

McLendon, Gordon

Papers, 1917 - 1979 and undated

Policy Books, 1953 - 1971

BOX 26 OF 34

REG. PAT.
U.S. OFF.
FAVORITE
DUBL-FRUIT
FILE POCKET
THE COOK & COBB CO.
MADE IN U.S.A.

No. 64

Size $9\frac{1}{2}$ x $11\frac{1}{4}$
(No. 1524E)

Leap Years

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RPB
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PROMOTION (Larry Vance, Program Director, WYSL)

"Halloween Promo" . . . I have a friend who owns a Pizzeria restaurant who is willing to give away as many slices of pizza as there are people in the city who will come into his restaurant and say "Trick or treat, WYSL sent me." Each slice of pizza will contain small WYSL call letters cut from sausage. The owner wants only the promotion mentions for this free pizza.

PROMOTION (Larry Vance, Program Director, WYSL)

"WYSL Goodguys don't always wear white coats" . . . The Standells have a record called "Sometimes Good Guys Don't Wear White" which is currently number seven on our Hit. I'm trying to get 100 free copies of record from Tower to give away in the following manner: Listeners will submit names of their favorite D.J. dressed in whatever made the Irishman look like the "Big Air" personality. Promotion should give vent to humorous with comments, give some indication as to what kind of image our D.J.s are giving our listeners and at the same time, stress our "Goodguys" logo. Best 100 entries receive copy of record. Excess limited participation as promotion requires talent on listeners part. Versatile all entries will receive a prize.

PROMOTION (John Borders, Program Director, KLIF)

"Ladies Choice" . . . Utilization of automatic answering-recording device during specified mid-day times (10-11, 1-5PM, etc.) Number given on air for housewife or "ladies choice" requests, then played back as intro to record. Produced cartridge being only records on survey. of residents classics says "Now, another KLIF "Ladies Choice is Frank Sinatra's Summer Wind". . . segue to record.

RPB

PROMOTION (Larry Vance, Program Director, WYSL)

"Halloween Promo"... I have a friend who owns a Pizza restaurant who is willing to give away as many slices of pizza as there are people in the city who will come into his restaurant and say "Trick or treat, WYSL sent me." Each slice of pizza will contain small WYSL call-letters cut from sausage. The owner wants only the promotion mentions for this free pizza.

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PROMOTION (Larry Vance, Program Director, WYSL)

"WYSL Goodguys don't always wear white contest"... The Standells have a record called "Sometimes Good Guys Don't Wear White" which is currently number seven on our list. I'm trying to get 100 free copies of record from Tower to give away in the following manner: Listeners will submit sketches of their favorite D.J. dressed in whatever mode the listener feels fits the D.J.'s "on air" personality. Promotion should give vent to humorous adlib comment, give us some indication as to what kind of image our D.J.s are giving our listeners and at the same time, stress our "Goodguy" logo. Best 100 entries receive copy of record. Expect limited participation as promotion requires talent on listeners part. Virtually all entries will receive a prize.

###

PROMOTION (John Borders, Program Director, KLIF)

"Ladies Choice"... Utilization of automatic answering-recording device during specified mid-day times (10-11, 2-3PM, etc.) Number given on air for housewife or "ladies choice" requests, then played back as intro to record. Produced cartridge (using only records on survey, of available classics) says "Now, another KLIF "Ladies Choice is Frank Sinatra's Summer Wind"... segue to record.

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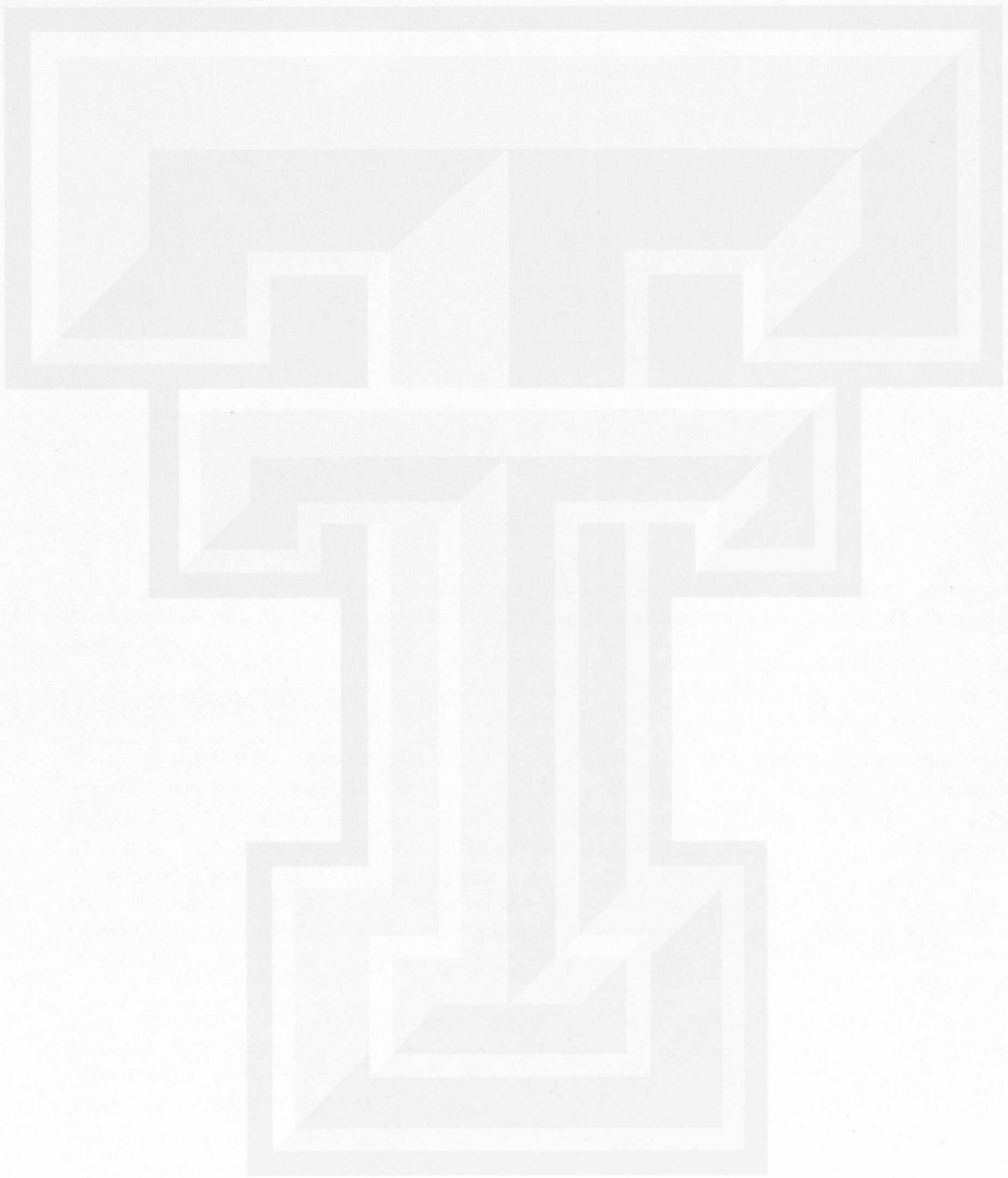
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Lei Latin American Co Editor

Leap Year

Last of Great Laughs

X

LAZY GALS

March 30, 1962

Mr. Jay Schatz
Knox Investing Company
Confidential Illinois Bank Building
Chicago, Illinois

Dear Jay:

Will have Leigh enclose what we have on the live billboard. Actually, outside of my sketches and instructions to the girls, there isn't a great deal of material available.

In reference, here's what is needed:

1.) A prime location is needed. Ideal situation is a 3-point intersection where commuter traffic builds up. Many times you can trade out for this board if it is owned or leased by a particular retail outlet such as a furniture store or gas station outlet. With a bid around the city, it is pretty easy to spot such a board. They usually promote their own service. (ONE POINT) Don't get a board that is too high off the ground or too far from the thoroughfare. If it is to be successful, for how to get the girls, the motorists can see well and possibly talk to "the Lazy Girl".

2.) Construction is relatively simple. The billboard, built on one lower corner of the board, should be just enough to hold a sign on - and not look cluttered. One way about 12 feet long and eight feet deep, and eight feet high. For some temporary structures, you can often find with a scaffolding firm. They know how to put it up and use their materials. Overhead, a simple awning is needed. As a background, either paint it out a solid or draped it with something dark so that the girl stands out visibly. Good spotlights can be obtained at any drugstore. (My original plans called for the thing to be placed in and on air conditioner stand to one side out

Lei
Latin American Co
Editor
Leap Year
er
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Plate Cont

Policy Book
Leigh Girl

Mr. Jay Schatz

- 2 -

March 30, 1962

of sight. We couldn't trade here, so the idea was shelved. However, in Amarillo, where the elements will be a factor, you might search out a glass firm that might be willing to go along.)

3.) Copy on the board should be "The Laziest Girl in Town" (parody on "Lonliest Girl in Town": Ella Fitzgerald) "All She Has On For Today is KLIF". (Note the underscoring of "for". I was out of town when the copy went up here, was never satisfied and they left out the all important word "For".) You will note that one board looked pretty cluttered when it finally went up. It should be a neat, well organized layout since the perch, by itself, will tend to make it busy.

March 30, 1962

Mr. Jay Schatz
Knox Investing Company
Continental Illinois Bank Building
Chicago, Illinois

Dear Jay:

Will have Leigh enclose what we have on the live billboard. Actually, outside of my sketches and instructions to the girls, there isn't a great deal of material available.

In essence, here's what is needed:

1.) A prime location billboard. Ideal situation is a 5-points intersection where commuter traffic builds up. Many times you can trade out for this board if it is owned or leased by a particular retail outlet such as a furniture store or gas station outlet. With a ride around the city, it is pretty easy to spot such a board. They usually promote their own service. (ONE POINT: Don't get a board that is too high off the ground or too far from the thoroughfare. If it is to be successful, you have to get one where the motorists can see well and possibly talk to "The Lazy Girl".)

2.) Construction is relatively simple. The platform, built on one lower corner of the board, should be just enough to walk around on - and not look cluttered. Ours was about 12 feet long and eight feet deep, and eight feet high. For such temporary structures, you can often trade with a scaffolding firm. They know how to put it up and use their materials. Overhead, a simple awning (candy striped). As a background, either paint it out a solid or drape it with something dark so that the girl stands out visibly. Scoop spotlights can be obtained at any drugstore. (My original plans called for the thing to be glassed in and an air conditioner fitted to one side out

Leigh
Latin American
Co-Editor
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Mr. Jay Schatz

- 2 -

March 30, 1962

(One thing to remember when choosing the right girls, is that the figure of sight. We couldn't trade here, so the idea was shelved. However, in Amarillo, where the elements will be a factor, you might search out a glass firm that might be willing to go along.)

3.) Copy on the board should be "The Laziest Girl in Town" (parody on "Lonliest Girl in Town": Ella Fitzgerald) "All She Has On For Today is KLIF". (Note the underscoring of "for". I was out of town when the copy went up here, was never satisfied and they left out the all important word "For".) You will note that one board looked pretty cluttered when it finally went up. It should be a neat, well organized layout since the perch, by itself, will tend to make it busy.

4.) I used three different girls working in the following shifts:

6 - 9 AM	(#1 girl)
9 - Noon	(#2 girl)
Noon - 4PM	(#3 girl)
4 - 7PM	(#1 girl)
7 - 11PM	(#2 girl)

You will note the #3 girl works only one "trick" on certain days. This is usually when she works late the night before. Hence, on rotation, the next day she would slip back into the #1 girl's shift, #1 would take #2, and #2 (since she worked late) would take the easy #3 trick. The reason for this continual "changing of the guards" is so that the girls always look fairly fresh, alert, seductive, charming, peppy. It also gets pretty much of a drag on the girls if they have to do a six hour straight squat.

5.) The girls are obtained by running a "Are you the Laziest Girl in Town" contest, followed by a runoff. They are then hired (first hire them for a week and keep continuing the contract just as long as you hold interest) to a contract wherein you pay them for doing absolutely nothing. Here, we paid \$15/day for the 6 hour day, \$10/day for the four hour day. You can probably scale it down to \$10 and \$7.50 or less in Amarillo. An important thing is their dress or garb. I shy from the usual bikini, bathing suit jazz. Too trite. I obtained three sets of gold lame, figure-fitting slack suits and had them all dress identical. Most people thought it was the same girl all the time - this was the impression I was trying to create. The costume must be flashy, not offensive to the PTA, and show off the girls figures.

cc: Policy Book

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March 30, 1962

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That's about it, Jay. It can be a pretty fair summer promotion. We held it over for about six weeks. The girls were abashed in their first bow into "show biz". All sorts of commercial firms volunteered to send down food, drink, entertainment and so forth. LIFE took about 950 pictures, had it gallied, but it never ran. It's also good for local newspaper coverage.

With a little imagination, I'm sure it can go a long way for you in getting the teenage and other interest right when you need it the most.

Anything more? Just give a holler.

Regards,

Mitchell I. Lewis

MIL:lr
Enclosures
cc: Policy Book

If a wreck occurs outside your booth (from mobile gawkers) let us know immediately. We need national pictures of merit. The sooner we get a photographer there, the better your chances for national publicity. The TIME-LIFE photographer assigned to the story is She. Herhorn. His number is RI 7-0440. BUT CALL OUR NEWSROOM TOO, IMMEDIATELY WHEN ANYTHING BREAKS.

Enclosures

cc: Policy Book

R.P. Book

Gordon

KLIF LAZY GALS

DAILY HOURS ON:

	June	June	June
	<u>1, 5, 8, 12, 15</u>	<u>2, 6, 9, 13, 16</u>	<u>3, 7, 10, 14, 17</u>
6:30 - 9:30 A. M.	Susanne	Sandy	Joyce
4:30 - 7:30 P. M.	Fisher	Hancock	Williams
9:30 - 1:30 P. M.	Sandy	Joyce	Suzanne
	Hancock	Williams	Fisher
1:30 - 4:30 P. M.	Joyce	Suzanne	Sandy
7:30 - 10:00 P. M.	Williams	Fisher	Hancock

SUNDAY HOURS ON:

	<u>June 4</u>	<u>June 10</u>
11:00 - 3:00 P. M.	Joyce	Sandy
	Williams	Hancock
3:00 - 7:00 P. M.	Suzanne	Joyce
	Fisher	Williams

For now, here is the tentative schedule. It may change - you may want to swap - but, just so everyone knows where the bodies are buried, here is the schedule we plan to follow.

Rules are few but important AND THEY ARE TO BE FOLLOWED until you hear from me or Bill Morgan at KLIF.

