

PROMOTIONS (Bob White, Acting Program Director, KILT)

"Rings For Ringo" -- Since Ringo Starr is one of the most popular Beatles and has over 1500 rings, the all night man at KILT is asking teens to send in rings to send to Ringo.

Reports from Houston are that the kids have jumped on this thing and that it's turning out to be quite successful.

###

STATION BREAK (Bob White, Acting Program Director, KILT)

KILT...the brightest thing about spring...

##

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

"What Kind of Fool Do You Think I am?" contest --

Since April Fool's Day is at the beginning of the KTSA April Hooper, they preferred not to run anything that would deceive or confuse the listeners.

They are running, instead, cute and catchy i.d.'s and deejay promos and a contest to run a week before and winner to be announced April 1st.

Each deejay asks his listeners the question and the best letter telling why "such and such" deejay is a bigger fool than the other deejays is the winner.

###

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

"The KTSA Spring Clean Up" -- This promotion was sold to Sears who very seldom buys radio time in San Antonio. Listeners are asked to send in a card if they would like to have their yard Spring Cleaned by a KTSA deejay. At the end of the promotion, we draw one card as a winner. Sears is furnishing all the tools for the promotion, plus making signs to put up in the yard the day of the event. They have also given a power

Note:

Attached is an article from Ad Age "Broadcast Salesmen are 'Wishful Thinking'". I am also attaching a self-explanatory diagram that explains a plan Brad Messer came up with to track "Northerns" and other severe weather warnings. Also attached are some sales ideas from the Storz digests.

Bill Stewart

###

WHAT EXCEPTIONAL NEW AND CREATIVE SALES IDEA WAS EITHER SOLD OR PROPOSED TO A CLIENT THIS WEEK?

As a novel Easter Promotion, KILT is presenting a contest to advertisers in which three persons will be awarded a three minute telephone call to a loved one anywhere in the world on Easter. The winner will be selected by simple drawing from registrations in the advertiser's store. The appeal of the chance to talk with a loved one, in Viet Nam for instance, will be a strong traffic stimulation for an advertiser. (KILT)

###

WHAT IS THE BEST NEW COMMERCIAL APPROACH HEARD ON A COMPETITOR THIS WEEK?

Fannin Bank

Spot very effectively done through use of snoring, and yawning sound effects with copy content saying: "Got a lazy \$1,000 dollars? Well, get it off its green and white backside and make it earn its keep by earning 5% for a minimum of 90 days at Fannin Bank! It's Fannin Bank's new 5% nest egg savings plan." (KILT)

###

KRLA - "Bank Job"

Once every hour, KRLA invites listeners to call station to try to "crack the KRLA safe." Safe contains \$111.00 (frequency is 1100). Caller chosen to play wins \$1.10 for calling. He can keep \$1.10 or he can go for the bigger money. Participant tells announcer two digits that he thinks will crack the safe. Sound effects of clicking tumblers are used as digits are applied to combination lock. As player loses, sound effect of burglar alarm is used. Because of the odds, players usually lose. There is apparently no sales tie-in on "Bank Job" as promoted by KRLA. (KADS)

###

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PROMOTION (Bill Weaver, General Manager, KILT)

In line with the Grid Iron Goldmine Contest, I would like to suggest that we run a similar type promotion for the baseball season.

To wit: Invite listeners to submit their guess for the correct standings at the end of baseball season for each big league for a cash prize of \$5,000. Only one entry per person, of course! Listeners must submit the standings for both leagues prior to the start of baseball in April. In case of ties, prize money will be split, etc.

###

CREATIVE SALES IDEA (Al Lurie, Sales Manager, KLIF)

Proposed that Reynolds Penland dress five sets of mannequins in father-and-son Easter outfits. People register indicating preference. Drawing held Thursday before Easter. Winner gets both outfits he has selected. Three-week paid schedule tied in with this promotion.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

The KABL Snake race will again be held on St. Patrick's Day this year. The third annual (actual) race, the fifth year we have promoted it. We get more talk about this every year; seems to me to be a natural gimmick for all stations. Even better for Top 40.

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STATION BREAK (Bob White, Program Director, KILT)

"KILT...where there's always a BAT-tallion of prizes to be won..."

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

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CREATIVE SALES IDEA (Al Lurie, Sales Manager, KLIF)

Proposed that Reynolds Penland dress five sets of mannequins in a drawing is held and winner receives the gift for that given month. For example father-and-son Easter outfits. People register indicating preference. Drawing one month the prize could be a watch, too next place getting in for silver, or a wedding ring, etc. held Thursday before Easter. Winner gets both outfits he has selected. Three-week paid schedule tied in with this promotion.

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PROMOTION (Dave McKinsey, Program Director, KABL)

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STATION BREAK (Bob White, Program Director, KILT)

"KILT...where there's always a BAT-talion of prizes to be won..."
Because of the success of our "Bunny Santa" promotion for Western Auto Stores, we have proposed, and we believe sold, a "Mystery Bunny" contest for Easter. Clues will be broadcast to the identity of the "Mystery Bunny" and listeners will be told that he can be found in one of the Western Auto Stores. The listener who locates and identifies the Mystery Bunny will receive a prize awarded by the store.

PROMOTION (Bob White, Program Director, KILT)

George Washington could never tell a lie but WOULD YOU BELIEVE an exageration. Everyone is saying, "Would you believe..." The KILT WOULD YOU BELIEVE CONTEST searches for the biggest lie our listeners know. For the biggest lie we are sent, we will award 6.1 cherry pies or 6.1 dollare cash. All entries by mail.

#

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

Laufman's Jewelers -- There is "Bride of Month" and prospective brides are invited in via KILT to register for chance to become "Bride of Month". Then a drawing is held and winner receives the gift for that given month. For example one month the prize could be a watch, the next a place setting in her silver, or a wedding ring, etc

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SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

Due to the nature of the Dan Lovett Viet Nam reports, we felt they would be a terrific image builder for some sponsor. We sold them to Jim Sanders Ford. There will be no commercial content. Jim Sanders himself will introduce the reports.

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EASTER PROMOTION (Dickie Rosenfeld, Sales Manager, KILT)

Because of the success of our "Sneaky Santa" promotion for Western Auto Stores, we have proposed, and we believe sold, a "Mystery Bunny" contest for Easter. Clues will be broadcast to the identity of the "Mystery Bunny" and listeners will be told that he can be found in one of the Western Auto Stores. The listener who locates and identifies the Mystery Bunny will receive a prize awarded by the store.

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PUBLIC SERVICE IDEA (Ron Roth, Sales Manager, WTSL)
PROMOTION (Bob White, Program Director, KILT)

George Washington could never tell a lie but WOULD YOU BELIEVE an exaggeration. Everyone is saying, "Would you believe..." The KILT WOULD YOU BELIEVE CONTEST searches for the biggest lie our listeners know. For the biggest lie we are sent, we will award 6.1 cherry pies or 6.1 dollars cash. All entries by mail.

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###

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

I quote from Ron's Weekly Report:

"We are going to do something much like ABC did for the Olympics. We are starting a campaign for the Buffalo Zoo to get them a Bengal Tiger. This beast cost something like \$2000 and we will begin a spot campaign aimed at getting contributions sent to the Zoo in our name and we will in turn present it to the zoo. The spots will consist of the Mayor, the Parks Commissioner, and Zoo people. This should make us mildly heroic."

#

STATION BREAKS (Johnny Borders, Program Director, KLIF)

"This is KLIF...where the action is!"

"KLIF...less hot air...more cool music!"

#

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

I quote from Bruce's Weekly Report:

"Starting next week, we are going to start promoting our 'KTSA Easter Egg Hunt', which is an annual affair. This year we are going to try to make it bigger than ever, with more and better promotion, a good location, and a better working together of us and the 'Hunt' sponsor (such as displays of prizes in sponsor's store, banner signs, etc). We are also trying to get the Light to help us promote with pictures before and after; also we are going to see if we can get a TV station to give us some news coverage. The day of the 'Hunt' we are going to promote the name KTSA by using good signs, stickers, etc. "

#

*Easter 1966
is April 10*

zph

Mother's Day Memorial Day

COMMERCIAL (Ron Ruth, Sales Manager, WNUS)

The spots for Car-Tan Travel Agency which I mentioned in a previous Digest, are quite simple and approximately 5-seconds in length:

"Gotta travel to _____? Call Car-Tan Travel today."

They merely insert various locations in the blank and run this spot several times daily in morning traffic. There is absolutely no musical production on these spots.

###

EDITORIAL (Don Keyes, Home Office, Dallas)

The attached copy of a letter addressed to Bill Weaver was the result of some very good thinking within the confines of our editorial policies. Weaver not only editorialized against the higher excise taxes on beer, but made it a point to mail copies of the editorial to all distilleries and breweries concerned. The letter from Mr. Fabacher is certainly more than friendly.

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PROMOTIONS (Johnny Borders, Program Director, KLIF)

I asked Johnny to evaluate a number of promotions and those listed below are those that he deemed the most useful.

EASTER EGG MYSTERIES -- Station built a large Easter basket in its studio. Placed in it were five big Easter egg packages--each one containing a mystery item. The packages were described by the personalities and listeners were urged to write in on postcards what they thought was in the packages. The listener guessing correctly with the earliest postmark was to receive the basket on Easter morning.

The packages contained transistor radios, record albums, huge stuffed Easter bunny, fishing pole and four-dozen chocolate eggs.

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SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

Easter *note*

For Old National Life -- This, and other, insurance companies are quick to recognize their leading salesmen in order to increase sales.

KILT's plan is to have them feature leaders each week with a consistent spot sales and recognition campaign each week in addition to putting their name on the marquee in front office building which not many people use.

###

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

"Easter Bonnet Sonnet" -- Listeners are invited to compose a sonnet about an Easter bonnet. First prize is an original Easter hat creation done by the WYSL announcers (an actual sonnet must contain 14 rhymed lines of iambic pentameter with three basic forms --Shakespearian, Plutarchian or Spenserian)

###

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

In a leading local department store, WKBW has set up a large mechanical rabbit with a push button in the middle of its tummy. Shoppers push the button. If wild sound effect emerges, shopper gets prize from store.

###

CREATIVE PROGRAM-SALES IDEA (J. Tyler Dunn, Program Director, WYSL)

For Easter:

Sponsor would have huge basket of eggs on display. Closest guess as to exact number of eggs receives prize.

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Mother's Day Memorial Day

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ryh

"Washington's Birthday" -- Scavenger Hunt Idea: Listeners are invited to bring anything up to the studios pertinent to George Washington, i.e., cherry pie, hatchet, 1776 hat, etc.

###

NEWS SCOOP (Jerry Moon, Managing Editor, KTSA)

I quote from Jerry's Weekly Report:

"Newsbeat 55 got what we believe was a nationwide scoop. As far as we can determine we were the only news media to interview South Viet Nam casualties ABC, CBS, NBC and the wire services had tried and failed at Travis Air Force Base, California. Our friends at Brooks Army Medical Center set up the interview for us. We fed it to CBS radio in New York and parts were aired nationwide several times."

###

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

Easter

In Buffalo, as well as San Francisco and Chicago, Lent is an important selling season for certain food lines. A few minutes of thought should bring to mind about twenty or thirty accounts whose products should be offered special during Lent in packages built around the station's general BTA rate for the forty day period. Restaurant business for such places as are named "The Rib Room" or "The Prime Rib" are usually down during Lent and thus are prospects for spot schedules pushing their seafood menu to compensate for the lost beef business.

###

Rph

- 1 -

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

This could be sold to a local hamburger chain for a "public talk-about" during Easter. Have you ever eaten a "Easter Egg Burger". Actually, it is the same as a cheeseburger, except you use an egg instead of cheese. Sell the hamburger chain on the idea for a good schedule.

#

STATION BREAKS (Bruce Hathaway, Program Director, KTSA)

"KTSA...putting the ring in Spring..."

"KTSA...spring-along radio for San Antonio..."

#

EDITORIAL COMMENT (Jim Hamby, General Manager, KTSA)

After second in series of editorials on inadequacies of the San Antonio Police Department, City Manager Jack Shelley recommended a \$20.00 pay increase. This week City Council passed it unanimously.

#

PROMOTION(Bob White, Program Director, KILT)

"KILT House Hunter" -- KILT has invented the most unusual machine in the world. It is a house hunter machine; however, this machine does not hunt just any house. Only the ones with a radio set at 610. Each hour the house hunting machine will swing into action. It will scan the skies over Houston searching for homes with radios set at 610. When one is located, the address will be sent back to the station. The person will have ten minutes to call KILT and claim their \$10.00 cash prize. If they don't call, the prize will double the next hour. Names will be selected out of the phone directory; however, listeners will be told they have to have their radio set at 610 in order to win.

#

SPEC SPOT (Art Holt, General Manager, WYSL)

For Cataract Loan Company. Series of brief "need money to pay taxes" spots built around dramatizations of average-citizen types.

Got \$490.00 for the final week before tax time.

###

PROMOTION (Art Holt, General Manager, WYSL)

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

###

NEWS PROMOTION (Dick Dobbyn, Managing Editor, KILT)

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

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

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

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

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

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

Local, interesting, important, factual."

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Easter

COMPETITOR'S EASTER PROMOTION (Homer Odom, Manager, XTRA NEWS Sales)

April 15th PSA will fly 75 Los Angeles women to San Francisco for lunch and shopping. Entry blanks for the Easter shopping flight are obtained at any Food Giant supermarket where the blanks are filled out and deposited. Nothing has to be purchased. After the closing time for entries, a blindfolded person draws 75 names.

Wilson Meats will present each of the 75 women with \$100 to spend shopping in San Francisco. The lady who buys the most attractive Easter Bonnet will be awarded a mink stole. Judging will take place on the return flight that evening.

The Contest is to be merchandised throughout the Food Giant supermarket chain.

In putting the deal together, KLAC obtained support throughout the Food Giant supermarket chain for Wilson Meats, which had never been in Food Giant before.

###

STATION BREAKS (Bruce Hathaway, Program Director, KTSA)

- 1.) "More dentists listen to KTSA, because we are never down in the mouth."
- 2.) "Ten out of nine Zoo Keepers listen to KTSA because they think it's wild."
- 3.) "Ten out of nine Doctors listen to KTSA because it's the best medicine in town."
- 4.) "Ten out of nine Weight Lifters listen to KTSA because they think it's real strong."

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Easter
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PROMOTION (Bob White, Program Director, KILT)

There is a very good magazine on the English market which is loaded with news about the Beatles and other English acts which, according to Bob, is great for the 7 - 12 man. It is called Mersey Beat Magazine. Bob is subscribing to it. To get a sample copy write to : Mersey Beat Magazine, 81 a Renshaw Street, Liverpool 1, England. Bob feels it is worth investigating.

