach, Calif.

KKAR (AM) RADIO

Intrastate Broadcasters, Inc.
1430 E. Phillips Blvd.
Pomona, Calif. 91766

KKOP (FM) RADIO

Southern California Associated Newspapers
2257 Hawthorne Boulevard
Redondo Beach, Calif. 90278

KLFM (FM) RADIO

291 S. LaCienega Blvd.
Beverly Hills, Calif.

KNOB (FM) RADIO

Cerritos Broadcasting Co.
1540 N. Highland Avenue
Long Beach, Calif.

KPPC (FM) RADIO

585 E. Colorado Blvd.
Pasadena, Calif. 91101

KPPC (AM) RADIO

585 E. Colorado Blvd.
Pasadena, Calif. 91101

KRLA (AM) RADIO

Oak Knoll Broadcasting Corp.
1401 South Oak Knoll
Pasadena, Calif. 91109

KSFV (FM) RADIO

San Fernando Broadcasting Co.
4433 Berganio Drive
Encino, Calif.

KSGV (FM) RADIO

San Gabriel Valley Broadcasting Co.
Box 98, 1415 W. Garvey Avenue
West Covina, Calif.

KSRF (FM) RADIO

Pacific Ocean Broadcasting, Inc.
Santa Monica, Calif.

KTYM (AM) RADIO

Trans-American Broadcasting
6803 West Boulevard
Inglewood, Calif. 90302

KTYM (FM) RADIO

Trans-American Broadcasting
6803 West Boulevard
Inglewood, Calif. 90302

KUTE (FM) RADIO

217 W. Broadway
Glendale, Calif.

KVFM (FM) RADIO

Spectra Broadcasting, Inc.
211 S. Brand Blvd.
San Fernando, Calif. 91340

KWIZ (AM) RADIO

Voice of the Orange Empire, Inc., Ltd.
105 East Fifth Street
Santa Ana, Calif. 92701

KWIZ (FM) RADIO

Voice of the Orange Empire, Inc., Ltd.
105 East Fifth Street
Santa Ana, Calif. 92701

KWKW (AM) RADIO

Lotus Theater Corp.
6233 Hollywood Blvd.
Hollywood, Calif. 90028

KWOW (AM) RADIO

Valley Broadcasting Co.
South Mills & Olive
Pomona, Calif. 91766

KYMS (FM) RADIO

1660 East First Street
Santa Ana, Calif.

KLON (FM) RADIO

United School District
1305 East Pacific Coast Highway
Long Beach, Calif. 90806

KEDC (FM) RADIO

San Fernando Valley State College
18111 Nordhoff Avenue
Northridge, Calif. 91324

KPCS (FM) RADIO

Pasadena City Junior College District
1570 East Colorado
Pasadena, Calif. 91106

KCRW (FM) RADIO

Santa Monica Unified School District
1815 Pearl Street
Santa Monica, Calif. 90405

KMAX (FM) RADIO

Sierra Madre Broadcasting Co.
Box No. 324
Sierra Madre, Calif. 91024

KOCM (FM) RADIO

Success Broadcasting Co.
951 West, 16th Street
Newport Beach, Calif. 92663

KASK (AM) RADIO

KASK Radio, Inc.
Box No. 1510
Ontario, Calif. 91762

KASK (FM) RADIO

Kask Radio, Inc.
Box No. 1510
Ontario, Calif. 91762

KUTY (AM) RADIO

Tarlow Associates Stations
Box No. 5
Palmdale, Calif. 93550

KNJO (FM) RADIO

Thousand Oaks Broadcasting Co.
1776 Moorpark Road
Thousand Oaks, Calif. 91360

(cont'd)

KABC - TV
ABC Television Center
4151 Prospect Avenue
Hollywood, Calif. 90027

KCOP - TV
KCOP Television Inc.
915 N. LaBrea Avenue
Hollywood; Calif. 90038

KHJ - TV
RKO General, Inc.
5515 Melrose Avenue
Hollywood, Calif. 90038.