- (1) Wear your lame outfits at all times in the booth. Please keep them neat.
- (2) Don't let us down. Show up on time so the others can leave on time. If you are sick, plan on recuperating in the booth. Sunshine and night air cures anything.
- (3) If anything goes wrong, call the news line at KLIF (RI 7-9727 or RI 7-9728) and a newsman will dispatch a mobile unit at once. This includes creeps bugging you, weather, or anything that incurs your wrath at the moment.
- (4) If a wreck occurs outside your booth (from mobile gawkers) let us know immediately. We need national pictures of merit. The sooner we get a photographer there, the better your chances for national publicity. The TIME-LIFE photographer assigned to the story is Shel Hershorn. His number is RI 7-0440. BUT CALL OUR NEWSROOM TOO, IMMEDIATELY WHEN ANYTHING BREAKS.

- (5) The phone is in there for a definite purpose. We want to be able to contact you at any time. Please limit any personal calls.
- (6) UNDER NO CIRCUMSTANCES SHOULD ANYONE EXCEPT KLIF AUTHORIZED PERSONNEL BE IN THE BOOTH WITH YOU. THIS IS A MUST. AND, EVEN WITH KLIF PERSONNEL, MAKE (FOR DAMN SURE) THEY'RE AUTHORIZED.
- (7) Although we're not asking for bumps and grinds, look at least alive. If nothing else, try waving. It stimulates the blood stream. Get up and walk around. Inhale deeply. Study your movements. There's a real alluring way to answer the phone or turn up the volume on your radio. Don't be self-conscious. They're looking for a show - give it to them. After all, a wall of glass and a guard keeps them from storming the place.
- (8) We want to make it a pleasant affair for everyone. We're after attention, publicity and so forth. We'll be grateful for all the effort you put forth. Who knows - we may pack you off to Las Vegas for a week-end - just for a bonus.
- (9) Oh yes, pay. You will be paid \$20.00 for every six-hour day, and \$15.00 for every four-hour day you work. You can figure it out for yourself.
- (10) Need anything more, call me or my secretary, Leigh Robertson, (RI 7-9311) any time!

Mitch Lewis

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JUNE 1ST, 1961

ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: JACK SHARP, KLIF

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

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

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

2. RUSSIAN WALKER

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

3. LAZY GAL

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

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

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

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

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

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

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

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

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

JACK SHARP

Lei Latin American Go Editor Plate Cont

Leap Year
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PROMOTION (Larry Vance, Acting Program Director, WYSL)

ESP Contest -- WYSL Good Guy selects a card from a deck. First caller is to whistle guesses the card. If the suit is correct, a slight prize is awarded. If the number of the card is correct, a greater prize is given and if the caller hits the card on the head, a big prize comes his way.

Variation: Secret word in envelope. One call per hour accepted. Caller hits word on the head he wins grand prize ... over ...

PROMOTION (Dave McKinley, Program Director, KABL)

"KABL KITE" -- Here's one that spoils the other station's helicopter reports. This is the first in a series, which will culminate in a contest. The prize ... the kite.

See attached.

PROMOTION (Dave McKinley, Program Director, KABL)

"Snowflake Program" (Contest Continued) It's snowing in Oakland. Anyone who brings KABL a genuine snowflake ... a bottle of Quinone, good for treachery."

PROMOTION (Johnny Barrow, Program Director, KABL)

"Last of the Great Air Races" -- KABL will challenge KLL to a race, pitting the strongest ... distance, specially equipped ... several days, ...

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Last of the Great Air Races
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PROMOTION (Larry Vance, Acting Program Director, WYSL)

ESP Contest -- WYSL Good Guy selects a card from a deck. First caller in to Whistle guesses the card. If the suit is correct, a slight prize is awarded; if the number of the card is correct, a greater prize is given; and if the caller hits the card on the head, a big prize comes his way.

Variation: Secret word in envelope. One call per hour accepted. If caller hits word on the head he wins grand prize ... ever increasing jackpot.

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See attached.

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PROMOTION (Dave McKinsey, Program Director, KABL)

"Snowflake Promo" -- (Client Connected) "It's snowing in Oakland. Anyone who brings KABL a genuine certified snowflake wins a frosty bottle of Quintonic, good for frostbite."

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"Last of the Great Air Races" -- KLIF would challenge KILT to this race, pitting one announcer against another. Race would be in two seater World War I biplanes, specially equipped. It could be planned for cross-country to stretch it into several days, perhaps starting in Dallas ending in Houston, or vice versa. In Dallas (perhaps both cities) the day before the race, preferably a Sunday afternoon, KLIF would host the last of the great air shows, enlisting cooperation of Confederate

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Air Force to display their aircraft (or some units) and also featuring skydiving exhibitions, aerobatics, etc. Event would be held at local outlying airport, and would be a family affair, free to the public, but really ballyhood on the air. In the old days these Air Fairs, or whatever they were called, were quite popular, and the promotional announcements could be reminiscent of olden air shows, bring the family with picnic lunch, etc., etc. Perhaps these aircraft used in the race could be given as prize at end of race.

###

HOT KLIMBERS

KLIF

- 1.) "Little Girl"
- 2.) "I Couldn't Live"
- 3.) "Where Were You"

Syndicate of Sound
Petula Clark
The Grass Roots

Bell
Warner Bros.
Dunhill

KILT

- 1.) "Sweet Pea"
- 2.) "The Joker Went Wild"
- 3.) "Mother's Little Helper"

Tommy Roe
Bryan Hyland
Rolling Stones

RCA
Philips
London

WYSL

- 1.) "They're Coming To Take Me Away" Napoleon XIV
- 2.) "Summer in the City" Lovin' Spoonful
- 3.) "This is My House" Moody Blues
- 4.) "Tar and Cement" Verdelle Smith
- 5.) "Sunny" Bobby Hebb

Kama Sutra

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License
Plate Cont

Air Force to display their aircraft (or some units) and also featuring skydiving exhibitions, aerobatics, etc. Event would be held at local outlying airport, and would be a family affair, free to the public, but really ballyhood on the air. In the old days these Air Fairs, or whatever they were called, were quite popular, and the promotional announcements could be reminiscent of olden air shows, bring the family with picnic lunch, etc., etc. Perhaps these aircraft used in the race could be given as prize at end of race.

###

HOT KLIMBERS

KLIF

- 1.) "Little Girl"
- 2.) "I Couldn't Live"
- 3.) "Where Were You"

Syndicate of Sound
Petula Clark
The Grass Roots

Bell
Warner Bros.
Dunhill

KILT

- 1.) "Sweet Pea"
- 2.) "The Joker Went Wild"
- 3.) "Mother's Little Helper"

Tommy Roe
Bryan Hyland
Rolling Stones

RCA
Philips
London

WYSL

- 1.) "They're Coming To Take Me Away" Napoleon XIV
- 2.) "Summer in the City" Lovin' Spoonful
- 3.) "This is My House" Moody Blues
- 4.) "Tar and Cement" Verdelle Smith
- 5.) "Sunny" Bobby Hebb

Kama Sutra

###

ys

7/13/66

Leap Year
ers to
License
Plate Cont
Latin American
Go Editor
Week

PUBLIC SERVICE IDEA (Ron Ruth, Sales Manager, WYSL)

Ron points out that most local post offices are reminding all kids to include their zip code when they write to Santa this year. If they write their return address correctly, they get a letter from Santa Claus.

No, I do not know Santa's zip code number.

PROMOTION (Al Hart, Program Director, KABL)

Latin American Week is November 17th - 23rd. Al will have various Latin American dignitaries record station breaks, etc. for KABL and the station will occasionally spotlight Latin American music and similar features throughout the week.

SALES IDEA (Del Markoff, Sales Manager, WYNR)

In conjunction with the movie "Palm Springs Weekend", Warner Bros. will give away an expense-paid weekend for two at Palm Springs. Postcard entries. Warner pays for trip in addition to buying a substantial schedule.

SPEC SPOT (Del Markoff, Sales Manager, WYNR)

Elman's Shoes. Copy is attached for this short, different approach which resulted in a schedule for WYNR.

PUBLIC SERVICE CAMPAIGN (Del Markoff, Sales Manager, WYNR)

Station is inviting Dr. Sam Andelman, President of the Chicago Board of Health, to record spots urging that flu shots be obtained now.

Lei
Latin American
Week

Leap Year
ers to
Editor

License
Plate Cont

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###

Lei
Dav

Leap Year
Go Editor

License
Plate Cont

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

LEAP YEAR

DATE: February 23, 1960

SUBJECT: Promotions

I have just returned from a short visit to Houston where I picked up a couple of new ideas for unusual promotions from Bill Weaver and Red Jones. One of them is especially timely and it is the one I shall take up first.

Since this is Leap Year, KILT is going to have a contest, the prize in which is a genuine, honest-to-goodness woman who wants to get married. KILT will be running promos along these lines asking qualified ladies to submit their names, vital statistics, etc., to KILT's "Leap Year Contest". From the entries, Bill will choose about five of the best-qualified applicants and then will narrow them down to just one. It is important here that you cover yourselves legally on this contest in order to protect the station from any complaints the lady might bring against you regarding embarrassment or invasion of privacy, etc. You will have to draft a letter of agreement and have her sign it before you go on the air with her name and allied information. After this has been accomplished, you promise the fact heavily that you have selected KILT's "Miss Leap Year" and you are now accepting applications from men who would like to marry her. You offer as your prize the cost of the wedding (to be dictated by you, naturally) and an all expense paid honeymoon trip to Acapulco or any place where you might have trade-out facilities.

Actually, it is most unlikely that the contest would ever go this far, but once you get the promos on the air calling attention to the fact that you are trying to find "Miss Leap Year" and trying to get her married, you actually have completed your purpose in the whole promotion--that being you have stimulated interest and talk by another unusual promotion on your station. Chances are that you will receive applicants, but it is highly improbable that any woman would agree to the ensuing publicity that will be required on the follow-through. Therefore, you just dump the contest after you have run those promos and declare that you could not find anybody who was willing to step forward down the aisle.

Lei

Leap Year

Go Editor

License
Plate Cont

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YBM
"Leap Year"

Lei
Dav
Let My DJ Go
Editors to
License
Plate Cont

"Hot Peppers"

This next contest is quite saleable either to a chain or individual Mexican restaurant, or to a local company that produces hot peppers. The idea is to determine who can eat the most hot peppers at one sitting. You can institute silly rules like -- no other food may be eaten during this meal -- and, the contestant is not allowed to have anything to drink during this time, either. I would think that a prize might be a \$100.00 Savings Bond and a fire extinguisher! I think you get the drift of it from this description. You now can add the details yourselves.

Obviously, the Leap Year promotion is especially timely, and the hot pepper is also, due to the fact that people consume more Mexican food during the cold winter months than during the summertime. If you wish to use these, you'd better act fast.

Don Keyes

Lei
Day

Let My DJ Go
Editor

License
Plate Cont

2/6

PROMOTION (Johnny Borders, Program Director, WYSL)

"Lei Day" at WYSL had 500 Hawaiian leis left over from previous promotions. Two WYSL days are to be placed at sponsor's place in business along with two gargo girls in grass skirts. Simple promotion. Hatched drop to get an Official WYSL Hawaiian Lei. Sponsor: McIlinden-Memoir, Lei Day, May Int.

STATION BREAKS (Johnny Borders, Program Director, KLIFF)

Series of station breaks to be aired next week. Good music and

"The Top Down Sound of My KLIFF" (from new Party Service)

PROMOTION (Johnny Borders, Program Director, KLIFF)

"KLIFF Backstage Pass" - In conjunction with Gene Pitts's record. A rich looks like a hit, one looking for record in the year of, award and val. KLIFF "Backstage passes" is a postcard game. Postcard game is similar to what the stars get their autographs. But with KLIFF "Backstage passes" game, one and would be good for all stars. Game is to be played by the stars and

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Lei Day

Let My DJ Go Editor

License Plate Cont

ryb

PROMOTION (Johnny Bangers, Program Director, WYSL)

"Lei Day" -- WYSL had 500 Hawaiian leis left over from previous promotions. Two WYSL deejays are to be placed at sponsor's place of business along with two go-go girls in grass skirts. Simple promotion, listener drops by to get an Official WYSL Hawaiian Lei. Source: McLendon Memo, Lei Day, May 1st.

#

STATION BREAKS (Johnny Borders, Program Director, KLIF)

Series of summer breaks to be added next week. Good summer line, "The Top Down Sound of big KLIF" (from new Pams Series).

#

PROMOTION (Johnny Borders, Program Director, KLIF)

"KLIF Backstage Pass" -- In conjunction with Gene Pitney's record, which looks like a hit, and utilizing the record in the promo, award several KLIF "backstage passes" in a postcard game. Pass would entitle winner to meet the stars, get their autographs, chat with them, "rub shoulders with the stars", etc. and would be good for all shows presented by the station for a solid year.

#

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

The Hayfever Season is upon us and we have proposed a regular schedule of reports giving the ragweed pollen count to Jones Apothecary.

#

STATION BREAKS (Bill Young, Program Director, KILT)

"Springtime KILT... with April Showers of constant hit music..."

"Springtime KILT... big league radio..."

"Springtime KILT... where everyday you get showers.. of constant hit music..."

Let My DJ Go
Editor
License
Plate Cont

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Let My DJ Go Editor
License
Plate Cont

nph

- 6 -

PROGRAM IDEA (Bill Bennett)

Bill and I have discussed this and we both feel that though it is a very small point, it can contribute to the success of your station if you will abandon the use of the word "show" when referring to y

LET MY DJ GO

all them "programs". This is an old radio expression which is still used today on television. I refer specifically to "The Jack Benny Program".

It suggests a certain amount of solidarity that some of us are inclined to associate with old-time network radio. Another good reason to use it is that everybody else is saying "show". Why don't you be different and call it "The Charlie & Harrigan Program".

PROMOTIONAL IDEA (Don Hayes)

WFUN in Miami is having a promotion called "Let My DJ Go" in which one of their jocks has been sealed in an automobile since Tuesday, May 28th and has been driving around gathering signatures from Miamians attesting to his popularity. He must get 50,000 signatures from fans before he is released.

I think this is a sensational idea. It's much like the flagpole sitter in that the man must undergo a certain amount of privation for a certain reason. The reason, of course, can be anything and this really should be a salable promotion when you consider the automobile dealers who would like to have this publicity.

Let My DJ Go Editor

License
Plate Cont

PROGRAM IDEA (Bill Stewart)

Bill and I have discussed this and we both feel that though it is a very small point, it can contribute to the prestige of your station if you will abandon the use of the word "show" when referring to your disc jockey shows and call them "programs". This is an old radio expression which is still in effect today on television. I refer specifically to "The Jack Benny Program".