###

CREATIVE SALES IDEA (Bob White, Program Director, KILT)

Since Easter is just around the corner, Bob suggests that a store or business might give away very small Easter Baskets with each \$5.00 purchase. In the basket have one egg and some of the eggs will be lucky and the person will get their \$5.00 back or the amount of their purchase. This will encourage spending \$5.00 or more if they have a chance to win their money back and they get a basket anyway.

"Mary Had a Little ###" Contest

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

To help Morrison Milling Co introduce their new "Peacemaker" flour to the Houston Market, KILT proposed a "Peacemaker-KILT Cookie Caper". Listeners will be asked to bake a dozen cookies and bring them to the KILT studios (along with a label or facsimile from Peacemaker Flour or mix). Shortly before Easter impartial judges will select the smallest cookie, the largest cookie and the most unusual cookie. These winners will be awarded prizes of Peacemaker Flour. The judges will then select the best all-around cookie. This winner will receive \$100.00. All the cookies submitted will then be taken to a local orphanage for the orphans at Easter. The delivery to the orphans will, of course, be played up hard in copy and promos.

###

you

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

I quote from Tad's report:

"We proposed a feature to Association of American Ship Owners to sell shipping American vs Foreign ships and the incorporating an image building approach saluting all levels of the maritime industry.

" Kilt might pursue this idea profitably. "

#

PROMOTION (Al Hart, Program Director, KABL)

"Stake a Claim Club" --

Tell us why you want to stake a claim on Alcatraz. Best letter wins "KABL Claim Kit" with "genuine, simulated-gold-plated claim stake.

#

PROMOTION (Al Hart, Program Director, KABL)

"Mary Had a Little Lamb" Contest --

Finish this poem, "KABL had a little lamb, its fleece was white as snow..." Best answer wins baby lamb for Easter.

#

PROMOTION (Bob White, Acting Program Director, KILT)

I quote Bob's memo:

"I had an idea today that I believe will give us a tremendous audience this coming weekend. We are going to play BEATLES and KLASSICS. Every third record will be a Beatle record and all others will be KILT Klassics. We are going to start promoing that this weekend on KILT will be "Beatles and Klassics". We know the power of the Beatles so together with the Klassics they should be a winning combination."

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PROMOTION (Bob White, Acting Program Director, KILT)

I quote Bob's memo:

"I had an idea today that I believe will give us a tremendous audience this coming weekend. We are going to play BEATLES and KLASSICS. Every third record will be a Beatle record and all others will be KILT Klassics. We are going to start promoing that this weekend on KILT will be "Beatles and Klassics". We know the power of the Beatles so together with the Klassics they should be a winning combination."

#

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

I quote from Ron's Weekly Report:

"We are going to do something much like ABC did for the Olympics. We are starting a campaign for the Buffalo Zoo to get them a Bengal Tiger. This beast cost something like \$2000 and we will begin a spot campaign aimed at getting contributions sent to the Zoo in our name and we will in turn present it to the zoo. The spots will consist of the Mayor, the Parks Commissioner, and Zoo people. This should make us mildly heroic."

#

STATION BREAKS (Johnny Borders, Program Director, KLIF)

"This is KLIF...where the action is!"

"KLIF...less hot air...more cool music!"

#

PROMOTION (Bruce Hathaway, Acting Program Director, KTSA)

I quote from Bruce's Weekly Report:

"Starting next week, we are going to start promoting our 'KTSA Easter Egg Hunt', which is an annual affair. This year we are going to try to make it bigger than ever, with more and better promotion, a good location, and a better working together of us and the 'Hunt' sponsor (such as displays of prizes in sponsor's store, banner signs, etc). We are also trying to get the Light to help us promote with pictures before and after; also we are going to see if we can get a TV station to give us some news coverage. The day of the 'Hunt' we are going to promote the name KTSA by using good signs, stickers, etc. "

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#

yzh

mower for listeners to go to the Sears hardware department to see and register for to win. Along with this, Sears bought a substantial amount of air time.

###

PROMOTION (Johnny Borders, Program Director, KLIF)

"Easter Hunt" -- KLIF promoted with one-liners and Bugs Bunny character voice. KLIF Bunny hid Beatle prize certificates throughout greater Dallas. Deeja's broadcast their locations. Certificates worth Beatle albums, wigs, 45's, etc.

###

STATION BREAKS (Johnny Borders, Program Director, KLIF)

KLIF...the station that plays the super hits..!

KLIF...the station that put the "prize" in "surprise"...

###

PROMOTION (Floyd Brown, Program Director, WYNR)

WYNR personal phone invitations from the Disc Jockeys to listeners to listen to WYNR and their own show. Each jock calls ten homes a day.

###

CREATIVE SALES IDEA (Ron Ruth, Sales Manager, WYSL)

I quote from Ron's report: "We created a special annual theatre rate and sold a year's contract to a local theatre. This is the first time WYSL has done this and we hope this new rate will help us to get more annuals from the theatres."

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###

SONNET BONNET CONTEST

1

2pt
Individual
Holidays --
Easter

Annrcr 1: (distinguished professor) "I am a poet"

Female: "Dear, do you like my new Easter hat?"

Annrcr 2: (straight man) "Then enter the Charlie & Harrigan Easter Bonnet
sonnet contest."

Man: "I could write a sonnet about your Easter Bonnet"

Control: (I could write a sonnet....from "Easter Parade")

Annrcr 1: "I am a serious poet."

Annrcr 1: "Then enter Charlie & Harrigan's Bonnet Sonnet contest

Annrcr 2: "Listen...."

Control: (musical excerpt) "I could write a sonnet,

Annrcr 2: "Write a sonnet about your favorite Easter hat, be
about your Easter Bonnet..." (Easter Parade)

Annrcr 2: "Now, write a sonnet about your favorite easter chapeau

Annrcr 1: "But remember, a true sonnet must have fourteen thymed
bet it your own or that of your grl friend or wife."

Annrcr 1: "A sonnet must have fourteen lines, definite rhyme

Annrcr 1: "My wife just bought an easter hat today
scheme and be in iambic pentameter."

Annrcr 2: "I'm mad because it's me that has to pay."

Annrcr 2: "The author of the best poem receives ten long play
albums plus a beautiful easter hat created by those

Annrcr 1: "The author of the best bonnet sonnet will receive
internationally noted designers Charlie & Harrigan."

Annrcr 2: "Plus an original creation by the famous Irish Hat
such as -- "My easter hat looks cute upon my head,
designers...Charlie and Harrigan."

Annrcr 1: "So compose a poem about your favorite Easter
My husband saw the price and turned bright red."

Annrcr 2: "Ahem, that's the idea. So write your poem today and
chapeau today and mail it to Charlie & Harrigan,
mail it to Charlie & Harrigan, Bonnet sonnet, KLIF."

Annrcr 2: "Listen to Charlie & Harrigan each morning on CLIFF

Annrcr 2: "Hear entries read on the first Team Show from
and hear the entries read."

Annrcr 1: "Compose a sonnet

Annrcr 1: "So before you don it, write a sonnet about your bonnet."

Control: ("Oh boy....Isn't that awful?") (humorous stab curtain)
You'll do it with ease

#

(control -- trails off) You can do it, there's nothing to it....

SONNET BONNET CONTEST

2

Ann cr 1: (distinguished professor) "I am a poet"

Ann cr 2: (straight man) "Then enter the Charlie & Harrigan Easter Bonnet
sonnet contest."

Ann cr 1: "I am a serious poet."

Ann cr 2: "Listen...."

Control: (musical excerpt) "I could write a sonnet,
about your Easter Bonnet..." (Easter Parade)

Ann cr 2: "Now, write a sonnet about your favorite easter chapeau
bet it your own or that of your girl friend or wife."

Ann cr 1: "A sonnet must have fourteen lines, definite rhyme
scheme and be in iambic pentameter."

Ann cr 2: "The author of the best poem receives ten long play
albums plus a beautiful easter hat created by those
internationally noted designers Charlie & Harrigan."

Ann cr 1: "Iambic Pentameter is five alternating beats to a line;
such as -- "My easter hat looks cute upon my head,
My husband saw the price and turned bright red."

Ann cr 2: "Ahem, that's the idea. So write your poem today and
mail it to Charlie & Harrigan, Bonnet sonnet, KLIF."

Ann cr 2: "Listen to Charlie & Harrigan each morning on CLIFF
and hear the entries read."

Ann cr 1: "Compose a sonnet
about an easter bonnet
You'll do it with ease
and win ten LP's

(control -- trails off) You can do it, there's nothing to it.....

Control: ("Oh Boy.....Isn't that awful!")

SONNET BONNET (humorous curtain)

Control: (musical excerpt -- "I could write a sonnet, about
your Easter bonnet..." [Easter Parade])

Annor 1: "All #igh # if # you can compose a sonnet about your
own Easter bonnet, or that of your wife or girl friend, so
so and mail it to Charlie & Harrigan in care of KLIF."

Annor 2: "But remember, a sonnet must be fourteen rhymed lines
of iambic pentameter."

Annor 1: "And you may choose from any of the three popular
forms; the Shakespearian, the Plutarchian or the
Spenserian."

Annor 2: "For the best sonnet on an Easter bonnet, the author
will receive ten long play records plus a special
Easter chapeau created by the internationally reknowned
Charlie and Harrigan."

Annor 1: "Send your poem to Charlie & Harrigan, Bonnet
Sonnet, KLIF."

Annor 2: "And be sure to listen to the Charlie & Harrigan Show
daily each morning on KLIF, where entries will be read
and the winner announced."

Annor 1: "Compose your E^ster bonnet sonnet today!"

Control: (Isn't that awful.....) (humorous curtain)

Charles G. Spang
Program Director
KLIF 12.30

SONNET BONNET

3

Control: (musical excerpt -- "I could write a sonnet, about
your Easter bonnet..." (Easter Parade))

Ann cr 1: "All right, if you can compose a sonnet about your
own Easter bonnet, or that of your wife or girl friend, do
so and mail it to Charlie & Harrigan in care of KLIF."

Ann cr 2: "But remember, a sonnet must be fourteen rhymed lines
of iambic pentameter."

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forms; the Shakespearian, the Plutarchian or the
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Sonnet, KLIF."

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daily each morning on KLIF, where entries will be read
and the winner announced. "

Ann cr 1: "Compose your E^{as}ter bonnet sonnet today!"

Control: (Isn't that awful.....) (humorous curtain)

Ronald G. Baxley
Program Director
W Y S L Radio

WYSL rpb

File
WYSL **BUFFALO**

TO: Don Keyes

DATE: 4-16-62

FROM: Ron Baxley

SUBJECT: Wysl Promotion

I have sent the enclosed letter to all the names listed. So far the response has been good. Most of them go way out of course and really give Wysl a good plug. This was what I was counting on because most of the names were top forty men and thoroughly disliked the stations they worked for in Buffalo.

I'm going to augment this with station breaks such as.....

"This is Whistle Music preferred by Buffalo radio men". etc.

FROM: The intro to the bit itself will go something like this.....

"And now Wysl presents another voice from Buffalo radio's Golden Hall of Fame." (seg. to tape of personality.)

As I say in the letter it should be a funny bit and a good attention getter.

RGB

Music 24 hours a day at 1400. Believe me, you don't know what you're missing! And, when you're in CITY I hope you'll listen to STATION."

Of course it doesn't have to be exactly this, but at least get our call letters in once or twice. This not only will be a cute gimmick for us, but also a nice summer promotion for you since the vacationing masses take off in the near future. Incidentally, feel free to use it in your market if you like... no charge! The names alone will bring attention to your station.

Hope to hear from you by tape soon.

Best regards,

Ronald G. Baxley
Program Director
W Y S L Radio

WYSL

Music

Twenty-four hour service • AM 1400 • FM 103.3

THE McLENDON STATION FOR BUFFALO

The Statler Hilton • Buffalo 2, N.Y. • TL 6-1400

TO:

Lucky Pierre - WBNY
Dick Bionde - WKBW
Mark Edwards - WBNY
Johnny Barrett - WKBW
Gene Nelson - WKBW
Frank Stickle - WGR
George Lorenz - WFO
Frank Ward - WWOL

Art Roberts - WKBW
Dick Lawrence - WBNY
Dick Braun - KB
Jim Taylor - KB
Bill Caulder - WEBR
Marv Hunter - WGR
Bob Glacey - WGR
Don Fortune - WINE

Jim Light - BNY

FROM: RON BAXLEY

Gentlemen:

I send you greetings from this forsaken northern outpost where you served so faithfully and well in the past. I know it broke your hearts to leave. Insomuch as I am still here, perhaps you could do me the kindness of one favor. I want your voices on WYSL...still the McLendon good music station in Buffalo. I will use them for a "tongue in cheek" gimmick. Here is an example of what I would like on tape:

"Hello, this is NAME formerly of STATION in Buffalo. Now I'm POSITION at STATION in CITY. I'd like to extend hello's to all my friends in Buffalo and remind them that now that I'm gone they can listen to Beautiful Whistle Music 24 hours a day at 1400. Believe me, you don't know what you're missing! And, when you're in CITY I hope you'll listen to STATION."

Of course it doesn't have to be exactly this, but at least get our call letters in once or twice. This not only will be a cute gimmick for us, but also a nice summer promotion for you since the vacationing masses take off in the near future. Incidentally, feel free to use it in your market if you like... no charge! The names alone will bring attention to your station.

Hope to hear from you by tape soon.

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Ronald G. Baxley
Program Director
W Y S L Radio

Mother's Day Memorial Day

Mother's Day Memorial Day

KLIF "EASTER BASKET" CONTEST

Easter Basket

spk "promotions"

March 25, 1960

Bill Weaver, Bill Morgan, Red Jones,
Jack Sharp

Annex 1:
Don Keyes

"It Starts Monday on KLIF"

"The Cliff Easter Basket Contest"

Here are the formats and promos for the "Easter Basket" Contest. KILT will have to revise the telephone procedure and perhaps \$6.10 rather than ten dollars, otherwise it should be a standard format.

Gordon's instructions are to kick the contest off Friday, April 1st so you can really gin it up over the weekend and go swinging into Hooper week. Therefore, the scheduling of the promos will have to be changed from KLIF's original instructions. The three promos are to go once per hour, 24 hours a day (except "Romance" in KLIF's case) along with station breaks, ad libs, etc. to be produced by you both. Promo reading "Monday" should start on the 29th, promo reading "tomorrow" should start on the 31st and "today" on the first.

Whenever a contestant chooses to receive a gift from the "Easter Basket", 50% of the time it should be something small in value. A copy of "The Lusty Texans of Dallas", a new Webster Dictionary, an album, a half a dozen light bulbs, etc. On the other hand, the more expensive prizes in the "basket" should be of the nature of "small" appliances (iron, toaster, griddle, etc.) or maybe a gift certificate somewhere. You are more familiar with your budgets than I am so I'll leave that up to you.