KMEX - TV
Spanish Internat'l Broadcasting Co.
721 N. Bronson
Hollywood, Calif. 90038

KNXT - TV
Columbia Broadcasting System, Inc.
6121 Sunset Boulevard
Los Angeles, Calif. 90028

KPOL - TV
Coast Television Broadcasting Corp.
5700 Sunset Boulevard
Los Angeles, Calif. 90028

KTLA - TV
Golden West Broadcasters
5800 Sunset Boulevard
Hollywood, Calif. 90028

KTTV - TV
Metropolitan Broadcasting Television
Division of Metromedia, Inc.
6746 Sunset Boulevard
Los Angeles, Calif. 90028

KNBC - TV
National Broadcasting Co., Inc.
3000 West Alameda
Burbank, Calif. 91503

KCET - TV
Community TV of Southern California
1313 North Vine Street
Los Angeles, Calif. 90028

KABIL

THE McLENDON PACIFIC CORPORATION

2008 Jackson • Dallas 1, Texas

No 2852

32-1
1110

PAY

DATE July 15, 1966

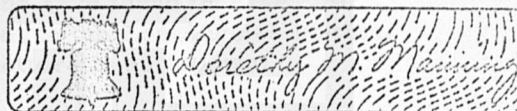
\$ 20.00

EXACTLY \$20 AND 00 CTS
EAS734

TO
THE
ORDER
OF

Federal Communications Commission

THE McLENDON PACIFIC CORPORATION



To FIRST NATIONAL BANK IN DALLAS
DALLAS, TEXAS

⑆1110⑈0001⑆

05 4879 21⑈

DETACH
BEFORE DEPOSITING

ACCEPTANCE BY ENDORSEMENT OF THIS CHECK ACKNOWLEDGES PAYMENT
IN FULL OF THE ITEMS LISTED BELOW. IF INCORRECT PLEASE RETURN.

THE McLENDON PACIFIC
CORPORATION

1-A

Payment for filing fee per memo req. dated 7/13/66

\$20.00

RE: KGLA to K-ADS per attached Forms

PLEASE DEPOSIT PROMPTLY

AL GREENFIELD, Printer

MGDA
file

MARCUS COHN
PAUL DOBIN
STANLEY S. NEUSTADT
STANLEY B. COHEN
ROY F. PERKINS, JR.
MARTIN J. GAYNES
JOEL H. LEVY
ROBERT B. JACOBI

LAW OFFICES
COHN AND MARKS
CAFritz BUILDING
WASHINGTON, D. C. 20006

TELEPHONE
STERLING 3-5880
CABLE ADDRESS
COMAR-WASHINGTON, D. C.

December 21, 1965

Mr. Gordon B. McLendon
McLendon Corp.
2008 Jackson Street
Dallas, Texas

Dear Gordon

As you know, the Commission has recently instituted a policy* whereby a proposed assignee of a radio station can request new call letters for that station while the assignment application itself is still being processed. The Commission has also established a definite and somewhat complicated procedure for instituting the request.

We have checked with the Commission and have found that the call letters KADS are available for assignment to the Los Angeles station. The procedure for applying for the call letters is as follows:

- (a) It will be necessary for you to notify all AM, FM and TV stations within a 35-mile radius of Los Angeles of your intention to apply for the call letters KADS. I have drafted (and attached hereto) a copy of the letter which must be sent. It will be necessary for you to determine all of the stations which lie within the 35-mile radius of Los Angeles, and mail to each of them a copy of the letter.
- (b) You will note that in the letter we have represented that we will file the request for call letters with the Commission on Monday, January 3, 1966. This will give us some time in which to send the letters to the appropriate stations. I am sure you recognize that the use of the date January 3, 1966 is completely arbitrary. If you can get the letters out sooner, this would be fine. Actually, the quicker you can get them out the more carefully we can conform the closing with the change in the call letters. I would suggest you send all of the letters on the same date, whether it is January 3, or some date prior to that.

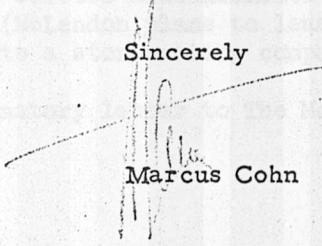
* after I filed a pleading requesting that they do it

- (c) We then must formally file a letter with the Commission requesting that the call letters KADS be assigned to the Los Angeles facility after consummation of the assignment. I have also prepared a draft of this letter and it is attached. The draft is complete except:
- (i) In the Commission letter you must include the date upon which you sent the letters to the appropriate stations.
 - (ii) You must also attach to this letter a copy of a typical letter which was sent to the stations.