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#

Letters to
the Editor
License
Plate Cont

LETTERS TO THE EDITOR

SOUND EFFECT

Announcer: Here's another KLIF "Letter to the Editor" - This

one is from Mrs. John Jones, 1526 Belchire.

Dallas. Dear KLIF Editor: (read content of letter)

Announcer: Signed, Mrs. John Jones, 1526 Belchire, Dallas.

(OR - if event writer asks name not be given)

Mrs. J. J., Dallas.

Mail your letter to the KLIF Editor today.

SOUND EFFECT

Letters to
the Editor

License
Plate Cont

SOUND EFFECT

Announcer: Here's another KLIF "Letter to the Editor." This
one is from Mrs. John Jones, 1326 Belclaire,
Dallas. Dear KLIF Editor: {read content of letter}

Announcer: Signed: Mrs. John Jones, 1326 Belclaire, Dallas

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License
Plate Cont

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SOUND EFFECT

License
Plate Cont

LETTERS TO THE EDITORS SPOTS
KLIF, KTSA, KELP, KNOE

#1 Female Voice One (disgustedly): Well, I'll be a so-and so!

Male Voice One:

Disgusted? Well, tell Cliff. KLIF is beginning a letters to the editor feature on its newscasts. If you have a complaint, or a compliment, send your letter to "Letters to the Editor, KLIF, Dallas." Your letter must be forty words or less and must be signed, although we will not give your name if you so request. Send your pet peeves or posers to Letters to the Editor, KLIF."

#2 SOUND OF TYPEWRITER IN BACKGROUND...

Male Voice:

Sharpen up that typewriter! Send KLIF your "Letters to the Editor." If something bothers you, if there's something you like, something you want to change or retain--if you have any opinions that you'd like to sound off publicly, send them to "Letters to the Editor, KLIF." Letters to the Editor must be forty words or less, and you must sign your name and address but we won't use your name if you say so. Sound off now in forty words or less to Letters to the Editor, KLIF.

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LICENSE PLATE CONTEST

"Car Payment" -- Once per hour KTSA calls up a listener's license plate number. If the number of the number calls KTSA within one minute, KTSA will make their next month's car payment. If their car is already paid for, they will get \$35.00 from KTSA. The license plate game is wild, but the idea of not having to make a car payment for one month is appealing.

PROGRAM SALES (KTSA / Bruce Hathaway, Program Director, KTSA)

This is an idea that could be sold to a local shoe dealer. A pair of each of the deejays' shoes are on display in the shoe store. Listeners are asked to go by the store and match the shoes with the deejays'. Each pair of shoes has a number on it. The listeners are asked to send in postcards with the correct numbers matching the deejays' names. Twenty five winners are selected for a free pair of shoes.

HOT CLIMBERS

KILT

- 1.) "Shake and Finger Pop"
- 2.) "I Love For the Sun"
- 3.) "Sweetheart Tree"

John & Mary
The Deejays
Johnny Watson

Paul
Lower
Mercury

KTSA

- 1.) "You've Got Your Troubles"
- 2.) "Rock On If You Can"
- 3.) "You're a Star"

Patricia
Cory Clark Five
Elvis Presley

Press
Spk
RCA

KLIF

Johnny Borders on vacation

License
Plate Cont

yrb

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Car Payment" -- Once per hour KTSA calls out a Bexar County license plate number. If the holder of the number calls KTSA within one minute, KTSA will make their next month's car payment. If their car is already paid for, they will win \$55.00 from KTSA. The license plate idea is old, but the idea of not having to make a car payment for one month is appealing.

###

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

This is an idea that could be sold to a local shoe dealer. A pair of each KTSA deejays' shoes are put on display in the shoe store. Listeners are urged to go by the store and match the shoes with the deejays'. Each pair of shoes has a number on it. Then listeners are urged to send in postcards with the correct numbers matching the deejays' names. Twenty five winners are selected for a free pair of shoes.

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HOT KLIMBERS

KILT

- 1.) "Shake and Finger Pop"
- 2.) "I Live For the Sun"
- 3.) "Sweetheart Tree"

Junior Walker
The Sunrays
Johnny Mathis

Soul
Tower
Mercury

KTSA

- 1.) "You've Got Your Troubles"
- 2.) "Catch Us If You Can"
- 3.) "I'm Yours" / flip

Fortunes
Dave Clark Five
Elvis Presley

Press
Epic
RCA

KLIF

Johnny Borders on vacation

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Fortunes
Dave Clark Five
Elvis Presley

Press
Epic
RCA

KLIF

Johnny Borders on vacation

LICENSE CONTEST

ANNCR:

KLIF RECENTLY SET UP A MICROPHONE AT THE COUNTY OFFICES, TO RECORD
THE REACTION OF THE FIRST PERSON TO BUY ^{TEXAS} 1962 LICENSE PLATES.

HERE IS THAT RECORDING...

SOUND: INSERT

DRAMATIC STAB

ANNCR: YES, TEXAS LICENSE PLATES ARE BLACK AGAIN THIS YEAR. WHITE OR BLACK,
EVERY OTHER YEAR. ~~ONLY THE COLOR IS CHANGED TO RED OR WHITE~~

~~THEY'VE CHANGED~~

2. KLIF IS URGENTLY TRYING TO FIND A NEW AND EXCITING DESIGN FOR THE STATE
LICENSE PLATES.

1. DO YOU HAVE AN IDEA FOR A LICENSE PLATE THAT BETTER REPRESENTS TEXAS?

2. DRAW A PICTURE OF IT, OR CUT A DESIGN OUT OF CARDBOARD, AND SEND IT
TO ~~KLIF~~ PLATES, KLIF, DALLAS.

1. THE DESIGN SELECTED BY THE KLIF JUDGES ~~WILL~~ AS MOST FITTING FOR THE STATE
OF TEXAS, WILL BE DECLARED THE WINNER!

2. AND KLIF WILL BUY THE 1962 LICENSE PLATES ~~FOR~~ THE WINNER! ~~WILL BE THE~~

~~THE LICENSE PLATES, NOT THE WINNER.~~ NOTED DESIGNER ELWYN R. BRUSHBRISTLE
HAS BEEN RETAINED BY CLIFF TO AID IN THE SEARCH FOR A MORE COLORFUL
LICENSE PLATE. MR BRUSHBRISTLE.

E.R.B THANK YOU....JUST THOUGHT I'D THROW A FEW IDEAS IN THE HOPPER! ~~HERE~~

I'LL LET MY ASSISTANTS PASS THEIR THOUGHTS ON LICENSE PLATES TO YOU..
FROM LEFT TO RIGHT BOYS, WHAT SHOULD THE TEXAS LICENSE PLATE LOOK
LIKE?

SOUND: INSERTS

LICENSE CONTEST

~~SONNY~~

Miss Elwyn R. Brushbristle.

~~ANNCR:~~ KLIF RECENTLY SET UP A MICROPHONE AT THE COUNTY OFFICES, TO RECORD
could THE REACTION OF THE FIRST PERSON TO BUY A 1962 TEXAS LICENSE PLATES.

HERE IS THAT RECORDING...

SOUND: INSERT

~~DRAMATIC STAB~~

~~ANNCR:~~ YES, TEXAS LICENSE PLATES ARE BLACK AGAIN THIS YEAR. WHITE OR BLACK,
Maybe you can help Klif.
EVERY OTHER YEAR. ~~ONLY THE COLOR IS CHANGED TO PROTECT THE PAINT~~

stab
~~KOREXKXKXSTENZ~~

2. KLIF IS URGENTLY TRYING TO FIND A NEW AND EXCITING DESIGN FOR THE STATE LICENSE PLATES.

do
1. ~~DO~~ YOU HAVE AN IDEA FOR A LICENSE PLATE THAT BETTER REPRESENTS TEXAS?

2. DRAW A PICTURE OF IT, OR CUT A DESIGN OUT OF CARDBOARD, AND SEND IT TO ~~KKXK~~ PLATES, KLIF, DALLAS.

1. THE DESIGN SELECTED BY THE KLIF JUDGES ~~KKKX~~ AS MOST FITTING FOR THE STATE OF TEXAS, WILL BE DECLARED THE WINNER!

stab
~~BRUSHBRISTLE:~~ YES, DALLAS, WE'LL BUY YOUR CAR PLATES, YOUR TRUCK PLATES, OR YOUR BICYCLE PLATES! BUT ONLY FOR ONE CAR. FLEET OWNERS ARE INELEGIBLE. PUT ON YOUR LITTLE THINKING CAPS OUT THERE AND SWING!
CURTAIN

rph

LICENSE CONTEST

~~XXXXXX~~

This is Elwyn R. Brushbristle.

~~ANNOR:~~ KLIF RECENTLY SET UP A MICROPHONE AT THE COUNTY OFFICES, TO RECORD
cold TEXAS
THE REACTION OF THE FIRST PERSON TO BUY A 1962 LICENSE PLATES.

HERE IS THAT RECORDING...

SOUND: INSERT ~~XXXXXXXXXX~~

~~ANNOR:~~ YES, TEXAS LICENSE PLATES ARE BLACK AGAIN THIS YEAR. WHITE OR BLACK,
Maybe you can help Klif!
EVERY OTHER YEAR. ~~ONLY THE COLOR IS CHANGED TO PROTECT THE PAINT~~

Stab
~~KOREYKINXVESTINZ~~

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TO ~~KLIF~~ PLATES, KLIF, DALLAS.

1. THE DESIGN SELECTED BY THE KLIF JUDGES ~~WKKX~~ AS MOST FITTING FOR THE STATE
OF TEXAS, WILL BE DECLARED THE WINNER!

2. AND KLIF WILL BUY THE 1962 LICENSE PLATES ~~FOR~~ THE WINNER! ~~ONLY AS THEY~~
~~MAY BE.~~

1. ~~THE LICENSE PLATES, NOT THE WINNER.~~ NOTED DESIGNER ELWYN R. BRUSHBRISTLE
HAS BEEN RETAINED BY CLIFF TO AID IN THE SEARCH FOR A MORE COLORFUL
LICENSE PLATE. MR BRUSHBRISTLE?

lets put
E.R.B THANK YOU... ~~JUST THOUGHT I'D THROW~~ A FEW IDEAS IN THE HOPPER! ~~HERE~~
I'LL LET MY ASSISTANTS PASS THEIR THOUGHTS ON LICENSE PLATES TO YOU..
FROM LEFT TO RIGHT BOYS, WHAT SHOULD THE TEXAS LICENSE PLATE LOOK
LIKE?

SOUND: INSERTS

LICENSE CONTEST # 1

SOUND: HORN HONKING AND CAR ROARING OFF (FROM JAX SPOT)

1. THERE GOES THE UGLIEST LICENSE PLATE IN AMERICA.

SOUND: DRAMATIC STAB INTO DRAMATIC UNDERTONE MUSIC

2. ~~ATTENTION MR AND MRS TEXAS~~. THAT'S THE KIND OF COMMENT THAT'S BEING
HEARD ALL OVER AMERICA ABOUT YOUR LISENSE PLATES. ~~THE ALTERNATELY BLACK~~
~~AND WHITE, WHITE AND BLACK TEXAS LICENSE PLATES~~. THIS IS ELWYN R.
BRUSHBRISTLE, NOTED DESIGN AUTHORITY...TELLING YOU, YOUR LICENSE PLATES
STINK. THEY 'RE SO UGLY ~~AND COLORLESS~~ THAT FILLING STATION ATTENDANTS
WON'T TOUCH THEM WITHOUT GLOVES! ~~JUST~~ LISTEN TO THE SAMPLE REACTION
AROUND THE STATE...A MARFA MOTHER SAYS...

SOUND: INSERT OF WOMAN "Tawble"

1. A PLANO PREACHER COMMENTS: "I'm ashamed ~~to drive out the state~~"

SOUND: INSERTS

2. YES, THE TEXAS LICENSE PLATE IS A LOSER. KLIF, IN AN UNSELFISH EFFORT
TO ADD COLOR ~~TO~~ AND IMAGINATION TO THE ~~T~~ TEXAS STATE LICENSE PLATE, ~~HE~~
~~HIRE~~ ^{TRYING} MR. BRUSHBRISTLE TO FIND A NEW AND EXCITING DESIGN FOR THE PLATES.
1. THINK OF THE THINGS THAT ~~KKXZMADEXTXXZXGZZZ~~ MEAN TEXAS...THE LONE STAR,
THE LONG HORN STEER, THE MUSTANG, THE HORNED FROG...LET YOUR IMAGINATION
BE YOUR GUIDE!

^{Then,} 2. YOU DESIGN A NEW LICENSE PLATE FOR TEXAS! ~~SEND YOUR DESIGN TO PLATES,~~
~~KLIF, DALLAS!~~

1. THE DESIGN THAT BEST REPRESENTS TEXAS WILL BE DECLARED THE WINNER, AND ~~KKX~~
KLIF WILL BUY ~~YOU~~ ^{The} 1962 LICENSE PLATES FOR ~~YOU~~ ^{The winner}, DULL AS THEY ARE.

2. SO RUSH...~~KKTZON~~ DREAM UP A NEW AND DIFFERENT LICENSE PLATE FOR TEXAS! ^{The state of}

1. SEND IT TO PLATES, KLIF, DALLAS!

LICENSE CONTEST # 1

SOUND: HORN HONKING AND CAR ROARING OFF (FROM JAX SPOT)

1. THERE GOES THE UGLIEST LICENSE PLATE IN AMERICA.

SOUND: DRAMATIC STAB INTO DRAMATIC UNDERTONE MUSIC

2. ~~ATTENTION MR. AND MRS. TEXAS.~~ THAT'S THE KIND OF COMMENT THAT'S BEING
HEARD ALL OVER AMERICA ABOUT YOUR LICENSE PLATES. ~~THE ALTERNATELY BLACK~~
~~AND WHITE, WHITE AND BLACK TEXAS LICENSE PLATES.~~ THIS IS ELWYN R.
BRUSHBRISTLE, NOTED DESIGN AUTHORITY...TELLING YOU, YOUR LICENSE PLATES
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AROUND THE STATE...A MARFA MOTHER SAYS...

SOUND: INSERT OF WOMAN

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SOUND: INSERTS

2. YES, THE TEXAS LICENSE PLATE IS A LOSER. KLIF, IN AN UNSELFISH EFFORT
TO ADD COLOR ~~TO~~ AND IMAGINATION TO THE ~~T~~ TEXAS STATE LICENSE PLATE, ^{IS} ~~HE~~
~~Hired Mr. Brushbristle~~ ^{TRYING} TO FIND A NEW AND EXCITING DESIGN FOR THE PLATES.