As the format indicates, this requires the cooperation of a newman or an off-duty jock so make sure your phones are covered and that interview tapes can be made, re-wound and played rapidly.

I'll be back from Buffalo just before you hit with this so if there are any questions, just call Gordon or myself.

Annex 1:

"Be listening to KLIF Monday for Cliff's Easter Basket Contest"

Don Keyes

P.S. If Format "A" is too long, you can shorten it to your taste.

DK

KLIF "EASTER BASKET" CONTEST PROMO # 1

KLIF "EASTER BASKET" CONTEST PROMO # 3

Control:

(Easter Music)

Annecr 1:

"It Starts Monday on KLIF!"

Annecr 2:

"The Cliff Easter Basket Contest"

Annecr 1:

"Offering thousands of dollars in cash

Annecr 2:

and surprise gifts"

Annecr 2:

"And there's a winner every time, no losers!"

Control:

(curtain)

PROMO # 2

Control:

(Easter music)

Annecr 1:

"Peter Cottontail comes hopping down the money trail Monday on KLIF"

Annecr 2:

"It's Cliff's Easter Basket Contest that features thousands of dollars in cash and gifts and there are no losers, only winners"

Annecr 1:

"Be listening to KLIF Monday for Cliff's Easter Basket Contest"

Control:

(Curtain)

INSTRUCTIONS:

(At this point, see format "B")

KLIF "EASTER BASKET" PROMOTION Format "A" ET
KLIF "EASTER BASKET" CONTEST PROMO # 3

Control: (Easter Music)

Control: (Easter Music)

Anchor 1: "A fiskeet, a tasket, what's in Cliff's Easter Basket!"

Anchor 2: "Thousands of dollars in cash and surprise gifts"

Anchor 1: "No losers, everybody's a winner!"

Anchor 2: "It starts Monday, KLIF's Easter Basket Contest"

Control: (Curtain)

Anchor 1: "The Cliff deejay is about to call off a number. If that number is the last digit in your phone number, call KLIF at _____ within three minutes!"

Anchor 2: "If you are the first to call, you will be given your choice of taking ten dollars in cash or a surprise Easter gift from Cliff's Easter Basket! Gifts like ... (name three) ... and countless others!"

Anchor 2: "Get ready now...if the number we're about to give is the last digit in your phone number, be the first to call KLIF at _____ within three minutes and win either cash or valuable merchandise in....."

Anchor 1: "Cliff's Easter Basket Contest"

Anchor 2: "Here is the number,...."

Control: (Music up to climax and out)

INSTRUCTIONS: (At this point, see format "B")

KLIF "EASTER BASKET" PROMOTION Format "A" ET
KLIF "EASTER BASKET" PROMOTION Format "B" (live)

Control: (Easter Music)

Annecr 1: (live): "The Easter Sylvilagus Floridanus is finally here!!"

Annecr 2: "Yes, the Easter Bunny visited KLIF early this year!!"

Annecr 1: "He left his Easter Basket with us and we want to share the gifts with you!"

Annecr 2: INSTRUCTIONS: "It's KLIF's Easter Basket Contest offering thousands of dollars in cash and prizes. Here's how it works!"

Annecr 1: "The Cliff deejay is about to call off a number. If that number is the last digit in your phone number, call KLIF at _____ within three minutes!"

Annecr 2: "If you are the first to call, you will be given your choice of taking ten dollars in cash or a surprise Easter gift from Cliff's Easter Basket! Gifts like ... (name three) ... and countless others!"

Annecr 2: "Get ready now...if the number we're about to give is the last digit in your phone number, be the first to call KLIF at _____ within three minutes and win either cash or valuable merchandise in....."

Annecr 1: "Cliff's Easter Basket Contest"

Annecr 2: "Here is the number....."

Control: (Music up to climax and out)

INSTRUCTIONS: (At this point, see format "B")

KLIF "EASTER BASKET" PROMOTION Format "B" (live)

Anchor (live):

" This hour's lucky number in KLIF's Easter Basket
contest is _____. That's _____ "

INSTRUCTIONS:

(Hit record and refer to format "C")

Mother's Day Memorial Day

KLIF "EASTER BASKET" PROMOTION Format "C" (ET) - tape)

Control:
Control:

(Play the following which is to be pre-recorded via
(Easter Music)
telephone beeper. It should dovetail with Format "C"
for tightness)

Annor 1:
Newsmans

"Time is up, and this hour's winner in KLIF's "Easter
Basket" Contest is on the phone now. Let's find out
his/her phone number _____ and with
if they'll choose the ten dollars or a surprise gift
which is the number we read. He/she called within the
from the KLIF "Easter Basket"....."
three minutes and is a winner!"

"Mrs/Mr _____ do you wish to take the ten dollars
or a surprise gift for the KLIF Easter Basket?"

Annor 2:
Contestant:

"The winner's name is
"I'll take....."

Control:

(Music up to Climax then out)

Instructions:
INSTRUCTIONS:

(At this point, see format D)
(Ad merchandise here. Keep it tight. If money

is chosen just say to this effect, "Mr/Mrs _____
KLIF will mail you a check for ten dollars.
Congratulations and thank you for entering Cliff's
Easter Basket Contest".

If merchandise is chosen, to this effect..." All right,
Mr/Mrs _____, now let's find out what the KLIF Easter
Basket has for you....(slight pause). Mr/Mrs _____

CONTINUED

FORMAT "D" CONTINUED KLIF "EASTER BASKET" PROMOTION Format "D" (live - tape)

Control:

(Play the following which is to be pre-recorded via
You have just won a _____ . We'll put your
telephone beeper. It should dovetail with Format "C"
name on it and hold it for you until you can stop by
for tightness)

Newsman:

and pick it up. Congratulations and thank you for
"Mrs/Mr _____ of _____ in _____
entering Cliff's Easter Basket Contest".
his/her phone number _____ ends with _____

which is the number we read. He/she called within the
(Now refer to Format "E")
three minutes and is a winner!"

INSTRUCTIONS:

"Mrs/Mr _____ do you wish to take the ten dollars
or a surprise gift for the KLIF Easter Basket?"

Contestant:

"I'll take....."

_____ * _____ * _____
_____ * _____ * _____

INSTRUCTIONS:

(Ad lib through here. Keep it tight. If money
is chosen just say to this effect, "Mr/Mrs _____
KLIF will mail you a check for ten dollars.
Congratulations and thank you for entering Cliff's
Easter Basket Contest".

If merchandise is chosen, to this effect..." All right,
Mr/Mrs _____, now let's find out what the KLIF Easter
Basket has for you....(slight pause). Mr/Mrs _____

CONTINUED

FORMAT "D" CONTINUED

You have just won a _____. We'll put your name on it and hold it for you until you can stop by and pick it up. Congratulations and thank you for entering Cliff's Easter Basket Contest".

INSTRUCTIONS:

(Now refer to Format "E")

(Curtain)

INSTRUCTIONS:

(Proceed to normal programming)

*After Contest all contest hoping down the money trail Monday on KLIP

*It's Cliff's Easter Basket Contest that features thousands of dollars in cash and gifts and there are no losers, only winners!

*Be listening to KLIP Monday for Cliff's Easter Basket Contest

(Curtain)

WOMD #3

(Easter Music)

*A ticket, a ticket, what's in Cliff's Easter Basket?

*Thousands of dollars in cash and beautiful gifts!

*No losers, everybody's a winner!

*Be sure Monday, KLIP's Easter Basket Contest!

(Curtain)

KLIF "EASTER BASKET" CONTEST

PROMOS 1, 2, 3

KLIF "EASTER BASKET" PROMOTION Format "E" (ET)

PROMO # 1

KLIF +
KILT

Control:

(Easter music)
(Easter music)

Annor 1:

"It starts Monday on KLIF!"

Annor 1:

"Another winner in Cliff's Easter Basket Contest.

Annor 2:

"The Cliff Easter Basket Contest"

Annor 1:

Stay tuned, for in a few moments, we'll play the

"Offering thousands of dollars in cash and same again and maybe you'll be the winner in KLIF's valuable gifts"

....."

Annor 2:

"And there's a winner every time, no losers!!"

Annor 2:

"Easter Basket Contest"

Annor 1:

"Listen Monday for KLIF's Easter Basket Contest!"

Control:

(Curtain)

Control:

(Curtain)

PROMO # 2

Control:
INSTRUCTIONS:

(Easter Music)
(Proceed to normal programming)

Annor 1:

"Peter Cottontail comes hopping down the money trail Monday on KLIF"

Annor 2:

"It's Cliff's Easter Basket Contest that features thousands of dollars in cash and gifts and there are no losers, only winners"

Annor 1:

"Be listening to KLIF Monday for Cliff's Easter Basket Contest"

Control:

(Curtain)

PROMO # 3

Control:

(Easter Music)

Annor 1:

"A ricker, a ricker, what's in Cliff's Easter Basket"

Annor 2:

"Thousands of dollars in cash and beautiful gifts"

Annor 1:

"No losers, everybody's a winner"

Annor 2:

"It starts Monday, KLIF's Easter Basket Contest"

Control:

(Curtain)

KLIF "EASTER BASKET" CONTEST

PROMOS 1, 2, 3

Jack Sharp

Control:

cc: Bill Morgan, GBM

Annrc 1:

Don Keyes

Annrc 2:

Attached are three different short punchy promos for the Easter Basket Contest. They

Annrc 1: start Friday, April 1st and "Offering thousands of dollars in cash and

For Sunday, April 3rd, revise them to read "surprise tomorrow" instead of "Monday" and for Monday, April 4th, revise them to read "today" instead of "Monday".

Annrc 2:

This means you will need about one disc with 9 cuts. Log once per hour, 24 hours a

Annrc 1: (except "Romance").

Control: get too "shouting" on the (curtain) and hard sell but no hysteria as we have done lately on Plek Hit Intras, etc. I'll leave the music selection to you. Also station breaks and the setting up of details.

PROMO # 1

(Easter music)

"It starts Monday on KLIF!"

"The Cliff Easter Basket Contest"

"Offering thousands of dollars in cash and

surprise
valuable gifts tomorrow" instead of "Monday" and for Monday, April 4th, revise them to read "today" instead of "Monday".

"And there's a winner every time, no losers!!"

"Listen Monday for KLIF's Easter Basket Contest!"

PROMO # 2

(Easter Music)

"Peter Cottontail comes hopping down the money trail Monday on KLIF"

"It's Cliff's Easter Basket Contest that features thousands of dollars in cash and gifts and there are no losers, only winners"

"Be listening to KLIF Monday for Cliff's Easter Basket Contest"

(Curtain)

PROMO # 3

(Easter Music)

"A tisket, a tasket, what's in Cliff's Easter Basket"

"Thousands of dollars in cash and surprise beautiful gifts"

"No losers, everybody's a winner"

"It starts Monday, KLIF's Easter Basket Contest" (Curtain)

Mother's Day Memorial Day

PPB

KLIP "EASTER BASKET CONTEST"

PROMOS 1, 2, 3

Jack Sharp

March 24, 1960

cc: Bill Morgan, GBM

Don Keyes

Attached are three different short punchy promos for the Easter Basket Contest. They should start Friday, April 1st and run through Sunday, April 3rd.

For Sunday, April 3rd, revise them to read "tomorrow" instead of "Monday" and for Monday, April 4th, revise them to read "today" instead of "Monday".

This means you will need about one disc with 9 cuts. Log once per hour, 24 hours a day (except "Romance").

Let's not get too "shouting" on these. Good hard sell but no hysteria as we have done lately on Pick Hit Intros, etc. I'll leave the music selection to you. Also station breaks and the setting up of details.

Don Keyes

RPB

KLIF "EASTER BASKET" CONTEST

PROMOS 1, 2, 3

Easter - 43

Jack Sharp

Control:

cc: Bill Morgan, GBM

Annex 1:

Don Keyes

PROMO # 1

March 24, 1960

(Easter music)

"It starts Monday on KLIF!"

"The Cliff Easter Basket Contest"

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PROMO # 2

Don Keyes

Control: the last hour of (Easter Music)

Annex 1:

Ken covers for Art thru the 11 o'clock hour. Buddy will cover for Joe.

Annex 2:

Ken covers for Buddy.

of dollars in cash and gifts and there are no losers.

will take the first call and give the number to the covering deejay. Covering deejay immediately calls the winning caller on the hotline and makes the interview with contestant.

Annex 1:

During office hours, 9-5, the calls will come thru KLIF. Switchboard operator gives the call to covering deejay in answer room. Covering deejay then calls caller back and gets interview.

Control: stress speed, as (Curtain) effectiveness of the contest depends on how smoothly everything goes together.

PROMO # 3

Control:

(Easter Music)

Jack Sharp

Annex 1:

"A ticket, a tasket, what's in Cliff's Easter Basket"

Annex 2:

"Thousands of dollars in cash and beautiful gifts"

Annex 1:

"No losers, everybody's a winner"

Annex 2:

"It starts Monday, KLIF's Easter Basket Contest"

Control:

(Curtain)

RFB

KLIF "EASTER BASKET" CONTEST

PROMOS 1, 2, 3

KLIF STAFF

PROMO # 1

FROM: JACK SHARP

Control:

(Easter music)

EASTER BASKET CONTEST

Annecr 1:

"It starts Monday on KLIF!"

1. Annecr 2: Wednesday, we start "The Cliff Easter Basket Contest", which will run thru April 8th, excluding Sunday. The contest runs once per hour, from 7 AM thru 6 PM.

Annecr 1: "Offering thousands of dollars in cash and

2. The basic idea of the contest is "valuable gifts". Once per hour, we give out a number between one and ten. Anyone whose telephone number ends with the number, or digit, can reach the contest number is the winner. That winner is given the opportunity of taking \$11.00 in cash and a valuable gift.

Annecr 2: "And there's a winner every time, no losers!!"

Annecr 1: "Listen Monday for KLIF's Easter Basket Contest!"

3. DEE JAYS There are three parts to the format on disc, the opening, which explains the contest and gives the phone number for contestants to call. Cut two is played after the filler record, and serves to introduce the taped portion. Cut three is the curtain for the contest.

During Kens show, and during the last hour of Buddy's show, the phone number will be RI 7-8650. Art will cover for Ken and do the taping.

Control: (Easter Music)

Annecr 1: "Peter Cottontail comes hopping down the money trail Monday on KLIF"

Ken covers for Art thru the 11 contest.

Joel will be available from 10 to 4 also.

Buddy will cover for Joel from 4 to 5.