After you have included this information, the letter should be signed and returned to us for filing with the Commission.

If you have any questions concerning this matter, please don't hesitate to call or write.

Sincerely


Marcus Cohn

Enclosures

cc: Barton R. McLendon
Donald Keyes

FEDERAL COMMUNICATIONS COMMISSION



WASHINGTON, D. C. 20554

36215

PUBLIC NOTICE - B

July 1, 1966

Report No. 6055

BROADCAST ACTION

The Commission, by Commissioners Hyde (Chairman), Bartley, Lee, Cox and Loevinger, took the following action on July 1:

KGLA(FM), LOS ANGELES, TRANSFER GRANTED BUT
ALL-ADVERTISING FORMAT TO BE ON YEAR TRIAL BASIS

The Commission granted application for assignment of license of FM station KGLA, Los Angeles, from E. Edward Jacobson to The McLendon Pacific Corp. for a consideration of \$400,000 (BALH-856, BASCA-223) but specified that McLendon's proposal to broadcast only classified advertising other than public service announcements is limited to one year trial with conditions. (McLendon plans to lease his subsidiary communications authorization to a storecasting company.)

The Commission's explanatory letter to The McLendon Pacific Corp. and to Jacobson is attached:

(over)

Gentlemen:

This is in regard to the application for the assignment of the license of KGLA, Los Angeles, California, from E. Edward Jacobson to the McLendon Pacific Corporation.

The assignee proposes to change the programming format of KGLA to a "want-ad page of the air", and to devote the station solely to the broadcast of what are termed "classified-ads" which will be the only matter broadcast, other than public service announcements.

The Commission is unable to find an adequate basis in the materials submitted for authorization of the use of a broadcast frequency for a novel service of this kind. However, the Commission is disposed to afford a suitable opportunity for the assignee to demonstrate that a "classified-ad" format has capacity to render a useful service and for the public to appraise its desirability and register its reactions.

We have concluded that a conditional grant of the instant application would be in accordance with Section 303(g) of the Communications Act of 1934, as amended, which, in relevant part, empowers and directs the Commission "as public convenience, interest or necessity requires" to:

"(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

The Commission proposes to grant the application with the following conditions:

1. The grant will be for a trial period of one year, the dates to be specified in the license.
2. The facilities will be used during the trial period exclusively for the broadcast of "classified-ads" and public service announcements as proposed by the assignee.
3. At the termination of the trial operation, the assignee will be required to submit a full and detailed report on the operation, including: (a) reactions of the listening public and leaders in the community; (b) a statistical breakdown of the types of classified-ads broadcast; and (c) such financial information as the Commission may deem pertinent.
4. Such periodical reports as may be requested by the Commission concerning all aspects of the trial operation will be furnished.
5. In view of the experimental nature of the proposed operation and this authorization, applicant shall waive the privilege of confidentiality as to any reports filed during this license period pursuant to the conditions of this grant.

This action does not represent a determination that the assignee has fully complied with the Commission's standards for ascertainment of needs and interests. Nor does it represent a determination that for the long run a service including no other program elements would be in the public interest. Because of the novelty of the proposal and the Commission's desire to permit an experimental operation on as broad a scale as possible, we do not deem it necessary to reach a decision with respect to these matters. Further, the Commission understands that this mode of operation is one in which the presentation of commercial matter is the basic program service to be provided, and is therefore completely different from the normal pattern of entertainment, informational, or other programming, interrupted by commercial matter. The proposed authorization is, therefore, not to be construed as representing a change in the Commission's policy of reviewing other licensees' commercial practices on a case-by-case basis.

Finally, the assignee will be permitted, at the end of the trial operation, to file an application for a regular three-year license. That application will be considered on its merits at that time.

The licensee is hereby directed to file an application for renewal of license to cover this operation on August 15, 1967. A composite week will be provided near the end of the period for this purpose.