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KLIF WILL BUY ~~YOU~~ ^{The} 1962 LICENSE PLATES FOR ~~YOU~~ ^{The winner}, DULL AS THEY ARE. ^{The state}

2. SO RUSH...~~RETXON~~ DREAM UP A NEW AND DIFFERENT LICENSE PLATE FOR TEXAS!

1. SEND IT TO PLATE, KLIF, DALLAS!

LICENSE WINNER

SOUND: BEEP AND CAR OFF ..FROM JAX SPOT

VOICE: THERE GOES A LICENSE PLATE THAT ALL TEXAS CAN BE PROUD OF!

SOUND: MUSIC UP AND IN

1. KLIF THANKS THE THOUSANDS OF LOYAL TEXANS WHO SUBMITTED IDEAS FOR THE
NEW TEXAS STATE LICENSE PLATE! HERE'S ~~XXXXXXXXXXXXXXXXXXXX~~ SENATOR T.J. TARHEEL
NAME OF THE WINNER.

ERB. THANK YOU. THE WINNING DESIGN WAS SUBMITTED BY DARRELL MURPHY, OF
603 CLIFFSIDE DRIVE, RICHARDSON, ~~TEXAS~~. HIS IDEA WAS A MEDIUM BLUE
BACKGROUND, CONTAINING THE OUTLINE OF THE ALAMO, INSIDE OF WHICH WOULD
BE PRINTED THE ALPHABETICAL PREFIXES AND THE NUMBERS. TEXAS, 1962 WOULD
BE ACROSS THE TOP, AND "REMEMBER THE ALAMO" ACROSS THE BOTTOM.

1. MR. MURPHY WILL RECEIVE A CHECK IN THE AMOUNT OF HIS LICENSE PAYMENT
FOR 1962. THE TOP TEN DESIGNS ~~SENT~~ SUBMITTED, WILL BE SENT TO THE
DEPARTMENT OF PUBLIC SAFETY IN AUSTIN.

ERB AND REMEMBER, WHEN THAT MAN ASKS FOR YOUR VOTE FOR GOVERNOR, MAKE HIM
TAKE A STAND ON THE LICENSE PLATE!

CURTAIN

LICENSE WINNER

SOUND: BEEP OF HORN FROM JAX SPOT, AND CAR DRIVING OFF

VOICE: NOW, THERE GOES A LICENSE PLATE ALL OF TEXAS CAN BE PROUD OF!

SOUND: BIG MUSIC SPIRAL UP ()

1. KLIF WISHES TO THANK THE MANY THOUSANDS OF LOYAL TEXANS WHO SPENT UNTOLD HOURS RE-DESIGNING THE TEXAS STATE LICENSE PLATES. THE WINNERS
NEXT
DESIGN AND THE 10 BEST DESIGNS SUBMITTED WILL BE SENT TO AUSTIN IN THE HOPE THAT STATE LAWMAKERS WILL TAKE NOTE AND CHANGE THE STATE PLATE. HERE IS *Elwyn R. Brush* *with the Name* OF THE WINNER.

2. ~~XXXXXXXX~~ ~~XXXXXXXX~~...THE ~~XXXXXXXXXXXX~~ WINNING DESIGN WAS SUBMITTED BY DARRELL MURPHY, OF 603 CLIFFSIDE DRIVE, RICHARDSON, TEXAS. HIS IDEA WAS A BLUE LICENSE PLATE, CONTAINING THE OUTLINE OF THE ALAMO, INSIDE OF WHICH WOULD BE PRINTED THE ALPHABETICAL PREFIXES AND THE NUMBERS, IN WHITE. ACROSS THE BOTTOM, THE LEGEND "REMEMBER THE ALAMO" WOULD BE PRINTED.

KLIF WILL PAY FOR THE 1962 LICENSE PLATES FOR MR. MURPHY'S CAR.

AND REMEMBER! MAKE EVERY GUBANATORIAL CANDIDATE STATE HIS POSITION ON NEW LICENSE PLATES FOR TEXAS!

CURTAIN

Rph

M E M O R A N D U M

TO: All Managers, All Program Directors

FROM: Don Keyes

DATE: January 17, 1962

Here's a timely contest idea that you might have some fun with.

Invite your listeners to re-design the State of Texas automobile license plate. Let's fact it, it's pretty drab and lifeless. The person submitting the winning sketch has his license plate free for 1962, paid for by the station.

Opportunities for humor, sound effects and production are endless.

While on the subject, check your files for another license plate promotion in which your station tries to find the holder of license plate "AH-1190" (ah! eleven-ninety!!) Prize could be the same as above.

Don Keyes

DCK:lr

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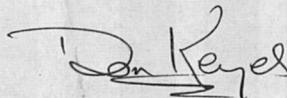
DCK:lr

R P B - contest

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: APRIL 20, 1959

Here is a contest idea that you might have a little fun with.

KILT is searching for Texas License plate AH 610 or as you would read it "Ah" 610. Tell your listeners to be on the lookout for an automobile bearing Texas License "Ah" A-H 610. You give the grand prize of whatever you wish to the owner of that license plate if he can be located, say, within a week and you give a smaller prize to the owners of any license plate which is numbered 610 regardless of the prefix. The transcribed promotional ideas are limitless and this is especially pertinent for this time of the year with the new plates recently out.


Don Keyes

DK/ys

cc: Gordon McLendon
B. R. McLendon

2



Lone Star Lil

Lil Ole Money-
Maker. Me

ryle

PROMOTION (Johnny Borders, Program Director, KLIF)

"Lil Ole Money-Maker, Me" -- Obvious play on "wine-maker"

commercials with summer flavor. Appropriately produced spots in character voice saying that KLIF believes everyone to be in need of more fun for the summer, thus he (money-maker) will hide envelopes full of money (\$2-\$50) and announce the locations from time to time. With this money, you can be assured of a "fun" summer.

###

CREATIVE SALES IDEA (Doug McCall, Sales Manager, KTSA)

Gordon Cooper orbited the earth 22 times on May 15, 1963. KTSA is proposing to a local auto dealer that he tie in with a 22 orbit sale lasting the exact amount of time that Cooper was in orbit. On the air count-down, etc.

###

HOT COMERS

1.)

KLIF

- 1.) "The Last Time"
- 2.) "Back In My Arms Again"
- 3.) "Catch The Wind"

The Rolling Stones
Supremes
Donovan

London
Motown
Hickory

KILT

- 1.) "It's Growing"
- 2.) "Come On Over To My Place"
- 3.) "Time"

Temptations
Drifters
Jerry Wallace

Gordy
Atlantic
Mercury

KTSA

- 1.) "More I Cannot Do"
- 2.) "Out In The Streets"
- 3.) "Georgie Porgie"

Don Cherry
Shangri-Las
Jewel Akens

Monument
Red Bird
ERA

Limmerick

Lone Star

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Don Cherry
Shangri-Las
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Red Bird
ERA

LIMMERICK

MEMORANDUM

TO: ALL MANAGERS AND PROGRAM DIRECTORS

FROM: DON KEYES

DATE: AUGUST 21, 1959

Jack Fiedler of KTSA has come up with an idea that is quite good, and he reports that he is getting an excellent mail response with it. For the sake of a better name let's call it the "KTSA Limerick" contest. He pays \$1.00 for each acceptable limerick about KTSA that is submitted by the listeners. Although the samples he sent me were pretty bad, they will give you an idea what the limericks are. Here's one:

"A dashing young chap from Seguin
Fell in love with a San Marcos queen.
He wooed her with candy
Which made her feel dandy,
And played KTSA to feel keen."

While that sample is not Pulitzer Prize material, it gives you an idea of how the thing works.

I am also enclosing two samples of promotions he is running. I wish you would all do this right away in order to get some more names on the air.

Don Keyes

Enclosures

Limmerick

Lone Star
Dance T

LOCOMOTIVE PROMO

MEMORANDUM

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Enclosures

Lone Star
Dance
LOCOMOTIVE PROMO

MEMORANDUM

LIMERICK CONTEST

TO: DIRECTOR, KATIA AND PROGRAM DIRECTORS

FROM: DON KEYS

SOUND:

ONE: Are you good at rhyming things?

TWO: KTSA is looking for good limericks... limericks that contain the call letters KTSA. For Example:

ONE: (Limerick)

TWO: The only rule is that your limerick must contain the call letters KTSA.

ONE: The judges will pay a dollar for each limerick they choose and all of the winning limericks will be read on KTSA.

TWO: Address Limerick Contest, KTSA, San Antonio.

While that sample is not Pulitzer Prize material, it gives you an idea of how

LIMERICK CONTEST

I am also enclosing two samples of promotions he is running. I wish you would write this right away in order to get some more names on the air.

SOUND:

ONE: Do you get real terse when it comes to verse?

TWO: Are you a poet and don't know it?

ONE: KTSA is paying a dollar a limerick.

TWO: A buck a limerick?

ONE: A dollar bill for each limerick the judges choose... and all the best ones will be read on the air.

TWO: O. K. How about this one: (Read limerick)

ONE: That's very good. Here's your dollar. Folks, send in your limericks. We'll pay a dollar for the best ones. Just include the call letters KTSA within the limerick someplace at least once. That's the only rule.

TWO: Address Limerick Contest... KTSA, SAN ANTONIO.

Lone Star
Dance T

LOCOMOTIVE PROMO

"Limerick" Cont

MEMORANDUM

LIMERICK CONTEST

TO: ALL MANAGERS AND PROGRAM DIRECTORS
FROM: DON KEYES
DATE: AUGUST 21, 1959

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Enclosures

Lone Star
Dance

LOCOMOTIVE PROMO

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Lone Star
Dance T

LOCOMOTIVE PROMO



BEST PROMOTIONARY

As a part of the Locomotive Drive Station, we are offering a special promotion to all our customers. This promotion is designed to help us reach more people and to give them a chance to win a prize. The promotion is simple and easy to understand, and it is a great way to show our appreciation for our customers.

LOCOMOTIVE DRIVE STATION

The Locomotive Drive Station is a new and exciting way to promote your business. It is a place where you can find all the information you need to get started with your business. The Locomotive Drive Station is a great place to learn about the latest in business technology and to find out how you can use it to your advantage.

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Lone St
Dance T

LOCOMOTIVE PROMO

KABL - Location Z is in response to local Drake Top 40 Station, KFRC's Location X Game.

Copy:

It's time, once again to play KABL'S cash prize game: Location Z. If you can guess the mystery location, somewhere in San Francisco County, you will win our big-bang-up-bonus cash prize. At the start of the contest we put ten American pennies in a mason jar. Each day the masonjar is opened and one of the pennies removed. The object is to win before the pennies run out. The prize could be all yours if you can guess Location Z. Listen carefully: It may be somewhere right near by...

(Sound effect)!

You just heard the sound of Location Z. If you know where Location Z is, get pencil and paper and write down the mystery location; roll it up tight and put it in a quart milk bottle and throw it in the San Francisco Bay. If we pick up your entry and it is our location Z the KABL big-bang-up bonus cash prize is yours. Good Luck.

X-TRA- A return to what is still our main attraction: We continue to be the only signal in Southern California providing listeners with a complete newscast 24-hours a day. (Spot is on the front of the week's aircheck.)

BEST PUBLIC SERVICE IDEA

KLIF - As a part of KLIF's drive as the Dallas Leukemia Drive Station, local outstanding teens customized recruiting announcements, giving their name, school, etc., and delivering the pitch... makes it more their project.

QUESTIONABLE MOVIE SPOTS OR RECORDS

KILT - "Judy in Disguise (with glasses)"... John Fred & Playboys... refers to "...cross your heart with your living bra."

WNUS - The Penthouse.

BEST NEW STATION BREAK

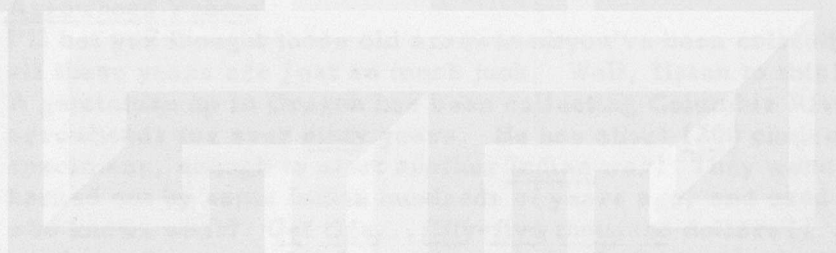
KLIF - Join the KLIF "tune-in", dial 1190.

PROMOTIONAL IDEAS NEEDED

KLIF - Needs some fresh approaches to News promos

KLIF - Needs Special After Christmas sales Promos.

KILT - Promos for the small shopping centers with a limited budget.



Lone Star
Dance T

LOCOMOTIVE PROMO

BEST ON THE AIR PROMO

✓ KLIF - The advent of Dr. Grace "Sisters", a spin-off from Dr. Joyce Brothers, and "Ask the Answer Lady"... a promo relating to the KLIF-J. K. Wilson Batchelor of the Year Contest.

KABL - Below are two exotics which will be running on the Good Music stations this week (Arrowhead and Locomotive). Also, the promotion for KABL on the Pancake race. Winner who will be sent to Liberal will also be reporting directly to W/4 and KOST on the outcome of the race for an exclusive.

Arrowhead Promo

✓ I'll bet you thought those old arrowheads you've been collecting all these years are just so much junk. Well, listen to this! A gentleman up in Oregon has been collecting Columbia River arrowheads for over sixty years. He has about 1200 choice specimens, enough to start another Indian war! They were all hacked out by some Indian hundreds of years ago, and used for who knows what? Get this... fifty-five thousand dollars!! Did you know that arrowheads were worth that? Better dust off your collection and start looking for more! Meanwhile, if you're interested in that many arrowheads, contact "Heap Big Chief", Daily Commercial News, San Francisco, California.

Locomotive Promo

✓ Of course, you've outgrown model electric trains and all that, but imagine the fun you can have with two full sized diesel-electric locomotives in your backyard! Now, KABL has found a brace of real locomotives that would ordinarily cost sixty-thousand dollars, but can be yours for very little if you make the best bid during a forthcoming department of defense auction. These iron horses weigh-in at eighty-thousand tons each. And even though they do need a few minor repairs, they're on rails at least. All that's missing are a few minor things. One of them has a broken axle, another an engine without any parts... but you can fix that! Write your bid today for this pair of genuine diesel-electric locomotives. Address: Defense Surplus Sales Office.