Annecr 2: "It's Cliff's Easter Basket Contest that features thousands

of dollars in cash and gifts and there are no losers, only winners"

Annecr 1: "Be listening to KLIF Monday for Cliff's Easter Basket

Contest"

Control: (Curtain)

PROMO # 3

Jack Sharp

Control:

(Easter Music)

Annecr 1:

"A tisket, a tasket, what's in Cliff's Easter Basket"

Annecr 2:

"Thousands of dollars in cash and beautiful gifts"

Annecr 1:

"No losers, everybody's a winner"

Annecr 2:

"It starts Monday, KLIF's Easter Basket Contest"

Control:

(Curtain)

278 #3

TO: KLIF STAFF

FROM: JACK SHARP

EASTER BASKET CONTEST

1. Tomorrow, Wednesday, we start the Easter Basket Contest, which will run thru April 8th, excluding Sunday. The contest runs once per hour, from 7 AM thru 6 PM.
2. The basic idea of the contest is this. Once per hour, we give out a number between one and ten. Anyone whose telephone number ends with this number, or digit, can call. The first person with the number to reach the contest number is the winner. That winner is given the opportunity of taking \$11.90 in cash or a merchandise prize.
3. DEEJAYS There are three parts to the format on disc, the opening, which explains the contest and gives the phone number for contestants to call, Cut two is played after the filler record, and serves to ~~xxx~~ introduce the taped portion. Cut three is the curtain for the contest.

During Ken's show, and during the last hour of Buddy's show, the phone number will be RI 7-8650. Art will cover for Ken and do the taping. During the last hour of Buddy's show, Tom Murphy will cover and do the taping.

Art covers for Ken from 7-9 AM,
Ken covers for Art thru the 11 contest.
Joel will be available from 10 to 4 also.
Buddy will cover for Joel from 12 to 3.

~~xxxxxxx~~

Ralph covers for Buddy from 3 to 5.

During Ken's show, and the last hour of Buddy's show, Ken and Buddy will take the first call, and give the number to the covering deejay. Covering Deejay immediately calls the winning number on the hotline and tapes the interview with contestant.

During office hours, 9-5, the calls will come thru RI 7-9311. Switchboard operator gives the call to covering deejay in newsroom. Covering deejay then calls winner back and gets interview.

I must stress speed, as the effectiveness of the contest depends on how smoothly everything ties together.

Jack Sharp

Mother's Day Memorial Day

KLIF "EASTER BASKET" CONTEST PROMO # 1

Control: (Easter Music)
Ann cr 1: ~~"It Starts Monday on KLIF!"~~ *EVERY HOUR*
Ann cr 2: "The Cliff Easter Basket Contest"
Ann cr 1: "Offering thousands of dollars in cash
and surprise gifts"
Ann cr 2: "And there's a winner every time, no losers!"
Control: (curtain)

PROMO # 2

Control: (Easter music)
Ann cr 1: "Peter Cottontail comes hopping down the money
trail ~~Monday on KLIF~~ *EVERY DAY*"
Ann cr 2: "It's Cliff's Easter Basket Contest that features
thousands of dollars in cash and gifts and there
are no losers, only winners"
Ann cr 1: ~~"Be listening to KLIF Monday for Cliff's Easter
Basket Contest"~~ *LISTEN EVERY HOUR*
Control: (Curtain)

98 #3

KLIF "EASTER BASKET" CONTEST PROMO # 3

Control: (Easter Music)

Annrc 1: "A tisket, a tasket, what's in Cliff's Easter Basket"

Annrc 2: "Thousands of dollars in cash and surprise gifts"

Annrc 1: "No losers, everybody's a winner"

Annrc 2: ~~EVERY DAY~~ "It starts Monday, KLIF's Easter Basket Contest"

Control: (Curtain)

call Them Back
make Prize money — \$11.90

7AM - 6PM Daily - thru Fri the 8th.
start ^{this} Wednesday

Pat Barry

Annrc 2:

Annrc 1:

Annrc 2:

Control:

INSTRUCTIONS:

(At this point, see format "B")

KLIF "EASTER BASKET" PROMOTION Format "A" ET

PB #3

Mother's Day Memorial Day

Control: (Easter Music)

Annrc 1: "The Easter Sylvilagus Floridanus is finally here!!"

Annrc 2: "Yes, the Easter Bunny visited KLIF early this year!!"

Annrc 1: "He left his Easter Basket with us and we want to share the gifts with you!"

Annrc 2: "It's KLIF's Easter Basket Contest offering thousands of dollars in cash and prizes. ~~Here's how it works!~~"

Annrc 1: "The Cliff deejay is about to call off a number. If that number is the last digit in your phone number, call KLIF at R1 7-8650 within three minutes!"

Annrc 2: "If you are the first to call, you will be given your choice of taking ~~ten dollars~~ ^{\$11.90} in cash or a surprise Easter gift from Cliff's Easter Basket! Gifts like ... (name ^{PORTABLE RADIO's,} RECORD PLAYERS, ^{COLOR TV SETS} three)...and countless others!"

Annrc 2: "Get ready now..if the number we're about to give is the last digit in your phone number, be the first to call KLIF at R1 7 8650 within three minutes and win either cash or valuable merchandise in....."

Annrc 1: "Cliff's Easter Basket Contest"

Annrc 2: "Here is the number....."

Control: (Music up to climax and out)

INSTRUCTIONS: (At this point, see format "B")

EASTER BASKET FORMAT

CONTROL: EASTER MUSIC

1. THE EASTER SYLVILAGUS ^{FLORIDANUS} IS FINALLY HERE!
2. THE EASTER BUNNY VISITED KLIF EARLY THIS YEAR!
1. ~~THERE ARE~~ ^{HE LEFT} THOUSANDS OF DOLLARS IN CASH AND VALUABLE PRIZES IN THE KLIF EASTER BASKET!
2. YOU CAN SHARE IN THOSE PRIZES!
1. IF THE NUMBER THE KLIF DEEJAY IS ABOUT TO CALL IS THE LAST DIGIT IN YOUR TELEPHONE NUMBER, ~~XXXX~~
2. CALL KLIF WHEN THE CONTEST PHONE NUMBER IS ANNOUNCED.
1. IF YOU ARE FIRST TO CALL THE CONTEST NUMBER, YOU MAY TAKE YOUR CHOICE OF \$11.90 IN CASH OR A GIFT FROM THE KLIF EASTER BASKET!
2. GET READY...IF THE NUMBER WE ARE ABOUT TO GIVE IS THE LAST DIGIT OF YOUR PHONE NUMBER...
1. YOU ARE ELIGIBLE TO CALL THE CONTEST NUMBER AT KLIF...
2. STANDBY FOR THE CONTEST NUMBER...
1. ~~ENBKBXB~~ YOU MAY WIN CASH OR VALUABLE MERCHANDISE IN..klif's
2. EASTER BASKET CONTEST!

CURTA IN

March 7, 1958

TO ALL SALESMEN

FROM BUD LUTZ

KTSA EASTER EGG HUNT

Starting March 17 and thru April 5, KTSA will broadcast a minimum of 17 promotion announcements per day promoting the KTSA Easter Egg Hunt for sponsor.



KTSA • channel 55

minute announcements
nouncements for

use March 17 thru
traffic. KTSA
participate in

the hunt will start
BEFORE EASTER.

100 PRIZES

1.00 each

KTSA

MONEY FURNISHED BY

TOTAL COST OF THIS THREE WEEK PROMOTION TO SPONSOR IS \$2500 COMPLETE

Last year the KTSA First Annual Easter Egg Hunt drew 30,000 people.
This year we want it even better.

March 7, 1958

TO ALL SALESMEN

FROM BUD LUTZ

KTSA EASTER EGG HUNT

Starting March 17 and thru April 5, KTSA will broadcast a minimum of 17 promotion announcements per day promoting the KTSA Easter Egg Hunt for sponsor.

March 17 thru April 5 sponsor will have on KTSA five one minute announcements daily (1 Class AA, 3 Class A, 1 Class B), total of 105 announcements for the three week period for sponsor selling.

Listeners will be urged to pick up Easter Egg Hunter License March 17 thru April 5 at sponsor's store or stores to build pre-Easter traffic. KTSA will print license cards. Listeners will be told that to participate in the hunt they MUST have license from sponsor's store.

On April 5th site of Easter Egg hunt will be announced. The hunt will start at 2:00 PM until completion. DATE OF HUNT WILL BE ONE DAY BEFORE EASTER.

Prizes hidden in Easter Eggs will be:

ONE PRIZE \$1000.00

ONE PRIZE 100.00

THREE PRIZES 50.00 each

30 PRIZES 5.00 each

100 PRIZES 1.00 each total of \$1500 PRIZE MONEY FURNISHED BY
KTSA

TOTAL COST OF THIS THREE WEEK PROMOTION TO SPONSOR IS \$2500 COMPLETE

Last year the KTSA First Annual Easter Egg Hunt drew 30,000 people.
This year we want it even better.

bcc: Gordon McLendon ✓
Don Keyes

BUDDY MacGREGOR

March 5, 1958

PHIL PAGE

Easter Promotions

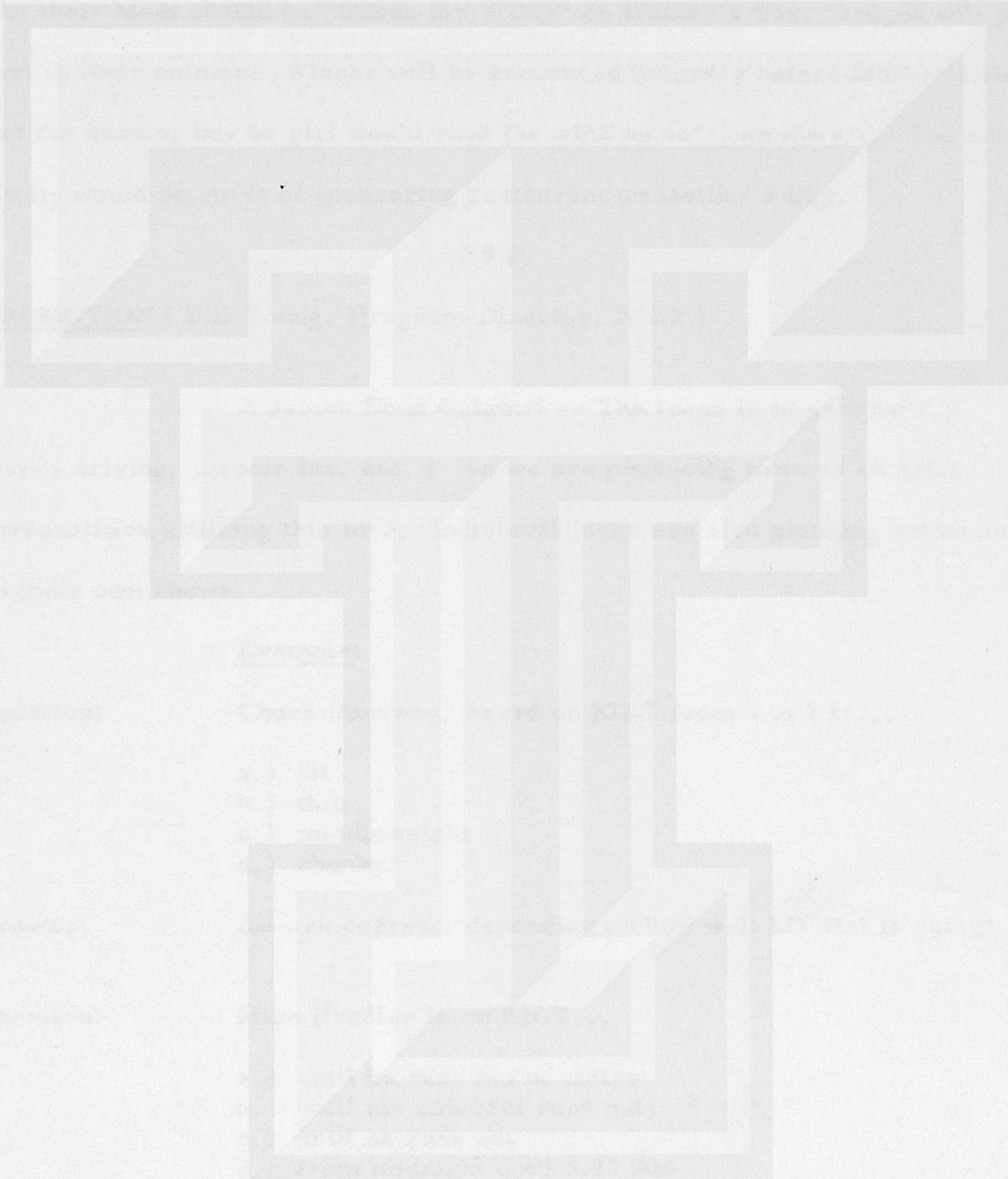
KEEL BUNNY HOP

Suggest you get ten to twenty small white rabbits, dye a portion of the hind part of the rabbit a bright color ... one red, another blue, another green, etc., and release the rabbits the night before the promotion is to begin. Each rabbit would have a value attached to it, such as \$5 or \$10 .. or a prize, i.e., record albums, clock radios, etc. Each show would have one or two colors that could be called out. If a rabbit could be brought to the studios within that D.J.'s time period, the prize would go to that contestant. This contest should go on all day the Saturday before Easter Sunday. Suggest that some of the rabbits be released in outlying residential areas, such as here in Shreveport .. and then one could be released 65 miles away in Henderson .. another in Hope, Arkansas, some 90 miles away ... and the prize on these rabbits would, of course, be big, since it would require their making a trip to Shreveport. I think the prizes on these rabbits should be something like a low-priced hi-fi phono, or a portable 14" TV, etc. If, for instance, on the DJ's show from 6-9AM, he has an early winner, then he should pick another color to keep the contest moving. It should be hit heavily throughout the day and evening. If we run this contest, children should be cautioned about being careful about racing into the streets, trying to catch the rabbits. All rabbits should be released within the city limits .. and perhaps mention should be made of this, and clues given as to the place where the rabbits were released originally. Suggest that during the run of the contest Ray Anthony's BUNNY HOP be played in the background as you give the pitches and clues.

EASTER EGG HUNT

Suggest getting a large cardboard Easter Egg that can be purchased from any confectionery and hide it similar to the Treasure Hunt check. This should run at least three or four days before Easter and have the prize reduce in value each day. This should be handled similarly to the Treasure Hunt with the clues perhaps given more frequently than they were on the Treasure Hunt. Here you should start out with a high prize, such as \$1000 the first day, reduce it to \$500 the second day, \$100 the third day, \$50 the fourth day and have it remain there until the Egg is found. An added gimmick here would be to hide a number of Easter Eggs, the others should be filled with candy and we'll tell them that there are a number of them hidden but that only one of them is worth the big money.

I think either of these two gimmicks, or perhaps both, would make for perfect Easter promotions.



me

MOTHER'S DAY PROMOTION (Dickie Rosenfeld, Sales Manager, KILT)

The idea is to invite children to send a letter to KILT stating why their Mom should be "Queen for a Day" on Mother's Day. Judges will pick best in their opinion. Winner will be announced Saturday before Mother's Day and the winning boy or girl would read the winning entry on the air. The entire family would be guest of sponsoring restaurant on Mother's Day.