Exhibit A

Reply to Paragraph 1 of Section I and
Parts III and V of Section IV-A

All of the information requested by the Commission in Part III of Section IV-A of the application is supplied, directly or indirectly, by the applicant's reply to Paragraph 17 to which the answer is as follows:

Following the applicant's surveys of the Los Angeles community to determine the programming which would serve the needs, tastes and desires of that City, as detailed in Exhibit E, the applicant is convinced that it can, at this time, best serve the public interest of its audience by offering what may best be described as "radio's first want-ad page of the air". Simultaneously with the filing of this application, we propose to request the Commission to assign the call letters KADS (to be pronounced on the air, at times other than station identification, as "RAY-ADS").

In addition to the information which its formal and informal surveys produced, McLendon has done considerable research into the functions of and services provided by classified advertising. That research indicates that such a classified advertising service cannot be performed effectively by a newspaper if its various classified ads are scattered at random throughout the newspaper, instead of being concentrated into a single section. Likewise, it is clear that a radio station cannot perform a

classified advertising service if these ads are scattered throughout the broadcast day, between other "programs". The effectiveness of classified ads depends upon "classification".

It is equally clear to us that isolated segments of time devoted to nothing but "want ads" cannot perform the much-needed service that a classified-advertising station should render to the public. Isolated and non-continuous transmission of classified advertising would be a less effective service for the same reason that the effectiveness in a newspaper would be lost if the ads were deconcentrated and scattered throughout the paper. One, also, can find an analogy in the Yellow Pages of a telephone directory where the very effectiveness and usefulness of this particular phone service comes from the fact that the book contains nothing except the information concerning the wares and services of the advertisers which are all carefully tabulated for the convenience of the phone user.

The theory of concentration on one subject, and that subject alone, is not new to us. This is the basic theory behind the operation of our all-news radio station WNUS. Instead of having to search the dial, when one wants quickly to get the news, the listener knows that there is a particular frequency in Chicago on his radio set where he can turn and be assured that he will always find news being broadcast by WNUS.

There are a number of stations throughout the United States which not only specialize in a particular kind of programming but devote all of their time to such programming. WNUS is an illustration of one such kind of programming. On the other hand, there are "good music" stations which do not carry any news at all. As the multiplicity of stations increases, it is obvious that "specialized programming" will, more and more, turn into exclusive programming of one kind or another.

Newspapers long ago discovered the reason why it is necessary to concentrate classified advertisements in one part of the paper. The effectiveness comes from the fact that the public knows they can turn to one particular page on any given day and find where it can buy or sell the services or the wares in which it is interested. One does not have to hunt for that particular section of the paper which might contain the advertisement in which he is interested.

The important service of classified advertising to the Los Angeles public is demonstrated, in part, by the great popularity of such ads which appear in the Los Angeles Times. For example, on July 11, 1965, that paper published the third annual Midyear Opportunities Section which consisted of 107 pages of solid classified advertising. It contained 15,955 classified ads and 249,451 lines. In addition to the Midyear, the Los Angeles Times of July 11 also carried 9,129 classified ads and 144,633 classified lines in its suburban sections.

The research which we have thus far done clearly indicates that a radio station serving Los Angeles and its surrounding area with nothing but want ads would provide a service of enormous potential value to the public. The public would utilize this service without the necessity of facing onerous long newspaper copy "deadlines". Furthermore, with the advantage of radio electronic economy, the public could be provided with classified advertising at but a fraction of the cost of this advertising in metropolitan newspapers.

It is our intention to carry certain kinds of classified advertisements at certain specific hours. For example, "male help wanted" could be carried between 8:00 A. M. to 9:00 A. M.; "male situation wanted" from 9:00 A. M. to 10:00 A. M.; "automobiles for sale" from 10:00 A. M. to 11:00 A. M. and so on. Thus, a person would know that during a particular 60 minutes he could turn to KADS and hear classified ads relating to a specific subject in which he has an interest.

Under the Commission's strict definition of "programs" we propose to have no "programs," as such. Our intention is to provide a continuous classified advertising service for our proposed 112 hours of weekly broadcasting separated, if at all, by some sound effect, such as a chime.

We intend to receive broadcast announcements on an "availability basis" and to broadcast them as many times as we have open availabilities,

so that one who pays for a single insertion will receive either that insertion alone or, perhaps, five or ten different insertions, depending upon the number of availabilities we have on a given day.

We plan to broadcast public service announcements on behalf of civic, charitable and eleemosynary institutions which will be the only matters broadcast other than the classified advertisements. In a typical week the number of those public service announcements will be in the order of 300 to 400.