Pancake Race (1)

✓ How do you like your pancakes? Thin and crisp? Thick and soggy? Running with syrup or drowned in ice cream? If you're a pancake fan, you've probably invented new ways to prepare

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KLIP
MEMORANDUM

LONE STAR DANCE TIME

Al Lurie

6/15/78

Gordon McLendon

I am trying to send you a copy of all the memoranda that we need for regarding Lone Star Dance Time program presently on in both Dallas and Houston. In both of these two places, while we do not mention the sponsor's name in our promotional announcements during the day, we refer to our sponsor as being "Perry Andrews, the Lone Star Kid." If you can figure up some way of doing this same thing with KRLD then in your program promotional for Dallas, or whatever it is they call the thing in San Antonio, I believe it would be of assistance to you. For instance, you might refer to him as "Little Perry, the Pearl of San Antonio," although this is as corny as it can be. I imagine you can think up something better.

CHAMP

cc: Bill Wapner

Bill Wapner

Bill Wapner

Bill Wapner

Bill Wapner

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Lone Star
DanceTime

KILT

KLIF
MEMORANDUM

Al Lurie

DATE:

6/15/57
6/16/57

FROM:

Gordon McLendon

SUBJECT:

I am trying to send you a copy of all the memoranda that we send out regarding Lone Star Dance Time program presently on in both Dallas and Houston. In both of these two places, while we do not mention the sponsor's name in our promotional announcements during the day, we refer to our announcer as being "Perry Andrews, the Lone Star Kid," or Bob Hunter the Lone Star Kid. If you can figure up some way of doing this same thing with Eddie Dunn in your program promotions for Pearlorama or whatever it is they call the thing in San Antonio, I believe it would be of assistance to you. For instance, you might refer to him as Eddie Dunn, the Pearl of San Antonio, although this is as corny as it can be. I imagine you can think up something better.

This Lone Star Dance Time thing has apparently taken hold real well in Dallas and the reports are that Harry Jernig, the president, is really impressed. Every other beer showed a minus in the last two months in Dallas. Only Lone Star showed plus.

GBM:bp

cc: Bill Weaver
Bill Morgan
Dale Drake

The name of the program should be "Lone Star Dance Time" Hunter should be referred to on all station promotionals as "the Lone Star Kid". For instance, this is KILT in Houston, where the Lone Star Kid, Bob Hunter, holds forth between 9 and 11 PM every night.

GBM:bp

P.S. I have asked Les Vaughan to tape an hour of "Lone Star Dance Time with Perry Andrews" to send to you. It will be all stripped down and ready for Hunter to listen to. Have Hunter give it very careful attention. The format is no more than three commercials per half hour, not including the mention of Lone Star on the baseball scores, the newscast format and the half hourly news and weather format.

cc: Al Lurie

Long
Word

KILT L

K L I F
MEMORANDUM

TO: **Bill Weaver**

FROM: **Gordon McLendon**

SUBJECT:

DATE: **6/15/57**

For purposes of the record, when the Lone Star Show starts between 9 and 12 PM, be sure and note some of my back memoranda with regard to this show, particularly over-commercialization.

One of the most valuable features of this show is in the promotionals you will give the 9 to 12 jock who, in your case, will be Bob Hunter. You will refer to him constantly as "the Lone Star Kid, Bob Hunter." In other words, never use his name without tacking on the front of it "The Lone Star Kid."

This Lone Star Dance Time thing has apparently taken hold real well in Dallas and the reports are that Harry Jersig, the president, is really impressed. Every other beer showed a minus in the last two months in Dallas. Only Lone Star showed a plus.

So, the name of the program should be "Lone Star Dance Time" and Bob Hunter should be referred to on all station promotionals as "The Lone Star Kid". For instance, this is KILT in Houston, where the Lone Star Kid, Bob Hunter, holds forth between 9 and 12 PM every night.

GBM:bp

P.S. I have asked Les Vaughan to tape an hour of "Lone Star Dance Time with Perry Andrews" to send to you. It will be all stripped down and ready for Hunter to listen to. Have Hunter give it very careful attention. The format is no more than three commercials per half hour, not including the mention of Lone Star on the baseball scores, the newscast format and the half hourly news and weather format.

cc: Al Lurie

PROMOTION (Dave McInnes, Program Director, KABL)

"Long Word Promotion" - To show appreciation to the word, the staff of KABL in New Zealand, the longest place name in the world. You have to hear this to believe it. Whoever can figure out what it is and what means will win "Your name engraved on the head of a pin." Here is the word of the town. Are you ready?

Tumutakakamehameha

There is an actual word, no kidding. Maybe your jacket has it on.

with this. (Continued Book of World Records)

PROMOTION (Dave McInnes, Program Director, KABL)

See attached copy for "Crow Prons" which KABL ran during the Thanksgiving Holidays.

PUBLIC SERVICE (Johnny DeSera, Program Director, KJIF)

"Santa Stamp" - Solicitation of trading stamps, redemptible for toys for needy kids.

INCREASED EFFICIENCY (Charles Hayes, General Manager, KJIF)

To enter the regulation system is adhered to strictly. Charges for office supplies and small engineering items can get out of hand without order control.

KJIF MAIL ROOM (Charles Hayes, General Manager, KJIF)

Mailroom updated, corrected postage and labels on all outgoing mail. All outgoing mail, including all outgoing correspondence and all outgoing mail, is now being handled by the mailroom.

Long
Word

PROMOTION (Dave McKinsey, Program Director, KABL)

"Long Word Promotion" -- We have discovered an 83-letter-long word, the name of a town in New Zealand, the longest place name in the world. You have to hear this to believe it. Whoever can figure out what it is and what it means will win "Your name engraved on the head of a pin." Here is the name of the town. Are you ready?

Taumatawakatangihangakoautotamateaturipukakapikima-
ungahoronukupokaiwhenuakitanatahu

This is an actual word, no kidding. Maybe your jocks can have fun with this. (Guinness Book of World Records).

###

PROMOTION (Dave McKinsey, Program Director, KABL)

See attached copy for "Crow Promo" which KABL ran during the Thanksgiving Holidays.

###

PUBLIC SERVICE (Johnny Borders, Program Director, KLIF)

"Santa Stamp " -- Solicitation of trading stamps, redeemed for toys for needy kids.

###

INCREASED EFFICIENCY (Charlie Payne, General Manager, KLIF)

Be sure the requisition system is adhered to strictly. Charges like office supplies and small engineering items can get out of hand without strict control.

###

HELP NAT. REP (Charlie Payne, General Manager, KLIF)

Maintain updated, corrected program logs at all times. Advise rep of all station contests, promos, editorials and air staff changes.

###

Longest Sentence

Look

LONGEST SENTENCE

Longest Sentence

Look



MEMORANDUM

*Look Mag ad
on the air*

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

Bill Morgan advises me that our ad in LOOK Magazine, "One Gets Attention", will appear in the August 16th issue. Now is the time to start thinking of how we can best exploit this ad by way of on-the-air promotion.

Please be thinking about this since we will probably want to discuss our ideas at the Managers Meeting. There are two angles that are obvious to me. One, station break coverage ("This is KEEL in Shreveport, part of the great Texas Triangle Radio Stations as advertised in this week's LOOK Magazine"), and two, teaser campaigns before the issue hits the stands. For example, for two days you can say.....

"KILT wants to know...who is Joe Doakes?"

Then, the next two days.....

"Now KILT knows.....Joe Doakes is Advertising Editor of LOOK Magazine"

Then, the next two days.....

"What did Joe Doakes do??"

Last day.....

"Joe Doakes, Advertising Editor of LOOK Magazine, put KILT's ad on Page _____ of this week's issue.....Have you seen it yet?"

There are all kinds of variations for a good teaser campaign..."The secret letters are "O", "L", "K", and "O"....what do they mean?" or "The secret number is...(page number)".

Kick this around with your Program Directors and let's see if we can come up with a real blockbuster.

Don Keyes

cc: Gordon McLendon
B. R. McLendon

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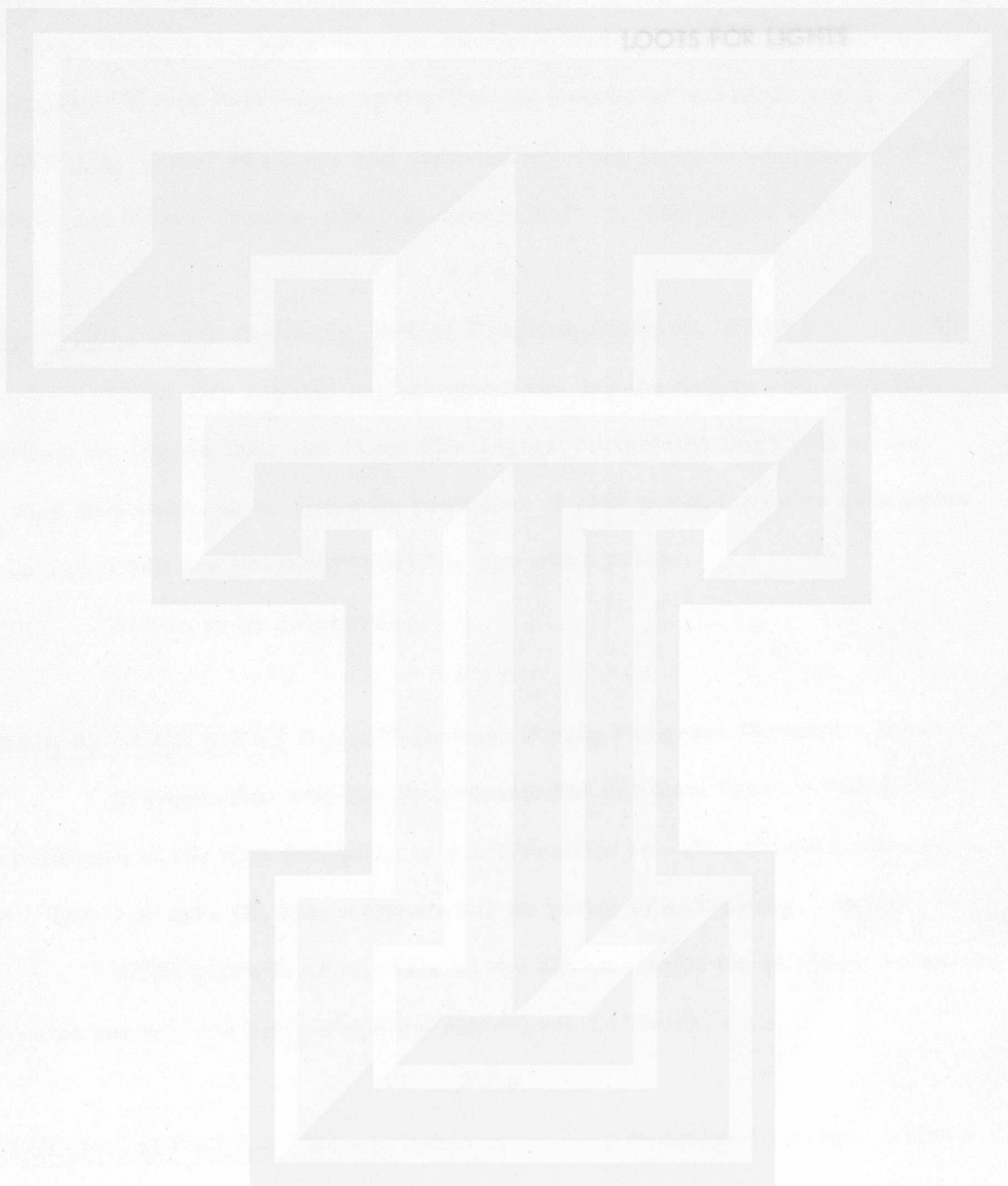
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B. R. McLendon

LOOK FOR A STAR



LUCKY STREET CONTEST

Look for
a Star
Lucky House
Turner

Lucky
Lingo

Lucky
Letters

PROMOTION

...the ...
...the ...
...the ...

LOOTS FOR LIGHTS

...the ...
...the ...
...the ...

PROMOTION

...the ...
...the ...
...the ...

Loots for
Lights

LUCKY STREET CONTEST

Lucky House
Number

Lucky
Lingo

Lucky
Letters

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

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"Buried Treasure" -- KTSA now running teaser promos using production with Pirate-type lingo and a guaranteed winner every hour. The over-all production is what gives this contest appeal. The first listener to call gets to help "Pirate Pete" open up the "Buried Treasure" treasure chest. Within the chest are "gems" of prizes and cash -- everything from \$10.00 cash to KTSA Beatle Sweat Shirts, Beatle albums, Beatle E.P.'s, and Beatle books.

###

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"Loot For Lights" -- throughout the day the deejay will state that sometime during the hour the "Loot For Lights" "Lightnin' Bug" will strike. He may stop your car or knock on your door if your porch lights or auto lights are on and if you are listening to KTSA, you win a prize.

Prizes to be determined.

###

PUBLIC SERVICE IDEA (Bruce Hathaway, Acting Program Director, KTSA)

In connection with the San Antonio Ski and Boat Club, KTSA jocks and members of the club are going to teach orphans to water ski on a set weekend date. This will give the kids a chance for an outing of swimming, boating, etc.

KTSA plans to promo this on the air and invite the public to come out and watch the lessons and a ski show afterwards by the ski club.

###

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

"With Fiesta Week in San Antonio each night in downtown in La Villita is a 'Night In Old San Antonio' with attendance of about 1,000 nightly. Within the crowd is the unknown 'KTSA-Buddy's Supermarket Fiesta Man'. Person who identifies the '... Fiesta Man...' wins \$55.00 from KTSA and \$55.00 worth

Loye
Letters

LUCKY STREET CONTEST

Lucky House
Numer

Lucky
Lingo

Lucky
Letters

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Love
Letters

LUCKY STREET CONTEST

Lucky House
Number

Lucky
Lingo

Lucky
Letters

Loye
Letters

LUCKY STREET CONTEST

Lucky House
Number

Lucky
Lingo

Lucky
Letters

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STATION BREAK (Bob White, Program Director, KILT)

"Don't Winterize your radio....just freeze the dial at 610...!"

###

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

I quote from Tad's report:

"There are several beers bought out of this market. Aiming at the big spring beer push here we are getting ready to approach one of the biggest breweries with the thought of describing one of the many famous (locally) parks, beaches, etc--basic picnic spots--where XYZ beer would taste so good. Naming these places immediately brings pleasant memories to the listener and just has to help sell the product."

###

PROMOTION (Bill Peck, Copywriter, W-NUS)

Bill suggests that the Top 40 stations ask listeners to make up love letters by weaving in all the titles in the current Top 40 list and by using as few additional words as possible. Best letter (s) receive the entire Top 40 for the week. Letters should be judged as to originality and for closest adherence to the rules.

###

HOT COMERS

KLIF

No report submitted.