###

PROMOTION (Bill Young, Program Director, KILT)

A James Bond Original -- The trend is to national t.v. tests (driving, income tax, etc.) so we are producing promos on KILT personalities utilizing this idea. Individual jocks are also planning questions on their own shows.

Example:

Question: Chuck Dunaway, heard on KILT from 3 to 7 is...

- a.) fat
- b.) thin
- c.) middleweight
- d.) chunky

Answer: All are correct, depending on how well his diet is going!

Question: Mike Bradley is on KILT...

- a.) until he runs out of coffee
- b.) until his contract runs out
- c.) until he runs out
- d.) from midnight until 5:30 AM

Answer: If you said (d), you are correct, we hope, since he has to wake up James Bond, who in turn wakes up Bill Young, who in turn wakes up Bob White, who in turn wakes up Chuck Dunaway, who in turn wakes up Russ Knight, who in turn wakes up Mike!

###

Memorial Day

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#

Primes

will broadcast name of
all babies born on
 Father's Day +
 Mother's Day.

July 7, 1967

BEST COMEPETITIVE "ON THE AIR" PROMOTION

X-TRA- The KNX "Help O'copter". CNS copy is attached. Other stories have appeared on AP and UPI.

(Hollywood) -- Freeway motorists with car trouble will soon be getting aid from a "Help O'Copter" service by Radio Station KNX. Jet-powered helicopters, in addition to providing reports of traffic conditions below, will act as spotters for cars in trouble, announced Robert P. Sutton, General Manager of the radio station. To help the helicopter pilots know just who is in trouble and who isn't, KNX and Gulf Oil Service Stations will distribute huge signs with the letters H-E-L-P printed in bright color. The signs (Sic!) Should be placed on top of the stopped auto so the pilots will be able to see them, Sutton said. The helicopter pilot will then relay information regarding the location of the trouble and tow trucks (Sic!) will be dispatched to assist the stranded driver free of charge. Starting date for the new service was not immediately announced.

X-TRA- ~~Prior to the~~ Memorial Day weekend, KLAC ran a heavy schedule of spots urging listeners to show their sentiments by displaying the flag during the holiday. A flag kit was offered by the station at a nominal price. This promotion seemed particularly effective when the spot was delivered by Joe Pyne -- not only the area's leading personality, but a decorated veteran as well. Communications and the public seem to be placing increased emphasis on patriotism.

#

BEST PUBLIC SERVICE IDEA

X-TRA- The L. A. County Sheriff's Dept. announced a new campaign to rid the area of improperly stored or abandoned refrigerators. "The County Sheriff's Department is spearheading an all-out drive to rid the area of dangerous abandoned or stored refrigerators. The law plainly states that doors or latches shall be removed from refrigerators, ice-boxes or freezers which are not in use and are accessible to children, but even as I read this, too many listeners mutter to themselves: "That reminds me -- I've got to get around to selling our old refrigerator this summer; its still in good condition." Which means, of course, that the door is still on, the latch is still intact. "Its still in good condition." And somewhere in Los Angeles at this moment -- a child is in danger'.

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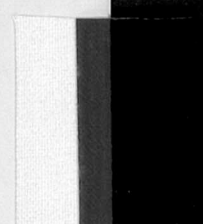
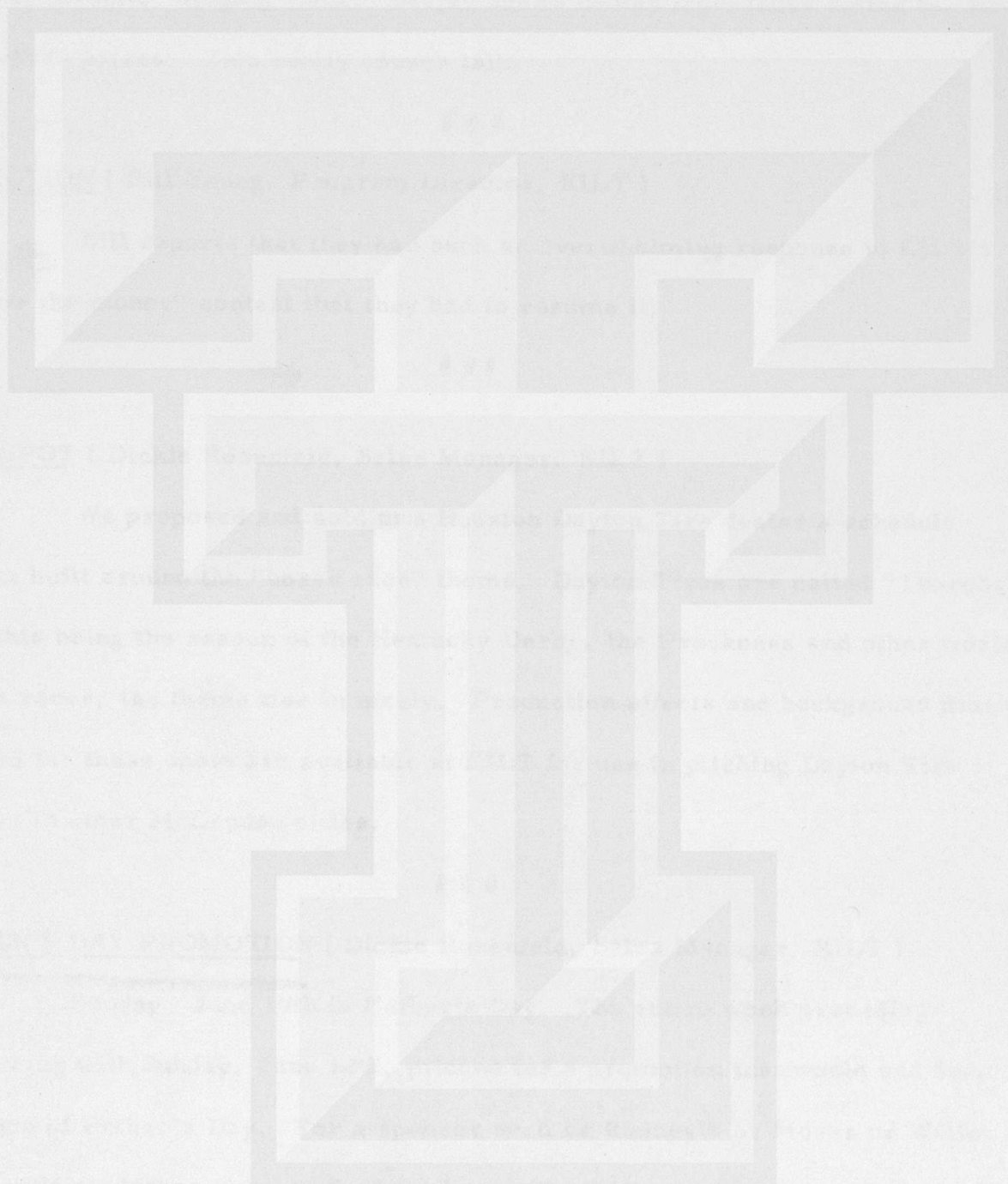
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yph

PROMOTION (Bill Young, Program Director, KILT)

Capitol Records has just released 2 "sing along" (instrumental) albums. Jocks are singing along (recorded) with Top 40 hits, then listeners vote for their favorite "singing" jock. DeeJay draws names from those voting for him and awards prizes. This really causes talk.

###

PROMOTION (Bill Young, Program Director, KILT)

Bill reports that they had such an overwhelming response to KILT's "two for the money" contest that they had to resume it.

###

SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

We proposed and sold to a Houston Dayton Tire dealer a schedule of spots built around the "horse race" theme. Dayton Tires are called "Thorbred", and this being the season of the Kentucky Derby, the Preakness and other world famous races, the theme ties in nicely. Production effects and background music selected for these spots are available at KILT for use in pitching Dayton Tire Dealers in other McLendon cities.

###

FATHER'S DAY PROMOTION (Dickie Rosenfeld, Sales Manager, KILT)

Sunday, June 19th is Father's Day. The entire week preceding it, starting with Sunday, June 12th, pitched for a promotion that would end Sunday afternoon of Father's Day. For a sponsor such as Rodney's or Mosks or Walter Pye, a suit of clothes given to the best look-alike father and son team that comes in during the week. Winner announced on KILT on Father's Day.

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###

REJECTED RECORD (Bill Young, Program Director, KILT)

Because of the lyrics, "Let's Get Stoned" by Ray Charles on ABC has been rejected by KILT Program Department.

###

LOCAL NEWS STORY (Brad Messer, Managing Editor, KILT)

Local news stories unearthed and developed this week by KILT included a couple that have caused much comment. Dan Lovett had interviewed a Houston soldier who was recently killed in Viet Nam. The soldier and his buddy had given Dan a flag, promising to pick it up at KILT when they came home. Dan still has the flag. KILT news interviewed a go-go dancer who is happy that an out-of-town club paid her one dollar per pound per day for a two-week appearance. She weighs 250 pounds. This interview has caused much comment.

###

SUNDAY REVENUE (Al Lurie, Sales Manager, KLIF)

Men's stores should be solicited to run on the next few Sundays before Father's Day.

###

CREATIVE SALES IDEA (Al Lurie, Sales Manager, KLIF)

Have open and close for Grand Prairie merchants on a Father's Day promotion. Middle portion devoted to individual retailer. Calls attention to suburb and merchants, get saturation at nominal cost.

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PROMOTION (Johnny Berger, Program Director, WYSL)

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###

ryb

FATHER'S DAY PROMOTION (Johnny Barger, Program Director, WYSL)

"Father's Day Sweepstakes" -- Ideal for five to fifteen participating men's stores, sporting goods stores and other merchandisers catering to men. Each participating merchant would buy minimum schedule of spots and would put up three prizes. WYSL would run promotional spots concerning the WHISTLE Father's Day Sweepstakes, tagged with participating sponsor's name and address. Listeners would be encouraged to register at the participating stores (Fathers only) (or Fathers and wives and children on behalf of Fathers). Day before Father's Day, WYSL would search out Buffalo's leading father and he would draw out the names of three lucky fathers that would in turn receive the Sweepstakes prizes.

#

PROMOTION (Johnny Barger, Program Director, WYSL)

"P. T. Barnum Festival" -- (June 23- July 4) -- It was Barnum that said, "A sucker is born every minute." WYSL would give away suckers (candy) to listeners and folks in general, wrapped in cellophane saying, "Don't be a sucker, listen to WYSL." Of course the other side of the sucker wrapper would have the participating sponsor's name. We might even be able to interest a candy company in sponsoring the whole deal. The suckers would be thrown away by clowns in sandwich boards saying, "I don't listen to WYSL, and I'm a (picture of big sucker or big sucker affixed to board).

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#

June

COMPETITOR'S PROMOTION (Richard Wilcox, General Manager, KABL)

KSFO is holding a whale boat race. Jocks against Coast Guard.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

"Space Promo" -- has a little fun with the mysterious radio signals recently received from outer space. See attached copy. The thing really comes off in production.

###

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

Graduation activities bulletin board -- Items pertaining to graduation activities, parties, etc. Available to advertisers on an ID open and name close basis. Amounts to a one-minute capsule logged SA once hourly during teen times now through first week in June.

###

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

Memorial Day Race results -- Provided there is no beef from programming, KTSA will propose to a local sports car the idea of sponsoring reports on the Memorial Day races within our sports scoreboards, complete with race noises under and specially produced open.

###

PROMOTION (Bruce Hathaway, Program Director, KTSA)

"KTSA is giving away Roger Miller" -- Roger, recently awarded 5 Grammy Awards, will be in San Antonio for a personal appearance this Sunday. Some lucky KTSA listener + 1 will be winner of an evening with Roger and a KTSA deejay which includes dinner, his guest backstage for the show, etc. Ten other lucky runners-up will receive two free tickets to his performance.

###

MEMORANDUM

ryl

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS
FROM: DON KEYES
DATE: JUNE 7, 1965

Since the following idea from J. Tyler Dunn is rather immediate, I thought I'd best send it out to you in this manner rather than wait for the Weekly Digest.

FATHER'S DAY : The idea is to give the announcer (father) a day off with his show done by his wife. Of course, he would be on the air with her but he is to relax while on the air and she would introduce the records, etc.

This might work effectively at KLIF with Ken Dowe and Dottie, for example.

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June

PROMOTION (Don Keyes, Home Office, Dallas, Texas)

Another adult promotion would be to award a full set of golf clubs (or something equally appropriate) to the first listener getting a hole-in-one during the summer season (after June 1st for example). Report would have to be verified by club pro.

#

PROMOTION (Bob White, Program Director, KILT)

"Father's Day Booster" -- Father's Day will be coming up June 20th.

Many things are done for Mother's Day but often Father's Day is not pushed as hard. There are many songs about Mother such as what the letters "mother" mean. Ask listeners to tell you what the letters "father" mean to them. It could be started perhaps two weeks or so before Father's Day and some of the entries read on the air. To Bob's knowledge, there is no song about what "father" means to me. The prize could be determined.

This could easily be tied in with a sponsor.

#

HOT COMERS

KLIF

- 1.) "Hey, Little Lonely One"
- 2.) "Here Comes The Night"
- 3.) "Mr. Tambourine Man"

Tom Jones
Them
The Byrds

Tower
Parrott
Columbia

KILT

- 1.) "In Paradise"
- 2.) "Voodoo Woman"
- 3.) "Lonely"

Showmen
Bobby Goldsboro
Bobby Vinton

Swan
United Artists
Epic

zph

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Don't offer book. Material poorly - you AL.

Rpb

KLIF

DALLAS

TO: **BILL MORGAN**

DATE: **6/11/62**

FROM: **STAN RICHARDS**

SUBJECT: **TOP POPS CONTEST**

THE CLIFF TOP POPS CONTEST, FOR FATHER'S DAY, WILL BEGIN AT MIDNIGHT, JUNE 12th AND CONTINUE TRHU MIDNIGHT SUNDAY, JUNE 17th. IT IS A MAIL PULLER, IN WHICH THE SON OR DAUGHTER LISTS REASONS WHY THEIR DAD SHOULD BE CLIFF'S TOP POP. WINNER WILL BE ANNOUNCED ON TUESDAY, JUNE 19th. WINNER WILL RECEIVE A HELBROSE WATCH, AND WE'LL PROMO HIS NAME FOR SEVERAL DAYS.

cc; DON KEYES

*Don't after
you're not put
in the book,
the filler material
is quite poorly
done - you
can tell it.*

LOCOMOTIVE PROMO
KABL MUSIC

MUSIC: UP SMOOTH

JUNE 16th IS FATHER'S DAY...AND KABL SUGGESTS A GIFT YOUR DAD WILL REALLY WANT. GIVE HIM...A FORTY-FIVE TON LOCOMOTIVE! (SOUND-MUSIC) YES, WE ALL KNOW THAT BENEATH DAD'S MONOGRAMMED SHIRT THERE BEATS THE HEART OF A FUN-LOVING KID...AND WHAT COULD BE MORE FUN THAN A REAL DEISEL-ELECTRIC LOCOMOTIVE? MODEL 45-D-F-273 USES 4-FOOT-EIGHT-AND-A-QUARTER INCH STANDARD TRACK, AND CAN BE SET UP IN ANY HUNDRED ACRE BACK-YARD. IMAGINE YOUR DAD'S EXHAULTATION WHEN HE REVS-HER-UP TO FULL SPEED ON HIS OWN PRIVATE OVAL TRACK. DON'T MISS THIS UNUSUAL OPPORTUNITY TO GET DAD HIS VERY OWN, FULL-SIZE DEISEL LOCOMOTIVE. FOR DETAILS, WRITE TO "UNITED STATES NAVAL AMMUNITION DEPOT", MACALISTER, OKLAHOMA...OR DROP A CARD TO "CHOO-CHOO"...KABL, SAN FRANCISCO.

MUSIC: OUT

uph

PUBLIC SERVICE PROGRAMMING (Dick Lahm, Program Director, KILT)

Here is an angle that has never been pursued by any of our stations and since it is salable and falls into the category of 'Agriculture', it is well worth investigating. To quote,

'A real good way to get 15 minutes of 'Agricultural' public service time without the usual pesticide, feed and seed type show. I got the jaycees agricultural chairman to work up a lawn, garden, shrub type show that is going over very well. The jaycees are backing up the show by placing advertising material in all the nurseries and flower shops in the area. The show is scheduled in our Sunday morning programming.'

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FATHER'S DAY PROMOTION (Don Keyes)

We discussed this at the Managers' Meeting also. The station sets up on its premises a tie swapping department for listeners who receive ties for Fathers Day that they do not particularly care for. You invite them to bring their ties to the station and swap them for one more to their liking.

I don't know what kind of response you will get, but it's got to be good for comment.

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REJECTED RECORD (Dick Lahm, Program Director, KILT)

During Klassics Week, Dick refused to play the old hit "Wine, Wine, Wine" and, frankly, I am inclined to agree with his decision.

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FATHER'S DAY PROMOTION (Al Hart, Program Director, KABL)

I am sending you a piece of copy on this one since I think it is excellent. The copy is self-explanatory and should you care to investigate this further, information is available at the United States Naval Ammunition Depot, McAlester, Oklahoma.

MUSIC : UP SMOOTH

June 16th is Father's Day...and KABL suggests a gift your Dad will really want. Give him a forty-five ton locomotive! (SOUND-MUSIC) Yes, we all know that beneath Dad's monogrammed shirt there beats the heart of a fun-loving kid...and what could be more fun than a real diesel-electric locomotive? Model 45-D-F-273 uses 4-foot-eight-and-a-quarter inch standard track, and can be set up in any hundred-acre back yard. Imagine your Dad's exaltation when he revs-her-up to full speed on his own private oval track ! Don't miss this unusual opportunity to get Dad his very own, full-size diesel locomotive. For details, write to "United States Naval Ammunition Depot", McAlester, Oklahoma...or drop a card to "Choo-Choo"...KABL, San Francisco."

MUSIC: OUT

#

SALES APPROACH (Art Holt, Manager, WYSL)

Art is currently pitching a local car dealer on a flexible schedule of spots. Before the automobile salesman takes the customer out on a demonstration drive, he calls the station and leaves various facts about the customer. During the drive, the radio is set on WYSL and the station mentions, in a live spot, that the customer (by name) is now taking a demonstration drive at the automobile dealership and that now is the time for him to buy a new car.

It appears to me that you could include just about any pertinent information about the customer in this commercial.

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Individual
Holidays

M E M O R A N D U M

TO: ALL MANAGERS, ALL PROGRAM DIRECTORS

FROM: DON KEYES

DATE: APRIL 20, 1962

I haven't developed this idea at all but here is the germ of it as recently suggested to me.

With Father's Day coming in June, a clever line for a little contest might be the "KLIF Tops in Pops" Contest. "Who is Dallas' Top Pop, the Number One Dad, etc., etc."

Seems like the line ought to appeal to kids more than any we've used in past years. There it is. You develop it.

Don Keyes

DCK:lr

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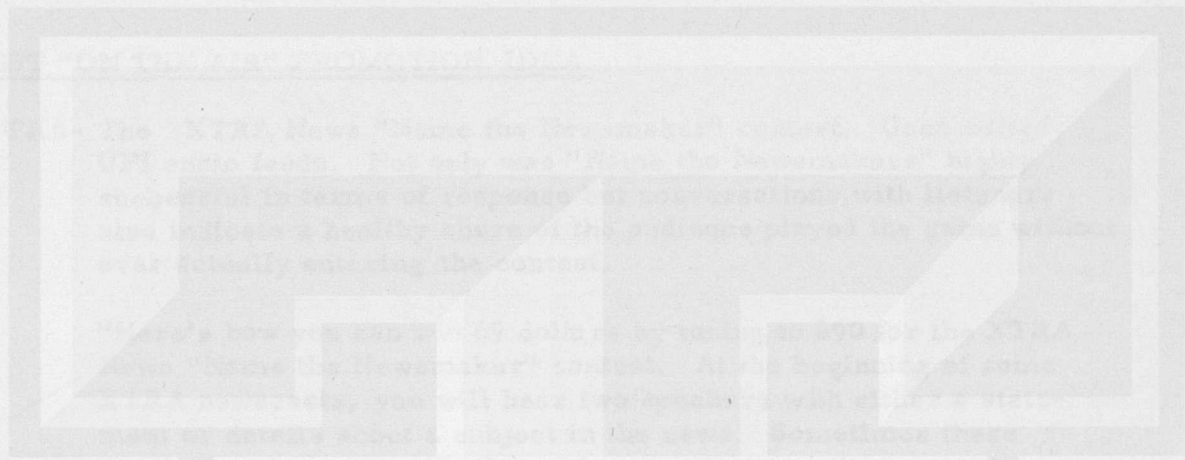
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DCK:lr

Page 2



4th July

Labor Day

The following is a list of the names of the persons who have been elected to the office of the President of the United States for the year 1800. The names are listed in alphabetical order.

1. George Washington
2. John Adams
3. Thomas Jefferson
4. James Madison
5. James Monroe
6. John Quincy Adams
7. Andrew Jackson
8. Martin Van Buren
9. William Henry Harrison
10. John Tyler
11. Zachary Taylor
12. Franklin Pierce
13. James Buchanan
14. Abraham Lincoln
15. Andrew Johnson
16. Ulysses S. Grant
17. Rutherford B. Hayes
18. James A. Garfield
19. Chester A. Arthur
20. Grover Cleveland
21. Benjamin Harrison
22. William McKinley
23. Theodore Roosevelt
24. William Howard Taft
25. Woodrow Wilson
26. Warren G. Harding
27. Calvin Coolidge
28. Herbert Hoover
29. Franklin D. Roosevelt
30. Harry S. Truman
31. Dwight D. Eisenhower
32. John F. Kennedy
33. Lyndon B. Johnson
34. Richard M. Nixon
35. Gerald R. Ford
36. Jimmy Carter
37. Ronald Reagan
38. George H. W. Bush
39. Bill Clinton
40. George W. Bush
41. Barack Obama
42. Donald Trump

What a great year it was!

July 7, 1967

BEST "ON THE AIR" PROMOTION IDEA

X-TRA- The XTRA News "Name the Newsmaker" contest. Uses edited UPI audio feeds. Not only was "Name the Newsmakers" highly successful in terms of response but conversations with listeners also indicate a healthy share of the audience played the game without ever actually entering the contest.

✓ "Here's how you can win 69 dollars by tuning to 690 for the XTRA News "Name the Newsmaker" contest. At the beginning of some XTRA newscasts, you will hear two speakers with either a statement or details about a subject in the news. Sometimes these people are famous, sometimes they are just eyewitnesses to a story important enough to be covered by XTRA News. Then, William Abbott says: (TC IN FOR) "Those were two of the voices making headlines on XTRA News yesterday..." (TC UNDER FOR) And another XTRA Newscast begins. Simply identify the newsmakers (There are six a day) on a postcard, add your name and address, then send your card to : XTRA News, Lee Tower, Los Angeles 90036. Enter as many times as you wish, but your cards must be postmarked no later than midnight of the day you name the newsmakers. Each day, XTRA News will award 69 dollars to the person who correctly identifies the greatest number of newsmakers. (REPEAT ADDRESS) The contest is underway, so why not begin to play right now? (SEGUE TO NEWS OPEN TC 280)

KILT - Even though the 4th is over this is adaptable to any holiday....

1. Planning an old-fashioned Fourth of July picnic?
2. KILT's latest contest could make it the most fabulous picnic of all time!
 1. Here's how to win...
 2. Pick a number between 1 & 10...multiply by 7...subtract 18 1/2...divide by 3...add 2...
1. Then if your answer is the same as that in the secret envelope, we'll make certain that your July 4th picnic is old-fashioned in every respect...
2. We'll supply plenty of big red ants...poison ivy...and we'll top it off with a guaranteed rainfall...
1. Rush your entry to "Wait'll Next Year" ...K. I. L.T..... Houston!
2. But hurry...deadline for entries is April 15th!
 1. What's a picnic without ants...
 2. And poison ivy...
 1. And rain...

Labor Day

July 7, 1967

2. KILT's latest contest could supply all three for your July 4th outing...
1. Simply pick a number between 1 & 10... Multiply by 7... Subtract $18 \frac{1}{2}$... Divide by 3... Add 2...
2. Then... if your answer is the same as that inside KILT's secret envelope, you win all these fabulous additions to your July 4th picnic...
1. We are even considering other prizes... like having all free-loading KILT Goodtimers and their families come by and crash your private picnic...
2. This contest is open only to KILT employees, their relatives, and its advertising agencies and clients.
1. But hurry... deadline is midnight April 15th!

X-TRA- X-TRA's proposal to the Los Angeles City School System has been approved, and student editorials will be channeled through the journalism department to X-TRA News on a regular basis. This should help to close the information gap between teens and adults. Once a system is established and workable, invitations to participate will be sent to other school systems in the coverage area. Now, when any young person in Southern California says, "nobody listens to me!" X-TRA News can respond with: "We have over two million people who will listen---now what do you have to say?" This campaign will provide both "on the air" and "outside" promotion possibilities on a continuing basis. For strictly "on the air" material some basic research and simple arithmetic was combined to produce some startling information.

"Here are a few facts and figures. If a radio station, operating in Los Angeles for the average 15-hour broadcast day, presented a 5-minute newscast every hour of every day since 1920, they would now have broadcast some 20,000 hours of news. X-TRA News, now in its 7th year of 24-hour a day all-news service, has delivered over 51,000 hours of news, nearly three times as much as our mythical pioneer. (Still using the same figures) in order to match the performance of X-TRA News a radio station broadcasting five minutes of news on the hour every hour for fifteen hours of every day would have had to have started transmitting in 1865 -- and that was nine years before Marchese Guglielmo Marconi was born! That's why we say: this is X-TRA News over Los Angeles: the world's most experienced radio news service.

Labor Day

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Labor Day

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

July 4th

"4th of July Spectacular" -- KTSA is proposing to food advertisers that they participate in the KTSA 4th of July Family Outing. It will be a full afternoon of summer activities topped off by a fireworks display and dance starring Willie Nelson. Cost for entry to the activities is proof of purchase from any participating food advertiser. Advertisers furnish food to crowd.

###

PROMOTION (Bob White, Program Director, KILT)

"KILT Better Business Listener" -- This is a take-off on a promo done by KLIF, "The KLIF Listening Post". Will work the same way as KILT will recognize business establishments that keep KILT on their radio. The only difference is in the name. KILT will state on the air that any time you go into "x" business establishment, you will find their radio set on 610 then, "Now from KILT's Better Listener's Bureau, here is a KILT Better Business Listener". They are putting emphasis on small business establishments.

###

PROGRAM-SALES IDEA (Bob White, Program Director, KILT)

Since most people don't display American Flag on Flag Day or July 4th, a sponsor might have "All American Sale" and give flags when shoppers make a certain purchase.

###

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

For Downtown Bank of Houston -- Prospect has universal problem--that of competing against convenience of suburban banks. Periodically, buys morning and afternoon traffic but difficulty still exists. Presented noon news to excite downtown workers about convenience of noon time banking. Offer free brunch, bus rides, style shows, parking and premiums. Will go if pass committee.

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ryh

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

For one of the many discount hamburger chains. After a spot runs, the deejay will state: the first 3 people to go by "Self's" hamburgers # 2, 1010 San Pedro, with the secret pass word for the hour, will receive an "American Treat" (hamburger, french fries and malt) free. Pass word is "George Lester", etc.

###

PROMOTION (Bill Peck, Copywriter, WYNR)

I am attaching the copy which WYNR is using to intro their classics.

###

REJECTED RECORD (Jim Randolph, Program Director, WYNR)

"Use What You Got" by Sugar Pie DeSanto

###

STATION BREAK (Bill Peck, Copywriter, WYNR)

"WYNR ... Tops for Pops..." (Father's Day Break)

###

PROMOTION (Don Keyes, Home Office, Dallas)

"Fourth of July Guest Editorial" -- Invite teenagers to write a special editorial with the 4th of July as its theme. The kid submitting the best one wins a \$50.00 Savings Bond (which costs you \$37.50) and the kid also gets to read his own editorial on the air. Put on tape and run as a special "Fourth of July Guest Editorial" all day on the 4th. Suggest deadline be midnight on July 1st in order to judge entries and make recording arrangements. Further, suggest that local Superintendent of Schools (or similar) serve as judges. Then you can log it as an Educational Program.

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Labor Day

Spk

PROMOTION (Bill Weaver, Manager, KILT)

KILT's 12:00 N to 3:00 PM disc jockey has a recorded Rebel yell which he plays for people who write in requesting it. He also makes dedications.

Naturally, he does not let on that it is recorded. I like this because it is so silly.

#

PROMOTION IDEA (Rick Bennett, Program Director, WYSL)

Several times a day on the 4th of July, the station played a prepared series of fireworks sound effects for those who missed seeing a fireworks display.

This is like acrobats on radio!

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COMPETITOR'S PROMOTION (Al Hart, Program Director, KABL)

KGO in San Francisco has a two-man team on in the evening and they are recruiting volunteers to invade Los Angeles.

This has been in our policy books for many years ever since Don Sherwood first did it in San Francisco. To the best of my memory, we have never done it and it has got to be an excellent talk-provoking promotion.

Should you wish details, let me know and I'll send them.