KILT

- | | | |
|-------------------------------------|------------------|---------|
| 1.) "Jump Back" | Rufus Thomas | Stax |
| 2.) "Mr. Lonely" | Bobby Vinton | Epic |
| 3.) "I Don't Want To See You Again" | Peter and Gordon | Capitol |

KTSA

- | | | |
|---------------------------------|----------------|----------|
| 1.) "Moody River" | Johnny Rivers | Imperial |
| 2.) "Close All the Honky Tonks" | Charlie Walker | Epic |
| 3.) "Mr. Lonely" | Bobby Vinton | Epic |

###

ys 10/28/64

LUCKY STREET CONTEST

Lucky House
Number

Lucky
Lingo

Lucky
Letters

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#

ys 10/28/64

LUCKY STREET CONTEST

Lucky House
Nuner

Lucky
Lingo

Lucky
Letters

EXCERPTS FROM A.B. LETTERS FROM WHB:

LUCKY HOUSE NUMBER

September 1955:

TOPIC I - WHAT IS YOUR FAVORITE GIVE-AWAY GIMMICK?

As many of you already know, the principle audience promotion on WHB is Lucky House Number. Lucky House Number has been extremely successful for us in Omaha and New Orleans. And while Kansas City's immediate reaction to Lucky House Number have not been as dramatic as in other markets, it is, nevertheless, difficult to minimize the value and intangible worth of the promotion.

Briefly, the reasons we are sold on Lucky House are these. First, it is no way interferes with your regular program format. Therefore, it does not drive audience away. Second, there is, of course, no consideration, inconvenience, or thought process involved which would tend to confuse listeners. Anybody can win, simply by osmosis. Lucky House Number also lends itself to giving away large prizes which are, in my judgement, more dramatic than a lot of little ones. A third advantage to Lucky House Number is that it can be sold or not sold as the station may elect.

In general about give-away gimmicks, it is my feeling that a station should have one self-perpetuating type of give-away in which to hang its hat. However, I am against the use of a lot of different give-aways, most of which clutter the air and cheapen the station. The give-away must be put in its proper perspective. You can use a give-away very successfully as a sort of neon sign to get people into the store. But, if the product is not sound in its own right an amount of gimmicking in the world will save your neck.

TOPIC II - MOST SUCCESSFUL ANNOUNCEMENT GIMMICK

To my knowledge there hasn't been a new announcement gimmick in the last ten years. Singing commercials, sound effects, echo chambers, voices recorded at various speeds--all of these things are standard equipment for stations and agencies. Frankly, we use them all in our own recording. However, it is only fair to say that as of this writing most of our spot business is being done by agencies.

Perhaps this would be a good paragraph to point out what is currently the popular type of announcement gimmick in the Kansas City market, not only WHB but on other stations as well. It seems that No. 1 on the spot hit parade at the moment is the screaming, two-voice pitch spot. This, as you know, involves two announcers racing at breakneck speed through a series of short sentences with every third or fourth line being a repetition of the station's slogan or current lowest price. These spots may or may not incorporate an attention getter at the outset.

This style seems to be particularly appealing to the automobile and appliance dealers. I suspect that this style of spot is going to be very popular this year as I have heard a lot of the same thing repeated recently.

LUCKY STREET CONTEST

Lucky House
Number

Lucky
Lingo

Lucky
Letters

EXCERPTS FROM AIMS LETTERS FROM WHB:

September 1955:

TOPIC I--WHAT IS YOUR BIGGEST GIVE-AWAY GIMMICK?

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Briefly, the reasons we are sold on Lucky House are these. First, it in no way interferes with your regular program format. Therefore, it does not drive audience away. Second, there is, of course, no consideration, inconvenience, or thought process involved which would tend to confuse listeners. Anybody can win, simply by osmosis. Lucky House Number also lends itself to giving away large prizes which are, in my judgement, more dramatic than a lot of little ones. A third advantage to Lucky House Number is that it can be sold or not sold as the station may elect.

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This style seems to be particularly appealing to the appliance boys and the automotive dealers. I suspect that this style of spot is pretty universally popular this year as I have heard a lot of the same thing in other markets.

LUCKY STREET CONTEST

Lucky
Lingo

Lucky
Letters

September 1955 (continued)

By contrast to the above, I think there is also a tendency on the part of more advertisers than ever to give ad lib privileges to personalities and to take greater advantage of the stylized personal approach of each disc jockey.

George W. Armstrong

LUCKY STREET CONTEST

Lucky
Lingo

Lucky
Letters

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LUCKY STREET CONTEST

Lucky
Lingo

Lucky
Letters

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George W. Armstrong

LUCKY STREET CONTEST

Lucky
Lingo

Lucky
Letters

LUCKY LINGO

The Contest

THE LUCKY LINGO

Below is a detailed instruction sheet for the policy book on the "Lucky Lingo" Contest we ran recently on KLIF.

LUCKY LINGO CONTEST

LUCKY LINGO was a contest similar to the MYSTERY VOICES contest. It was a contest in which the listener was given a series of words in a foreign language, and was asked to guess the language. The words were chosen from a list of words in the foreign language, and were arranged in a random order.

First of all, the contest director must gather actual segments of foreign languages, which can easily be accomplished by writing any of the radio stations in the United States that feature foreign languages. The list of these stations may be found in the Broadcasting Yearbook. I had no trouble getting the five languages sent to me.

The five languages were then built into a format, and the first person who correctly identified all five in their correct order, by telegram or mail, wins a cash prize or a merchandise prize. It is wise to give clues to the name of the languages, otherwise you may never get a winner.

The contest should be given the same usual contest buildup. Three days of teasers, four to five days of promos, then the formatted contest.

Attached is a sample format used by KLIF.

Below are formats and promos of other promotions that may be found in policy files.

LUCKY STREET CONTEST

Lucky Lingo

Lucky Letters

"Lucky Lingo"
(Lobel)

JUNE 8, 1960

TO: BEVERLY

FROM: JACK SHARP

Bev: Here is a detailed instruction sheet for the policy Book on the "Lucky Lingo" Contest we ran recently on KLIF.

LUCKY LINGO CONTEST

The LUCKY LINGO contest is aired similarly to the MYSTERY VOICES contest. Basis of the contest is simple, in-order identification of several foreign languages, which are either packaged in one format, or are spread through out an hour.

First of all, the program director must gather actual segments of foreign languages, which can easily be accomplished by writing any of the radiostations in the United States that feature Foreign languages. The list of these stations may be found in the Broadcasting yearbook. I had no trouble getting the five languages sent to me.

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Jack Sharp

LUCKY STREET CONTEST

Lucky
Letters

TEASERS FOR LUCKY LINGO

SOUND: 33 VOICE TRACK AT 78 RPM.

MAN: TCH ..TCH...WHAT LANGUAGE!

2. WHAT LANGUAGE? THAT'S A GOOD QUESTION! STARTS WEDNSDAY ON KLIF!

CURTAIN:

2. SOUND: JAPANESE LANGUAGE RECORD

1. WHAT'S THAT ON THE RADIO?

2. BEATS ME, SOUND LIKE A FOREIGN STATION.

ANNCR: IT HAPPENS EVERYDAY, ALL OVER THE USA. IT HAPPENS WEDNSDAY ON
KLIF.

CURTAIN

3. SOUND: SHIPS BELL....

MATE: ALL HANDS...STAND ~~BY~~ TO MAN RECOVERY NETS. ALL ENGINES
BACK FULL..HARD LEFT RUDDER...(FADE)

ANNCR: THAT'S THE LANGUAGE OF THE SEA. THE LANGUAGE OF ALL LANDS
ARE QUITE DIFFERENT. YOU'LL FIND OUT WEDNSDAY ON KLIF.

4. SOUND: JET PASSING OVER

VOICE:(FILTERMIKE) AIR FORCE 529, THIS IS MASON TOWER. YOU ARE
CLEARED TO LAND RUNWAY ~~XX~~ 3-5..WIND ~~NORTHWEST~~ SOUTHWESTX
SOUTHEAST ~~XX~~ 1-5 KNOTS...~~XX~~ CEILING 2-5,000.(FADE)

ANNCR: THAT'S THE LANGUAGE OF THE AIR... OTHER LANGUAGES ARE
HEARD THROUGHOUT THE ~~ME~~ U.S. EVERYDAY. YOU'LL HEAR
SOME ON KLIF WEDNSDAY.

CURTAIN

LUCKY STREET CONTEST

Lucky
Letters

LUCKY LINGO CONTEST # 1

SOUND : BRIGHT MUSIC

1. KLIF'S LUCKY LINGO CONTEST IS NOW IN IT'S SECOND BIG WEEK!
2. NO ONE HAS SUBMITTED A CORRECT ENTRY TO DATE...
1. NAMING THE FIVE LANGUAGES IN THEIR CORRECT ORDER.
2. NOW...KLIF IS ADDING CLUES!
1. REMEMBER...THESE FIVE LANGUAGES ARE HEARD EVERY DAY IN THE UNITED STATES!
2. THEY ARE NOT NECESSARILY FROM OTHER COUNTRIES...
ALL
1. THEY MAY BE NATIVE TO THE UNITED STATES.
2. SO LISTEN CAREFULLY TO THE LANGUAGES,...AND TO THE DAILY CLUES!
1. THE CONTEST WILL BE HEARD AGAIN THIS HOUR!
2. IF YOU ARE THE FIRST PERSON TO CORRECTLY IDENTIFY ALL FIVE LANGUAGES IN THEIR CORRECT ORDER...VOUXWKNX...
1. YOU WIN A \$150 SET OF FOREST BAVARIAN CHINA!
2. IN KLIF'S LUCKY LINGO CONTEST!

CURTAIN!

LUCKY STREET CONTEST

Lucky
Letters

LUCKY LINGO CONTEST PART TWO

XXXXXX

SOUND FROM PORTS OF CALL AROUND THE WORLD...

SOUND: BRIEF MUSIC FROM HONG KONG

2. KLIF ~~WVHERE~~ HAS GATHERED THE LANGUAGES OF MANY NATIONS!

1. AND FROM THE UNITED STATES, TOO!

2. IDENTIFY ALL FIVE OF THE FOLLOWING LANGUAGES IN THEIR CORRECT ORDER...

1. WIN YOURSELF A \$150 SET OF FOREST BAVARIAN CHINA!

2. LISTEN HOURLY FOR ~~WVKSX~~ ADDITIONAL CLUES.

1. NOW...HERE ARE THE LANGUAGES IN KLIF'S

2. LUCKY LINGO CONTEST!

1. LUCKY LINGO NUMBER ONE

TAPE

2. LUCKY LINGO NUMBER TWO

TAPE

X.

1. LUCKY LINGO NUMBER THREE

TAPE

2. LUCKY LINGO NUMBER FOUR

TAPE

1. LUCKY LINGO NUMBER FIVE

TAPE

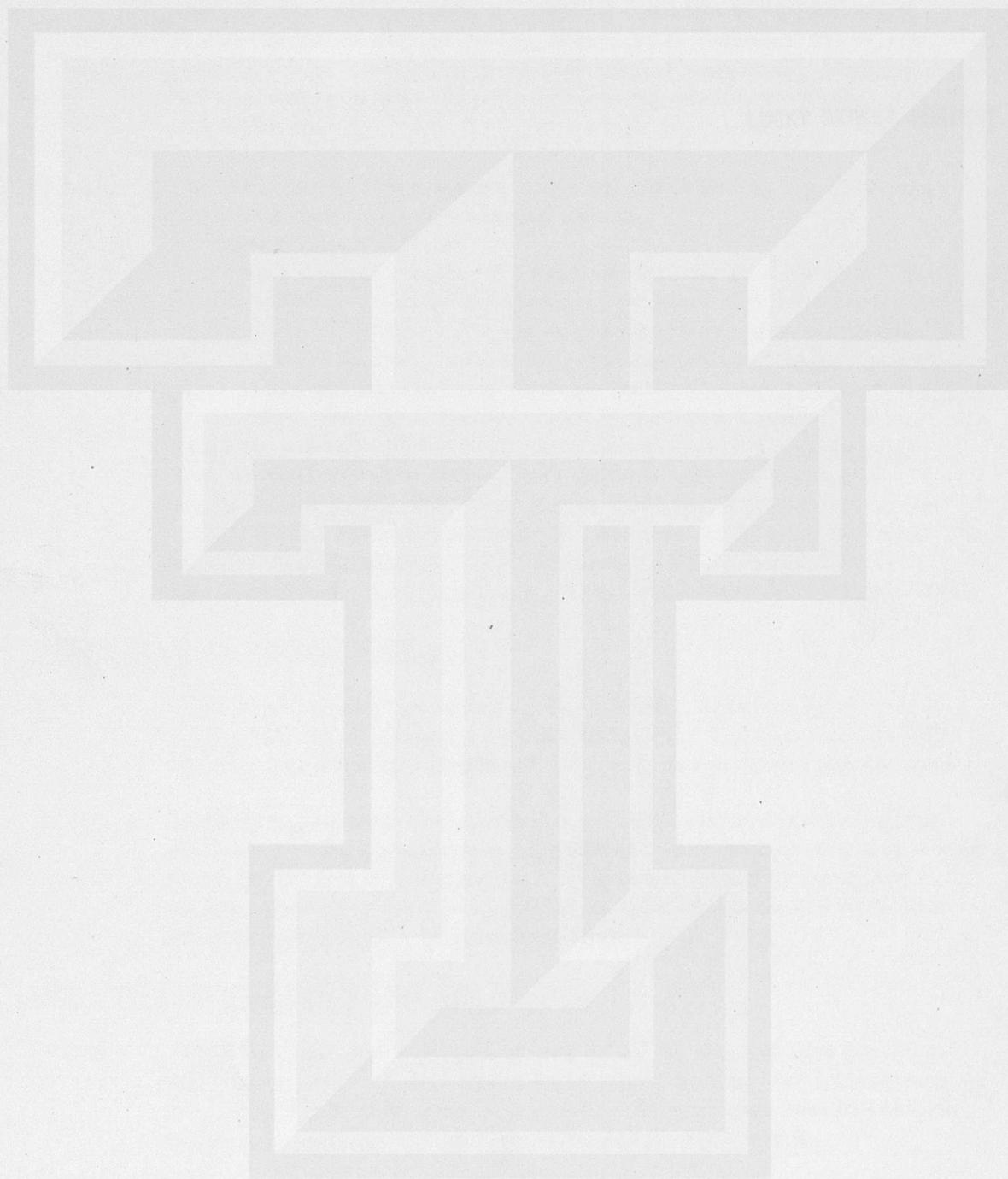
2. THERE THEY ARE! WRITE DOWN THE NAMES OF ALL FIVE LANGUAGES IN
THEIR CORRECT ORDER!