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PROMOTION IDEA (Al Hart, Program Director, KABL)

I am attaching three pieces of script on three different and unusual promotions recently run by KABL. They are certainly adaptable to any of our other stations. They are "Anteaters Promo", "Fiji Firewalking Promo", and "Mountain Promo".

#

Labor Day

PROMOTION (Bill Weaver, Manager, KILT)

KILT's 12:00 N to 3:00 PM disc jockey has a recorded Rebel yell which he plays for people who write in requesting it. He also makes dedications.

Naturally, he does not let on that it is recorded. I like this because it is so silly.

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Labor Day

SPECIAL
BULLETIN

From

K L I F

DALLAS

BILL MORGAN
GENERAL MANAGER

*The life-saving numbers
on your radio dial are -*

From: Ken Knox

The attached copies are for your files. Spots 1 & 2 were recorded and sent to each station. We decided against doing numbers 3, 4 and 5.

You might keep them for use at some future date.

thanks.

xx

2104 JACKSON

CHANNEL 119

Werside 2-7121

Labor Day

**SPECIAL
BULLETIN**

From

KLIF

DALLAS

BILL MORGAN
GENERAL MANAGER

To: Billie

From: Ken Knox

The attached copies are for your files. Spots 1 & 2 were recorded and sent to each station. We decided against doing numbers 3, 4 and 5.

You might keep them for use at some future date.

thanks.

kk

Bill -

FOURTH OF JULY PROMOS
June 6, 1958 by KNOX, KLIF

Phillip Page
Kup

-1-

OVER
MUSIC:

The clamorous voice that sent its iron music into the outer limits of Old Quaker Town is silent today. But the spirit of its melody resounds within the hearts of free men everywhere. And today _____ on the 182nd anniversary of the signing of the Declaration of Independence adds its voice to the harmony of freedom's song that echos through the valleys and plains of this great land. And as the tolling of liberty's great bell sent forth good news; so does _____ send out the awakening cry of Independence; please God, may it never die.

MUSIC: (CURTAIN)

-2-

MUSIC:

ANNCR: Of the day on which independence was declared John Adams wrote in a letter to his wife, "I am apt to believe that this day will be celebrated by succeeding generations as the great anniversary festival. It ought to be solemnized with pomp and parade.... with bells and bonfires from one end of this continent to the other from this time forward forevermore." And so it is, on this 182nd anniversary of that great Independence day, _____ lifts its voice with free men everywhere in the glorious cry of freedom. America! God mend thine every flaw, confirm thy soul in self-control, thy liberty in law.

MUSIC: (CURTAIN)

1 & 2 have
been recorded
and sent to
stations.
KK

Labor Day

FOURTH OF JULY PROMOS
June 8, 1958 by Knox, KLIF

-3-

MUSIC:

ANNCR: All of us at _____ wish all of you a pleasant and happy Fourth of July. In the celebration of this day, let us be mindful of its deeper meaning and be ever thankful for our independence, our freedom, our individual rights to life, liberty and the pursuit of happiness.

-4-

MUSIC:

ANNCR: On this; our Country's Birthday, let us give thought to the bravery of those men who signed our Declaration of Independence. Their act of signing meant that if the cause of the new nation should fail, every signer could be convicted of high treason and put to death. We owe them our eternal gratitude for their bravery and foresight. _____ salutes the great men of 1776.

-5-

MUSIC:

ANNCR: May we of _____ wish all of you a pleasant Fourth of July. And may we remind you of the reason for our celebration on this day by repeating the inscription on the Liberty Bell: "Proclaim liberty throughout all the land, unto all the inhabitants thereof." God Bless our American Freedom.

FOURTH OF JULY PROMOS
June 6, 1958 by KNOX, KLIF

-1-

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Labor Day

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PROMOTION (Dave McKinsey, Program Director, KABL)

July 4th Promo -- here's one tha doesn't cost a cent. What's the Fourth of July without FIREWORKS? Hear Fireworks on KABL all day July 4th - - rockets, firecrackers, starshells, the works. All audio, of course. Prior promotion will challenge listeners to guess how many skyrockets KABL will fire off on July 4th. At various times during the day, sky rockets will go off, along with other pyrotechnics. Listener who comes closes to guessing how many actual rockets are shot off (None, of course) will win a "disabled fire cracker left over from Chinese New Year". Sound effect promotions end with KABL wishes you a happy fourth of July.

###

PROMOTION (Dave McKinsey, Program Director, KABL)

"Hearts and Flowers" music -- Do you feel that no one cares about your opinion? Does everyone get surveyed except you? (musi c change) Well, now you don't have to be left out anymore. Play KABL's new survey game. Be a part of the great opinion! Here's how it goes. If you have never been surveyed about anything, just call KABL and tell us what station you are listening to right now! Your opinion will be considered carefully! (music: rinkytink and out)

###

HELP REP (Bill Weaver, General Manager, KILT)

When we get a particularly good Hooper report via the telephone, it is a good idea to alert the Blair salesmen via telegram. The telegram calls it to their attention prior to the release of the information.

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npb

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

"Paul's Green Thumb Nursery" -- Commercial idea is to sell at an attractive price the plant, flower or tree of the season for 1/2 of the commercial. Then for the second 1/2 of the spot, Paul will salute the Garden Club President of the Week, boosting their ego and assuring influence on their members to purchase plants at Paul's Green Thumb Nursery.

#

JULY 4th SALES IDEA (Dickie Rosenfeld, Sales Manager, KILT)

The Fourth of July weekend will see the highways crowded with automobiles and the hospitals crowded with traffic injuries and fatalities. We have proposed a schedule of announcements to a local gasoline distributor, cautioning motorists to drive safely and giving safe driving tips.

#

LOCAL NEWS STORY (Brad Messer, Managing Editor, KILT)

Local news stories unearthed and developed this week by KILT included a feature on the controversial hit song DAY FOR DECISION. On Bill Young's "Housewives' Hotline" he asked for opinions on the song. We asked Bill for a count on the opinions, ran a news item on it with a brief part of the song. Opinion heavily favored the song as being patriotic, while minority felt it was "patriotism for pay".

#

PROMOTION (Johnny Borders, Program Director, KLIF)

"All Time Top 300" -- KLIF is compiling the all-time top 300 hits of the past for Dallas. Promos ask that listeners call "boss" line and vote for favorites, and send postcard to station doing same. List will be published and put in retail record outlets along with regular top forty survey sheet.

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upb

Tire companies should support their Fourth of July newspaper campaigns with a radio schedule... to cover the 50% of the people who don't read newspapers.

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CREATIVE SALES IDEA (Al Lurie, Sales Manager, KLIF)

Suggested to Everts Jewelers they set up a teenage marriage consultant hour on Saturday mornings. Discuss rings, china patterns, silver, etc. Schedule of 20 spots sold for Friday night to promote this.

#

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

KILT Salesman Bob Arnold approached Gulf Oil on a summer tire sale and got good reaction but low budget. So he came up with spec spot using key slogan of "Dealing Dozen" and approached the major tire centers for Gulf on a co-op basis. Reaction was very good and twelve of the tire centers along with Gulf co-op money will run a one week schedule. They will be called the Gulf Dealing Dozen with tires beginning at \$12.00. There will be a drawing at end of week for give-away of a set of Gulf Premium Tires. Total budget for this idea will be \$2,280.00 for one week.

#

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

There will be some very good business laying around Business Schools from now on due to the following reasons: 1) Tough college entrance exams the colleges and universities are strapping on high school graduates. 2) Crowded conditions of colleges of higher education. 3) The father had been planning to send kids to college but now that the time is here he finds he is "broke" and cannot afford the heavy expense. We have two business schedules of this type at present and three more in the mill using this pitch.

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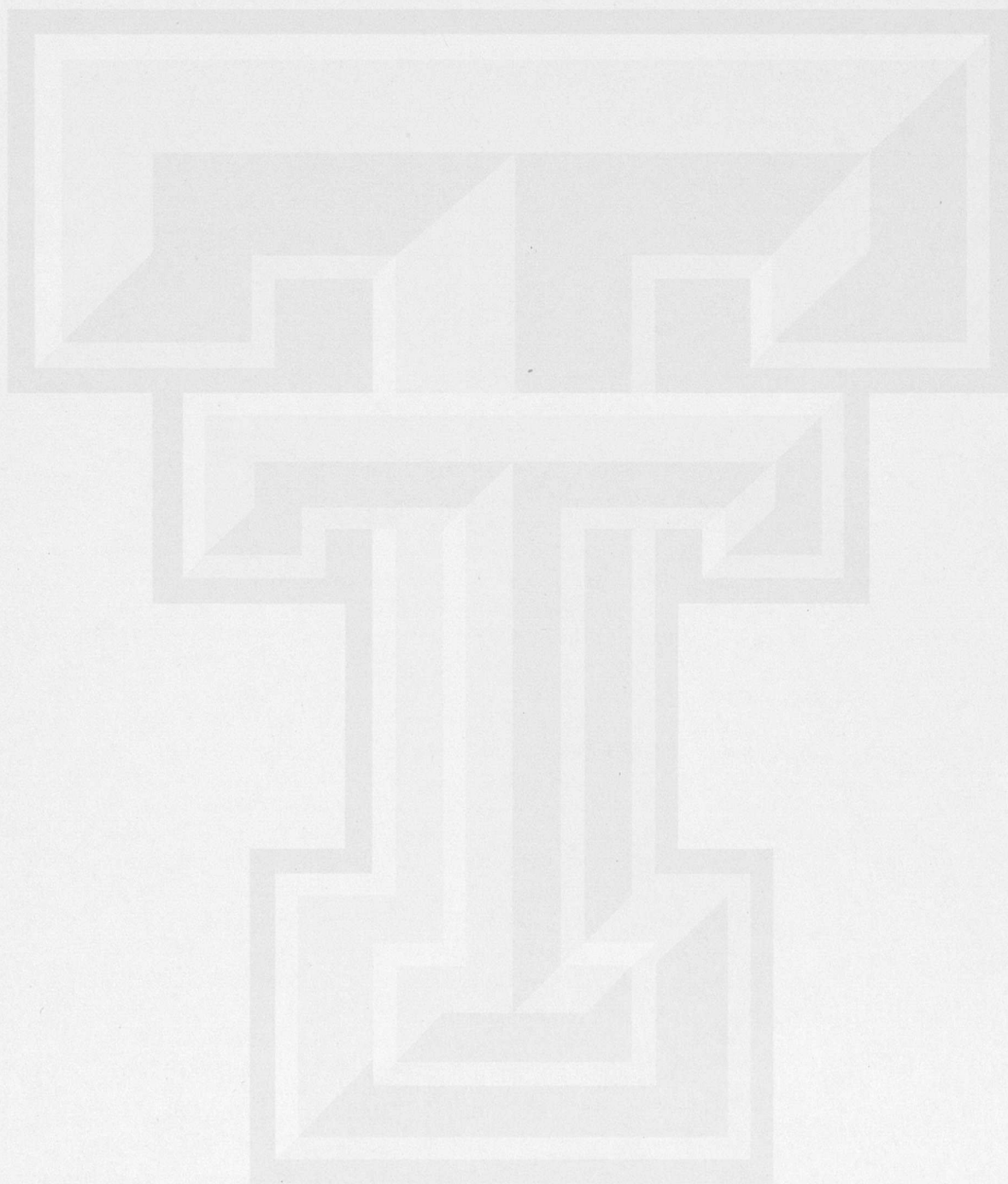
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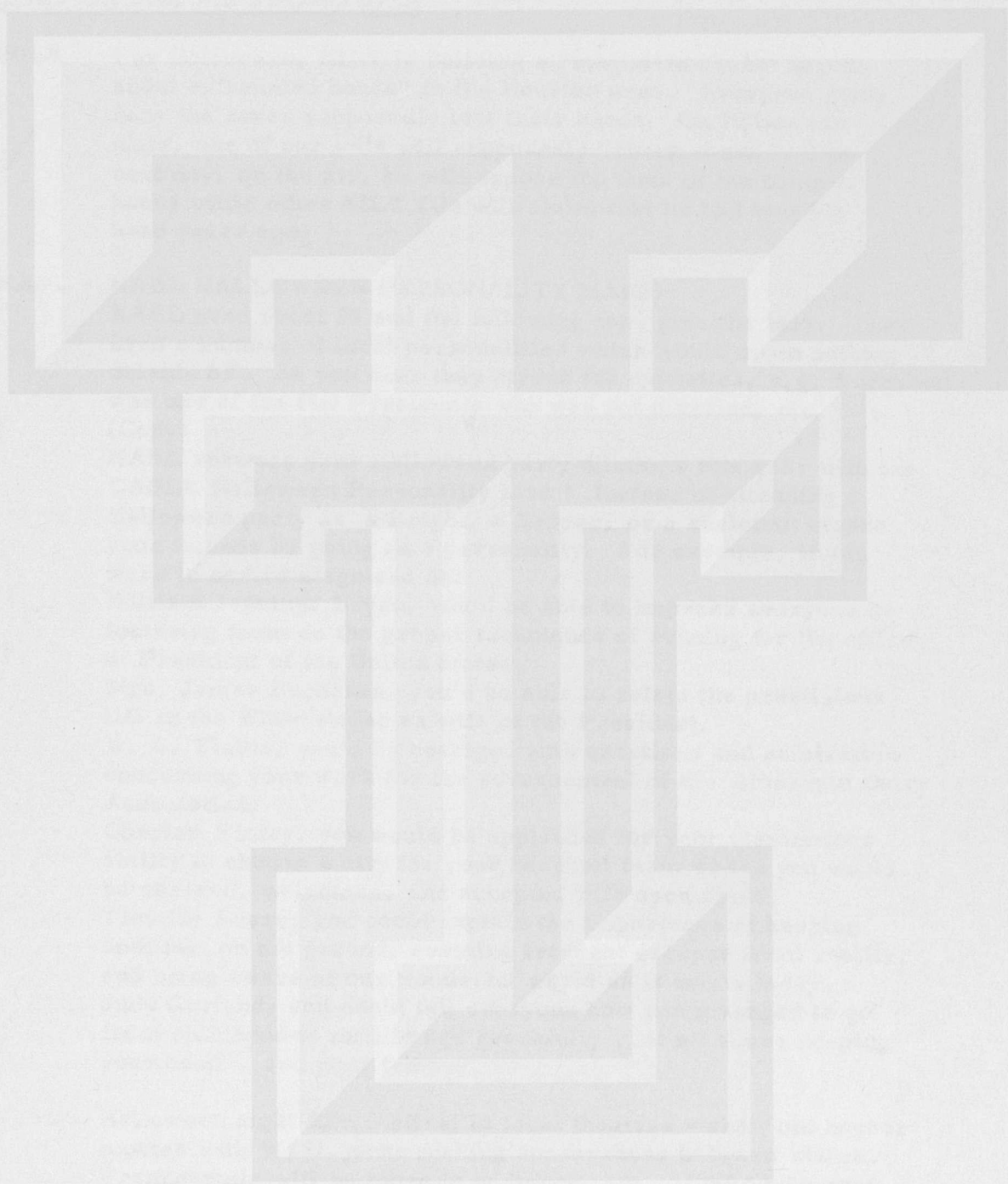
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Labor Day



BEST ON THE AIR PROMO IDEA

✓ KILT - For Halloween, KILT is building a "tongue-in cheek" legend about a "haunted house" in the Houston area. Everyone going near the house supposedly lost their heads. On Halloween night, one of our DJ's will supposedly "check it out." The next day, on the air, he will expose the hoax of the haunted house while other KILT DJs will claim that he had lost his head years ago!