1. SEND THEM TO LUCKY LINGO...KLIF, DALLAS!

CURTAIN

LUCKY STREET CONTEST

Lucky
Letters



LUCKY STREET CONTEST

Lucky
Letters

BEST ON THE AIR PROMOTION IDEA

WYSL - There's WSL Lucky Street contest. Between the hours of 7 A. M. and 6 P. M. we announce a street in the metro Dallas area. Any listener on that street is given three minutes to call the station. The first person to call wins a surprise package. If their address matches the one in the sealed envelope, they win \$140.00.

LUCKY STREET CONTEST

KABL - The McLendon Good Music stations are running the Procrastination promo and Arrowhead exotic. Procrastination Promo
Are you a procrastinator? Well, don't feel bad about it, because KABL (KOST, W-4) is celebrating National Procrastination Week through March 10th. It's time folks realized that procrastination can be a virtue. After all, if Isaac Newton hadn't put off picking his apples, he never would have discovered the theory of gravity. So, join the celebration and win a prize. Just write us a letter about how procrastination has helped you. Winner will receive two tickets to an event that took place a month or so ago. Put it off if you want to, but don't wait too long. Write before next year to "Manana", KABL, 632 Commercial Street, San Francisco. (To "Manana", KOST 5673 Wilshire Blvd., Los Angeles) (To "Manana", W-4, 2930 East Jackson, Detroit)

LUCKY STREET CONTEST

BEST OUTSIDE PROMO IDEA

KABL - They have started promoting their Snake Race on March 15th. Last year there were 32 snakes entered. This is a large PSA activity for KABL. Enclosed is a run-down of the snake race.

WYSL - They are planning to organize a softball team this spring and summer. The team would be available for games any day of the week on a once a week basis. The team would accomplish two things, one give them something to talk about on the air, and second, give them outside exposure.

BEST COMPETITIVE ON THE AIR PROMO

WYSL - WSAI in Cincinnati is giving away "all of the top hits on WSAI for one year". It's a write in, simply asking their listeners why they think they deserve to win. The winner would then be mailed a package of the top 10 records each week.

BEST ON THE AIR PROMOTION IDEA

WYSL - The WYSL Lucky Street comes.. Between the hours of 7 A. M. and 6 P.M. we announce a street in the metro Buffalo area. Any listener on that street is given three minutes to call the station. The first person to call wins a surprise package. If their address matches the one in the sealed envelope, they win \$140.00.

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MEMORANDUM

KLIF--DALLAS

TO: Gordon McLendon

DATE: October 15, 1958

FROM: Don Keyes

SUBJECT:

Enclosed is a memo from Al Hart explaining a variation of "Money Street". Sounds like a pretty cute idea to me.

Don Keyes

DK/ys

cc: Al Hart

MEMORANDUM

KIEIL

TO:

Don Keyes

DATE: October 14, 1958

FROM:

Al Hart

SUBJECT: "Lucky Letters"

I tried a new variation on our money giveaway for Hooper Week, called "Lucky Letters."

Here's the bit. I give 10 letters from the alphabet. If a listener can make his last name out of any combination of the letters (doesn't necessarily have to use all the letters) he calls in.

If he is the first to call and has his name in our "sealed envelope," he wins the loot. Otherwise it's the old "box of Milky Way candy bars..." routine.

It's easy to control and seemingly the fact that you have to think just a bit to see if your name is included in the "Lucky Letters" has hyped interest.

We've had more action on this one than either Money Street or Lucky Telephone time. I had a couple of other titles..."Name Game"..."Money Moniker"... take your pick.

Hula Hoop contest Saturday. Pray for sunshine, mother!!

cc Bill Morgan

AL

Al

"LUCKY TELEPHONE CONTEST"

KLIF

Intro

Control: (phone dialing, fade for...)

LUCKY TELEPHONE CONTEST

Announcer 1: "That could be you calling KLIF for \$100.00 because..."

Control: (brassy fanfare, fade for...)

Announcer 2: "The KLIF Lucky Telephone Contest is here!"

Announcer 3: "The KLIF Lucky Telephone Contest offering \$100.00 in cash each hour. A total of almost ten thousand dollars!"

Announcer 2: "Listen to how simple it is!"

Announcer 3: "Each hour we'll call off a different telephone number from the Dallas directory, the Lucky Telephone number!"

Announcer 2: "If it's your number, you'll have 30 seconds to call KLIF at KL 7-9311 to win your \$100.00. That's all there is to it!"

Announcer 3: "Now, here are two of the digits, in order, that will be included in the Lucky Telephone Number for this hour!"

(Live tag)

"LUCKY TELEPHONE CONTEST"

KLIF

Intro

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Ann cr 3: "Now, here are two of the digits, in order, that will be included
in the Lucky Telephone Number for this hour!!"

(Live tag)

"LUCKY TELEPHONE CONTEST" Intro Live Tag

Annncr: " _____ , those are two digits that definitely will appear, in order, in this hour's KLIF Lucky Telephone Number. If you have a _____ and a _____, in order, in your phone number, keep listening. Maybe the KLIF Lucky Telephone number this hour will be yours. In a few minutes, I'll give you two more!"

Instructions: Proceed with show.

"LUCKY TELEPHONE CONTEST"

Second Tag

Annncr:

"The KLIF Lucky Telephone Contest is underway offering \$100.00 an hour for well over a week. Each hour we call off a complete Dallas phone number. If it's yours and you call Cliff within 30 seconds, you win \$100.00. A few moments ago we gave you two digits, in order, that are a part of this hours Lucky Telephone number. They were ____ and _____. Now, here are two more. A ____ and a _____. If you have those four digits, _____, in order, in your telephone number, keep tuned... maybe it's your telephone number we'll be calling off.

Instructions: Proceed with show.

"LUCKY TELEPHONE CONTEST"

Third Tag

Annncr:

"So far, we've told you that numbers ____ and ____ will be included in this hours KLIF Lucky Telephone Number. How, here's the fifth and last number and in a few minutes we'll give you the exchange and the complete number, in order. The last digit is ____, so our number reads _____. If your telephone number reads that way, stand by...maybe the exchange will be yours too!!"

Instructions: Proceed with show.

"LUCKY TELEPHONE CONTEST"

Closing

Control: (Roulette wheel sound effect, fade for...)

Annncr 1: "One hundred dollars is on the line in KLIF's Lucky Telephone Contest!!"

Control: (brassy music up, fade for...)

Annncr 2: "During the past hour, we've given you 5 digits, which appear in order, in a Dallas phone number. In a moment, we'll give you the exchange and the complete number."

Annncr 1: "If it's yours, you'll have 30 seconds before this tone..."

Control: (tone)

Annncr 1: "...to call KLIF at RI. 7-9311 to win \$100.00!!! Are you ready? Here's this hours KLIF Lucky Telephone Number"

Live Annncr: The number is _____.

If that's your number, you have until 30 seconds from now!"

ryh

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

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

#

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

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

#

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

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

#

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

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

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REJECTED RECORD (Jim Randolph, Program Director, WYNR)

Jim rejected the record "Professional Lover" on Liberty.

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###

TO: JOE DOAKES
FROM: IRVING SCRANSON

You were asking about a few program ideas the other day and since I was unable to locate any written material in the files, I thought a brief ad lib explanation would help clear up what confusion might exist.

1. **MONEY STREET:** This is a major promotion designed for Hooper periods and runs once an hour from 7:00 AM to 6:00 PM. It works this way:

At the start of the hour, the disc jockey calls off the name of a street in your city and encourages people who live on that street to call your contest telephone number and register their name, address and phone number. The first person who calls wins \$5.00. Therefore, your budget is guaranteed at least \$55.00 a day. The jockey keeps plugging the name of the street throughout the hour and the people keep calling in registering. At the end of the hour, the deejay opens a sealed envelope which contains a house number. Actually, he does this during the hourly newscast. Then, he announces that house number and the number is checked against those people on that street who have called in and registered. If the person whose house number is the same as that in the envelope has indeed called in during the hour, he is declared the winner of the designated hourly prize.

I think that pretty well explains the operation of this contest and formats may be written around this explanation.

2. **BIRTHDAY BUCKS:** This works in a similar manner to "Money Street" with one slight embellishment. At the start of the hour, the deejay calls off a month. Around the half hour, he calls off a date of the month (June 18th). Again, listeners whose birthdays are on June 18th are encouraged to call the contest number and register with not only the usual information but their year of birth as well. At the end of the hour, again the disc jockey opens the envelope containing the pre-selected year. This is checked against the list of names who have called in and if a person who was born in that year has called in and registered, he wins the prize for that hour. This can be changed around a little bit, as you can tell.

3. **LUCKY TELEPHONE NUMBER:** This is a little more complicated to run but it proved its worth a couple of years ago. To state it as simply as possible, we announce a phone number on the air and if the person at that phone number calls the station within three minutes or whatever time you designate, he wins the prize for that hour.

The procedure by which we obtain the telephone numbers, however, is a bit more involved than that. You record on a large acetate disc at 33 1/3 rpm the telephone exchanges such as DAVIS 7, Emerson 1, Riverside 2, etc. When presented on the air, the disc is started off at 78 rpm, the gear shift on the turntable is turned into neutral and the turntable begins to lessen its speed. Within a few seconds, it has slowed down to 33 1/3 rpm. As soon as it has reached a speed where the voice on the disc sounds normal, the disc jockey flips his turntable pot key to neutral thereby taking that turntable off the air completely. The last exchange heard before he does this is the exchange that will be called off for that hour. This might be compared to an "audio wheel of chance" except you do not allow it to come to a complete stop because you would not understand the last few words in those last few seconds. The next step is to have the deejay spin a little

normally used in bingo games. The cage is filled with little wooden balls which have numbers on them. He picks out four of these, one at a time, and thus determines the number that will be used that hour. It is best to have him refer to one of these numbers as a "mystery" number and thereby encourage ten people to participate rather than just one. The person, as I say, now has three minutes or whatever time, to call in for the hourly prize. This can be run twice an hour if you desire.

4. SELLING ONE DOLLAR BILLS FOR FIFTY CENTS: This is strictly an off-the-air promotion and can be used to draw any kind of crowd for any occasion whether it be a sales promotion for a sponsor or simply a station promotion. You promote heavily on the air where your disc jockeys will be at what time and the fact that they will be selling one dollar bills for fifty cents and I caution you that in a market where this has never been done, or where there is little or no active radio programming, it will be comparable to a small riot. The jockeys should be in a position where they will not be jostled or crushed or for that matter, have the hands-full of bills snatched from their grasp by unsavory-type characters. We did this once with all our jocks standing on a wooden platform on top of one of our mobile news units. This way, all they had to do was bend down and take the fifty cent pieces from the outstretched arms and give them a dollar bill in return. You can do this any way you want. You can sell fifty cent pieces for a quarter or you can sell one dollar bills for 98¢. Obviously, the latter gets awfully confusing due to the amount of silver and copper that must exchange hands in the middle of the crushing mob. I think you could have a successful promotion out of this with as little as \$400.00 because actually you only spend \$200.00. Possibly after all the bills are sold, you could then announce that the fifty cent pieces you now have will be sold for quarters. Either way, it doesn't cost an awful lot of money and it will really block traffic.

5. COUNT THE RECORDS: The title here just about explains the contest completely. You announce on the air that from a certain time on a certain day to a certain time the terminating day, your station will conduct its "Count the records" contest. The grand prize is so & so and in order to win, all you have to do is count the records your station plays within that time period. If you are operating 24 hours a day, you include the all-night show. No portion of your musical programming is left out of this contest time segment. The object is obvious. We expect the listeners to stay tuned constantly for a week or so and actually count every single record that is played and you'll be amazed to find that some of them actually do it. We have known families to arrange shifts whereby the father maintains a count for several hours, then the mother takes over, then the kids, etc. Be sure to announce here that all entries must be postmarked by 24 hours from the close of the contest. Obviously, you cannot have them postmarked sooner because the records are still being played and counted and that wouldn't be fair. Matter of fact, you should also state that any entries which are postmarked before the termination time of the contest will not be eligible since they are obviously guess-work.

It is also important to state in your promos exactly what a record is. The best way to explain it is to say that they are only to count those phonograph records that the disc jockeys play that are of the variety available for public consumption at record stores, such as the play of a Fats Domino record would count as one and the play of one cut from an LP album would also count as one. Explain also that singing commercial jingles, disc jockey themes, and anything else of this type musical nature is not to be counted as a "record". The only thing the listener has to send in is a postcard with his name and address and his numerical count as to the number of records played in that time period. He does not have to send a list of the records.

Obviously, it is most important here for your disc jockey to maintain an extremely accurate play list and to turn in copies of it to their P.D. as soon as they get off the air.

March 29, 1962

Mrs. Floyd B. Pitts, Jr.
619 Classen Drive
Dallas, Texas

Dear Mrs. Pitts:

I am happy to enclose our check for \$100.00 made payable to you as a winner in our "Lucky Telephone Contest".

Congratulations to you and thanks for listening. We hope you'll tell your friends about your good fortune. Perhaps we'll be calling one of their phone numbers soon.

Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Stations

DCK/ys

Enclosure - 1 check

March 29, 1962

Mr. James A. Brown
110 Chamberlain
Grand Prairie, Texas

Dear Mr. Brown:

I am happy to enclose our check for \$100.00 made payable to you as a winner in our "Lucky Telephone Contest".

Congratulations and thanks for listening to KLIF. We hope you'll tell your friends about your good fortune. Perhaps we'll be calling one of their phone numbers soon.

Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Stations

DCK/ys

Enclosure - 1 check

March 29, 1962

Mrs. Bobbie Chambers
5071 Meadow
Dallas, Texas

Dear Mrs. Chambers:

I am happy to enclose our check for \$100.00 made payable to you as a winner in our "Lucky Telephone Contest".

Congratulations to you and thanks for listening. We hope you'll tell your friends about your good fortune. Perhaps we'll be calling one of their phone numbers soon.

Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Radio Stations

DCK/ys

Enclosure - 1 check

April 2, 1962

Mr. S. P. Hammers.
1621 Bruton Road
Dallas, Texas

Dear Mr. Hammers:

I am happy to enclose our check for \$100.00 made payable to you as a winner in our "Lucky Telephone Contest".

Congratulations and thanks for listening to KLIF. We hope you'll tell your friends about your good fortune. Perhaps we'll be calling one of their phone numbers soon.

Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Radio Stations

DCK/ys

Enclosure - 1 check

KLIF
prog

April 2, 1962

Mr. J. B. Farris, Jr.
3813 Purdue Street
Dallas, Texas

Dear Mr. Farris:

I am happy to enclose our check for \$100.00 made payable to you as a winner in our "Lucky Telephone Contest".

Congratulations and thanks for listening to KLIF. We hope you'll tell your friends about your good fortune. Perhaps we'll be calling one of their phone numbers soon.

Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Radio Stations

DCK/ys

Enclosure - 1 check

KLIF
prog.

April 2, 1962

Mrs. Roy B. Dalton
2520 Squire
Dallas, Texas

Dear Mrs. Dalton:

I am happy to enclose our check for \$100.00 made payable to you as a winner in our "Lucky Telephone Contest".

Congratulations and thanks for listening to KLIF. We hope you'll tell your friends about your good fortune. Perhaps we'll be calling one of their phone numbers soon.

Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Radio Stations

DCK/ys

Enclosure - 1 check

April 2, 1962
April 2, 1962

Miss Ann Brook
2610 Crest Avenue
Dallas, Texas

Dear Miss Brook:

I am happy to enclose our check for \$100.00 made payable to you as a winner in our "Lucky Telephone Contest".

Congratulations and thanks for listening to KLIF. We hope you'll tell your friends about your good fortune. Perhaps we'll be calling one of their phone numbers soon.

Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Radio Stations

DCK/ys

Enclosure - 1

THE McLENDON STATIONS - DALLAS

April 2, 1962
April 2, 1962

Mrs. Roscoe B. Huffman
3520 Ingleside Drive
Dallas, Texas
Dallas, Texas

Dear Mrs. Huffman:

Dear Mrs. Jacobs:

I am happy to enclose our check for \$100.00 made payable to you as
a winner in our "Lucky Telephone Contest." made payable to you as
a winner in our "Lucky Telephone Contest".

Congratulations and thanks for listening to KLIF. We hope you'll tell
your friends about your good fortune. Perhaps we'll be calling one
of their phone numbers soon. Perhaps we'll be calling one
of their phone numbers soon.

Sincerely,
Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Stations
The McLendon Radio Stations

DCK/ys

Enclosure - 1 check

Enclosure - 1 check

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

To Jan West

Date April 2, 1962

From Don Keyes

Subject "Lucky Telephone Contest"
Prospective Winner List

Thursday, March 29th

7:50 PM Mrs. Jack Jacobs

8:50 PM 4700 Abbott

9:50 PM Dallas, Texas

10:50 AM DR 8-2038

11:50 AM Dear Mrs. Jacobs:

12:50 PM DR 8-4497

1:50 PM I am happy to enclose our check for \$100.00 made payable to you as

2:50 PM a winner in our "Lucky Telephone Contest".

3:50 PM AT 5-6415

4:50 PM Congratulations and thanks for listening to KLIF. We hope you'll tell

5:50 PM your friends about your good fortune. Perhaps we'll be calling one

of their phone numbers soon.

Clyde E. Ellis, 2498 Darrington

J. D. Goss, 9839 Gooding Drive

Jewelle Allen, 4930 Manett

Cecil L. Knox, 1341 Kingsley, Garland

Robert E. McClary, 12905 Denton Drive

Floyd B. Pitts, Jr., 619 Classen

Joe Rosa, 6049 Glendora

Charles E. Taylor, 1612 Buena Vista

David L. Wolf, 3104 Kings Road

Sincerely,

Donald C. Keyes
Vice President, Programming
The McLendon Radio Stations

DCK/ys

Enclosure - 1 check

EXECUTIVE OFFICES

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

To Jan West

Date March 28, 1962

From Don Keyes

Subject "Lucky Telephone Contest"
Prospective Winner List

Thursday, March 29th

7:50 AM	DA 7-2519	Clyde E. Ellis, 2498 Darrington no
8:50 AM	FL 1-4691	J. D. Goss, 9839 Gooding Drive no
9:50 AM	TA 3-5137	Jewelle Allen, 4930 Manett no
10:50 AM	BR 8-2038	Cecil L. Knox, 1341 Kingsley, Garland no
11:50 AM	CH 7-3205	Robert E. McClary, 12905 Denton Drive no
12:50 PM	DI 8-4497	Floyd B. Pitts, Jr., 619 Classen winner
1:50 PM	EM 8-0091	Joan Ross, 6049 Glendora no - too late
2:50 PM	FR 5-5469	Garland Smith, 4415 Belden no - too late
3:50 PM	AT 5-6415	Charles E. Taylor, 1612 Buena Vista no
4:50 PM	LA 6-5940	David L. Wolf, 3106 Kings Road no
5:50 PM	RI 7-5206	A. G. Luna, Jr., 1625 Wamsly no

1r

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

KLIF
2 mag.
Keyes rep

To ALL DEE JAYS

Date March 28, 1962

From Don Keyes

Subject

The following points must be observed in the running of the KLIF Lucky Telephone Contest.

1. Don't sound confused or mixed up when you repeat the digits. Speak clearly, don't transpose the digits and be sure to keep them in consecutive order when referring to them.
2. Notify Jan when you are ready to play the "Closing" ET wherein you read the entire number and activate the 30 second timing cartridge. She has to hear this on her monitor to properly handle calls. This cooperation is a must.
3. Shortly after the 30 second time limit has expired, Jan will supply you with the name and address of the person whose phone number you just gave. At your first opportunity, mention the fact that Mrs. Joe Doaks of 1211 Gaston Avenue did not call in in time when her phone number was called and therefore missed out on the one hundred dollars.

Do not say that she didn't call in, say that she didn't call in time. This will not be scripted out for you, so feel free to ad lib it. Just be sure you construct your ad lib with emphasis on the underlined portion above.

4. Plan ahead so after you give the complete number you go directly to a record. The 30 second tone will be recorded hot enough to be heard above the record. Keep the gain hot on that 30 second tone cartridge until the tone is heard.
5. As you can see, this contest is not at all original. It is clean and simple. The only embellishment we've added is the fact that you keep whetting the listeners interest throughout the hour by teasing him with portions of the phone number. This is obviously designed to keep the listener tuned in and is the most important aspect of the promotion.

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

To

Date

Telephone Number Contest - Page 2

From

Subject

6. I suggest you construct your shows around this schedule to give the best coverage. Let's take from 2:00 to 3:00 PM as an example:

2:09PM - Play intro and follow with 1st group of two digits.

2:15 PM - Ad lib teaser mentioning 1st group of two digits.

2:20 PM - Ad lib teaser mentioning 1st group of two digits, and fact that you'll have two more coming up in a few minutes.

2:25 PM - Give "Second Tag" copy which I have furnished you. Insert two new digits.

2:30 PM - Give a Lucky Telephone Contest Station Break. These will be posted.

2:40 PM - Ad lib teaser mentioning all 4 digits.

2:45 PM - Give "Third Tag" copy which I have furnished you. Insert final digit.

2:50 PM - Notify Jan and run "Closing" with live tag in which you read off complete number.

2:55 PM - Announce winner or lack of winner.

I will furnish you with numbers to call and Jan will have the complete master list.

This promotion will start tomorrow morning and will run thru and including Saturday, April 7th. It will run from 7:00 AM to 6:00 PM every day except Sunday when it will be run 9:00 AM to 6:00 PM. Either Jan or someone else will handle the switchboard all day Saturday and Sunday.

LUCKY TELEPHONE CONTEST

KLIF

INTRO

EXECUTIVE OFFICES

THE McLENDON STATIONS - DALLAS

To

Date

Lucky Telephone Number Contest - Page 3

From

Subject

I am also going to request that all trade-out spots be killed during the run of this so you'll have room to work.

Don Keyes

DCK:lr

LUCKY TELEPHONE CONTEST

KLIF

INTRO

Control: (phone dialing, fade for...)

Anncr 1: "That could be you calling KLIF for \$100.00 because..."

Control: (brassy fanfare, fade for...)

Anncr 2: "The KLIF Lucky Telephone Contest is here!"

Anncr 3: "The KLIF Lucky Telephone Contest offering \$100.00 in cash
each hour. A total of almost ten thousand dollars!"

Anncr 2: "Listen to how simple it is!"

Anncr 3: "Each hour we'll call off a different telephone number from
the Dallas directory, the Lucky Telephone Number!"

Anncr 2: "If it's your number, you'll have 30 seconds to call KLIF at
RI 7-9311 to win your \$100.00. that's all there is to it!"

Anncr 3: "Now, here are two of the digits, in order, that will be
included in the Lucky Telephone Number for this hour!"

(Live tag)

LUCKY TELEPHONE CONTEST
LUCKY TELEPHONE CONTEST

INTRO

SECOND TAG
LIVE TAG

Anncr : "The KLIF Lucky Tele, those are two digits that definitely will appear, in order, in this hour's KLIF Lucky Telephone Number. If you have a _____ and a _____, in order, in your phone number, keep listening. Maybe the KLIF Lucky Telephone number this hour will be yours. In a few minutes, I'll give you two more!"

Instructions: Proceed with show

Instructions: Proceed with show

LUCKY TELEPHONE CONTEST

SECOND TAG

Anncr:

"The KLIF Lucky Telephone Contest is underway offering \$100.00 an hour for well over a week. Each hour we call off a complete Dallas phone number. If it's yours and you call CLIFF within 30 ~~min~~ seconds, you will win \$100.00.

A few moments ago we gave you two digits, in order, that are a part of this hour's Lucky Telephone number. They

were _____ and _____. Now, here are two more. A _____

and a _____. If you have those four digits, _____, in order, in your telephone number, keep tuned....

Instructions:

maybe it's your telephone number we'll be calling off.

Instructions: Proceed with show

LUCKY TELEPHONE CONTEST

THIRD TAG

Annrc: "So far, we've told you that numbers _____ and
_____ will be included in this hour's KLIF Lucky Telephone
Number. Now, here's the fifth and last ~~xxx~~ number
and in a few minutes, we'll give you the exchange and
the complete number, in order. The last digit is _____,
so our number reads _____.
If your telephone number reads that way, stand by...

Annrc: maybe the exchange will be yours too!"

Annrc 1.

Control:

(tone)

Annrc 2.

Instructions: Proceed with show hour's KLIF Lucky Telephone Number

Live Annrc:

"The number is _____
If that's your number, you have until 30 seconds from now"

LUCKY TELEPHONE CONTEST

CLOSING

Control: (Roulette wheel sound effect, fade for..)

Ann cr 1: "One hundred dollars is on the line in KLIF's Lucky Telephone Contest!"

Control: (brassy music up, fade for...)

Ann cr 2: "During the past hour, we've given you 5 digits, which appear in order, in a Dallas phone number. In a moment, we'll give you the exchange and the complete number."

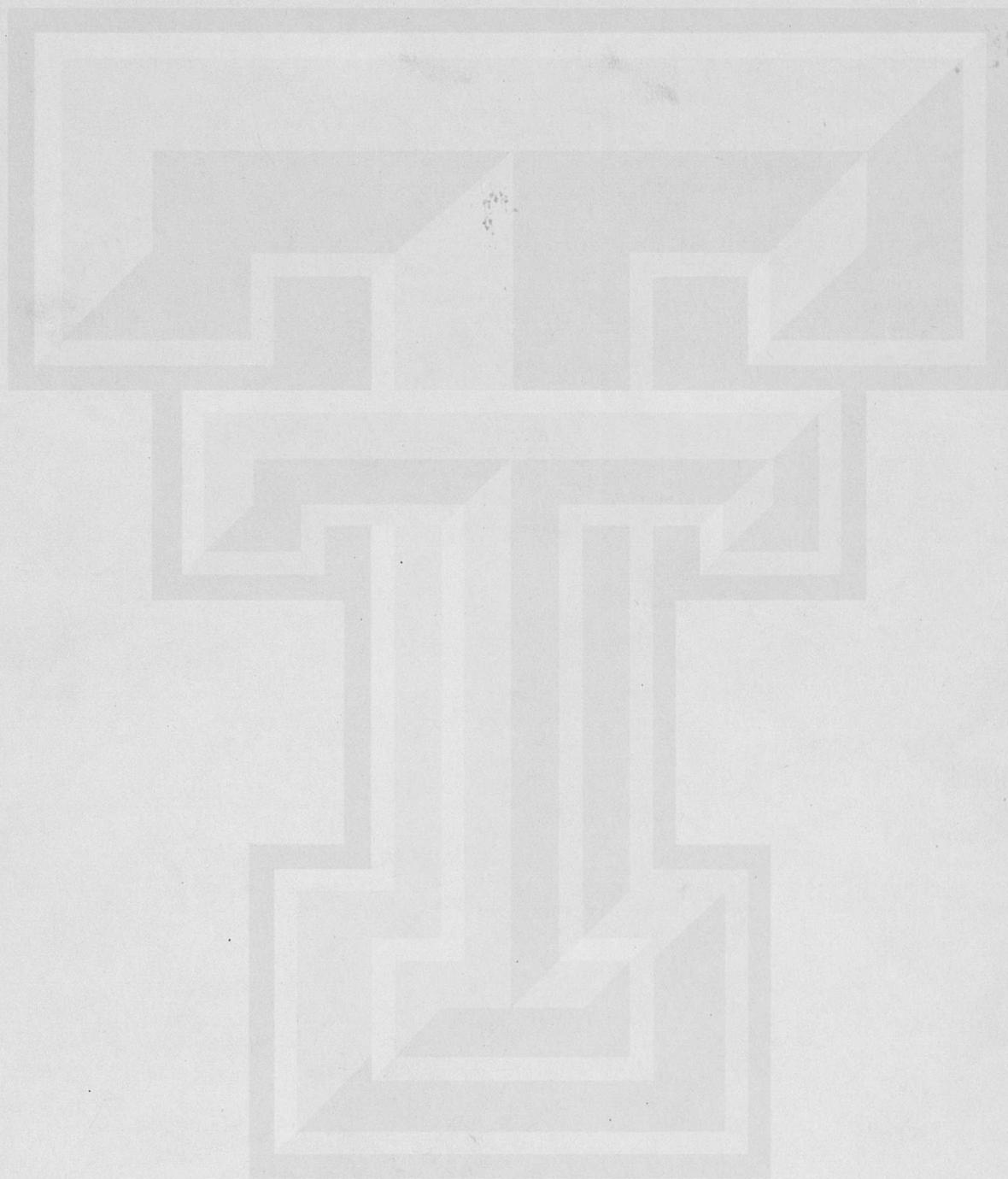
Ann cr 1: "If it's yours, you'll have 30 seconds before this tone..."

Control: (tone)

Ann cr 1: "...to call KLIF at RI 7-9311 to win \$100.00!! Are you ready? Here's this hour's KLIF Lucky Telephone Number"

Live Ann cr: "The number is _____."

If that's your number, you have until 30 seconds from now!"



CONTESTS

PROMOTIONS,
GIMMICKS, ETC.

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