✓ KABL - KABL HALLOWEEN PERSONALITY MAKES.

KABL used about 35 and the following copy give the idea. They used a number of local personalities which would mean nothing outside SF. As you see, they stress the opposites, e.g. Buchanan was one of the few Presidents who was not married, etc.

(Copy)

KABL answers your Halloween party dilemma this year with the CABLE Halloween Personality Mak! Instead of attending a Halloween party as a Knight, a flapper, or a skeleton; amaze your friends by going as a personality. For example, if you were to arrive disguised as:

William Jennings Bryan, you'd be able to impress everyone by lecturing them on the proper techniques of running for the office of President of the United States.

Mrs. James Buchanan, you'd be able to relate the prestigious life in the White House as wife of the President.

W. C. Fields, you'd be besieged with questions and admiration concerning your work for the advancement of the American Dairy Association.

Charles Finley, you would be applauded for your tremendous ability to choose a city for your baseball team where you would be cheered, welcomed, and accepted with open arms.

Timothy Leary, you could explain the importance of keeping both feet on the ground, avoiding frequent escapes from reality, and being aware of our wonderful world as it exists today.

Judy Garland, you could tell everyone how you managed to go from childhood to middle age gracefully...at all times keeping your head...and your temper.

WYSL - Halloween night film festival at local theatres - show old horror movies with WYSL jocks making appearances between shows. Frankenstein will be loose in audience, etc. Could be a good sales tool.

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BEST ON THE AIR PROMO IDEA

X-TRA - Vin Lawford has developed a conflation of the "Mystery Voice" and "Name the Newsmakers" which should result in increased ratings. The contest prize is more exciting too: An all-expense paid trip by air to Hawaii. Short teaser promos are now on the air. The contest is scheduled to start on Monday.

Copy:

"Journey back in time for a moment...do you recognize this voice? (10-second of John Barrymore from Capitol's Hark! The Years!)

If you recognized John Barrymore, you'll soon be able to compete with other X-TRA News listeners in a contest that could win you a fabulous all-expense paid trip to Hawaii! Keep tuned to X-TRA News for details of the X-TRA Special 'Name the Newsmakers' contest."

(MUSIC UP TO FINISH).

✓ WYSL - D.J. Roulette - Strictly an attention getting bit...where the listeners are invited to guess which jock will be on the air the next hour. Runs only during the day because the night shows would be too hard to cover. However, the night jocks will pull an hour every now and then during the promotion. Prize for guessing correctly can depend on budget.

BEST OUTSIDE PROMO IDEA

✓ WYSL - WYSL is looking for a whistle that will sound similar to the one used on the T.V. show "Good Morning World", which will be distributed through local record shops as the official "Whistle-Whistle". Good tie-in with their call letters. Might even get to be a fad.

KILT - "Miss Teenage Houston Pageant" will be televised tonight (October 17, 1967) and KILT dj's will be involved in the impromptu skits with contestants.

BEST COMPETITIVE ON THE AIR PROMO

✓ KILT - KNUZ - "Golden Pumpkin Search". Pumpkin, containing \$12.30 cash is hidden in either the basement, lab or attic. Listener is first to call in and guess which. Location is on cart with appropriate sound effects.

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-2-

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HALLOWEEN PROMO (Dave McKinsey, Program Director, KABL)

Music: Up Wierd

Do You believe in Ghosts... spectres, shades, poltergeists and the like? If so, you should enter the KABL GHOST contest and win free haunting service on Halloween! To win, just send KABL the best letter describing your unusual experiences with Ghosts. Winner will receive a two hour KABL haunting service on Halloween... including a Spirit Manifestation, a few tricks by Poltergeists, mysterious noises and perhaps a few screams! (Effects) Enter before midnight, October 30th, or you won't stand a Ghost of a chance! Incidentally, if you win, you won't be notified! You'll KNOW we're there! Send all entries to "BOO!"... KABL.

###

HOT KLIMBERS

WYSL

- | | | |
|----|--------------------------|--------------------|
| 1. | I've Got a Feeling Oh No | Niel Diamond |
| 2. | Who Am I | Petula Clark |
| 3. | I'm Ready for Love | Martha & Vandellas |

KILT

- | | | | |
|----|---------------------------|----------------|---------|
| 1. | Good Vibrations | The Beach Boys | Capitol |
| 2. | Looking Through My Window | Mamas & Papas | Dunhill |
| 3. | Louie Louie | The Sandpipers | A & M |

KLIF

No Report

###

Come On Up
Nineteen Days
She Digs My Love

Young Rascals
Dave Clark Five
Sir Douglas

Atlantic
Epic
Trib

###

10-27-66

rit

-2-

###

HALLOWEEN PROMO (Dave McKinsey, Program Director, KABL)

Music: Up Wierd

Do You believe in Ghosts... spectres, shades, poltergeists and the like? If so, you should enter the KABL GHOST contest and win free haunting service on Halloween! To win, just send KABL the best letter describing your unusual experiences with Ghosts. Winner will receive a two hour KABL haunting service on Halloween... including a Spirit Manifestation, a few tricks by Poltergeists, mysterious noises and perhaps a few screams! (Effects) Enter before midnight, October 30th, or you won't stand a Ghost of a chance! Incidentally, if you win, you won't be notified! You'll KNOW we're there! Send all entries to "BOO!". . . KABL.

###

HOT KLIMBERS

WYSL

- | | | |
|----|--------------------------|--------------------|
| 1. | I've Got a Feeling Oh No | Niel Diamond |
| 2. | Who Am I | Petula Clark |
| 3. | I'm Ready for Love | Martha & Vandellas |

KILT

- | | | | |
|----|---------------------------|----------------|---------|
| 1. | Good Vibrations | The Beach Boys | Capitol |
| 2. | Looking Through My Window | Mamas & Papas | Dunhill |
| 3. | Louie Louie | The Sandpipers | A & M |

KLIF

No Report

###

Come On Up
Nineteen Days
She Digs My Love

Young Rascals
Dave Clark Five
Sir Douglas

Atlantic
Epic
Trib

###

Rph
Holiday

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.

###

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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###

- 2 -
SPEC SPOT (Dickie Rosenfeld, Sales Manager, KILT)

Prepared for Clark's Modern Furniture.

Door slams and secretive voice says:

#1: Say...is this Clark's Modern Furniture?

#2: Yes, yes, may I show you the finest contemporary furniture selection in the city of Houston?

#1: No, I want to make sure you have adequate security measures when HE and SHE come to see your large display of modern furniture. The BOSS is due here any moment.

#2: You mean the LADY and the... (here #1 cuts off #2 abruptly)

#1: Shhhh...no one is to know they are coming...they want to be incognito.

#2: Oh, this is wonderful...buy why are they coming here to buy furniture?

#1: Because the fine reputation of Clark's Modern Furniture is known far and wide...win, lose or draw...Clark's Mod Modern Furniture will furnish either a mansion or a ranch house, beautifully.

#

PROMOTION (Bruce Hathaway, Program Director, KTSA)

This is a good "write-in" promotion for your nighttime teen show from now till Halloween. It is called "My Favorite Monster". Listeners are asked to write in about who they think is their favorite monster, about a boy friend, girl friend, teacher, etc. Deeja's read best letter over the air. Many of the letters can be a real blast. Winner receives from KTSA a guided tour of local funeral home, one full moon night in a pre-selected grave yard, one haunted house (a game that can be found at any toy store) plus \$25.00 from KTSA.

#

ypl

- 4 -

PROMOTION (Bob White, Program Director, KILT)

I quote from Bob's Weekly Report:

"KILT Pumpkin Full of Pennies" -- This promotion will be tied in with Halloween. We will get a pumpkin, carve out the inside and fill it with pennies. We will then ask listeners to tell us how many pennies are in the pumpkin. Clues will be given on the air such as how much the pumpkin weighed before it was emptied, how much it weighs filled with pennies, size of the pumpkin and such. There will be a cash prize for the winner. Since we cannot use the telephone, we will have to go with the earliest postcard; however, I feel some of our sister stations who can use telephone contests could tailor this one to be a good response gimmick for them."

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MEMORANDUM

ryb

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TO: ALL McLENDON STATION MANAGERS

FROM: DON KEYES

DATE: OCTOBER 29, 1964

Although it may be too late to pursue the following, I thought I would send it to you for possible use next year. I refer to the toys listed below which would make excellent prizes in a Halloween promotion.

Don Keyes

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Enclosures - 1

✓ For little Monsters: (1) A mad-scientist kit, complete with harmless chemicals labeled "bat's blood," "monster veins," and other appetizing things. Young Doctor Frankenstein can use the ingredients to turn white liquids bat's-blood red or to make ink disappear (Remco; \$1). (2) A "Munster" hot rod, miniature of the weird automobile scared up for the Munster family on CBS-TV's new comedy series. Car is a hearse with racing tires, coffin-shape chassis (AMT Toy Co.; about \$8).

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1726

TRICK OR TREAT PUMPKINS

As the name implies, this is a Halloween promotion which is just a little bit different from other promotions involving pumpkins. It's a bit cumbersome to set up but should receive a lot of comment. The idea is that you purchase approximately a thousand small pumpkins. On the bottom of each pumpkin, you place some sort of tag with a number on it. The number corresponds to a prize which you have at your studio. For example, # 538 might check out on your prize list to be an iron or a toaster; on the other hand, # 212 might turn out to be a free record or a movie pass. Obviously, of all these pumpkins, very few will have any worthwhile value, most of them will be redeemable for the small inexpensive prizes.

Your problem is that you must obtain the pumpkins, put stickers on them, and distribute them around town the previous night to Halloween. Obviously, you cannot do this during the day. You should say nothing about this promotion until the day of Halloween, at which time you disclose what you have done and start broadcasting your promos.

The rule is that the pumpkins are redeemable only until midnight that night. Perhaps you can think of some ways to create interest in this promotion ahead of time without tipping your hand. If so, feel free to make the necessary revisions with advanced promotions,

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LOCAL NEWS STORY unearthed and developed (Jerry Moon, News Editor, KTSA)

The arrest of a local con artist that has been operating over a long period of time and has bilked away businessmen out of several thousand dollars. KTSA was instrumental in finally breaking this case. A friend of mine was one of the biggest losers. He called me to ask if there were any meetings planned by the NAACP (Used as a part of the con man's schemes). When I asked the P. D. 's Intelligence Division if they knew of any planned meetings, they told me they were trying to make a case against this guy. That he conned money from businessmen on the pretext he would soon make large purchases of supplies from them for the large gatherings. Trouble was, nobody would testify because they were so embarrassed. I talked my businessman friend into telling his story to the D. A. Turned out he was the hardest hit, and the first one ready to testify. As soon as the story broke, dozens of others came forward with information.

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

Becoming a new source of income to our station as an advertiser category: Slot Car racing establishments. Second out-fit comes to KTSA this week. Many more are possibilities and we are getting results for them.

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HALLOWEEN PROMOTION (Doug McCall, Sales Manager, KTSA)

Already mentioned before, I think, but worth repeating. We are going to present to advertisers the idea of distributing caricatures of the KTSA deejays in mask form. The masks will be valuable to kids to get them into our KTSA Halloween Hop. Good promotion should be good for bonus business in October. Since Halloween is October 31 , we have plenty of time to sell this promo.

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ryb

COMPETITOR'S COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

Pasadena Colonial Shop on KPRC -- Spot opens with soap opera type organ music: Anncr: And now the continuing adventures of "Jack Headstrong, early American boy." Brought to you by Pasadena Colonial Shop, the home of the world's finest colonial furniture. As our story opens today, we find Jack Headstrong at the headquarters of the Union forces in the Hills of Pennsylvania. Voice: Hey Jack, the enemy forces are getting closer. What can we do to save all this beautiful original colonial furniture from Pasadena Colonial Shop from being damaged? It's such fine, etc., etc. Jack: Friend, you can take it from me. They will never harm it if you move it to the top of that hill over there. Voice: OK, men, move all this furniture to the top of Bunker Hill.

###

HALLOWEEN PROMOTION (Dave McKinsey, Program Director, KABL)

"Magic Day Promo" -- On October 31st, KABL will sponsor a Halloween party in behalf of a Bay Area charity, to be held at the "Carter-The-Great Magicians Museum" in Earthquake Magoons. We're going to try to contact Houdini with a medium. On-air promotion will be spooky stuff. Ticket sales for bash, climaxed by the on-air Halloween show and replay of old Houdini seance made in 1936.

###

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

We have a department store chain interested in a schedule to replace a portion of the budget they are now spending in newspaper by virtue of the introduction of a storewide communication system supplying all departments with copy and schedule details. Department heads, armed with this information, can enlist full cooperation and enthusiasm of the sales staff and therefore add measurably to the success of the schedule.

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nph

SUNDAY REVENUE (Tad Van Brunt, Sales Manager, KABL)

Have a large T. V. store stay open on Sunday and sell color sets only. Idea being to have world series special, inasmuch as the Giants are "in", there should be a lot of interest.

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

Get a restaurant to sponsor a mashed potato eating contest during National Potato Week.

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KABL is going to sponsor a "seance" on Halloween, with the cooperation of the magicians union and the "Carter the Great" Museum of Magic, in an attempt to make contact with Houdini, who died 20 years ago this year. Wild.

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COMPETITOR'S COMMERCIAL (Dickie Rosenfeld, Sales Manager, KILT)

For Ivy Russell Ford on KTRH and KPRC -- Organ music intro... anncr solemnly... "There are funerals and there are funerals. There's a wake going on right now at Ivy Russell Ford..." (New Orleans type jazz music up strong, then down and under) Anncr (bright) "but this funeral is New Orleans style... Ivy Russell says out with the old because you can't take it with you. Come to the wake at Ivy Russell Ford now. Have a cup of real New Orleans French coffee and save hundreds of dollars on a new or used Ford."

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nyh

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

Barclay's Bank is opening a branch in San Francisco. We have them interested in an opening schedule based on a spot campaign wherein copy would read something like this: "It is 8:40... in just one hour and twenty minutes, Barclay's Bank opens." This would run every bank day for two weeks. This schedule will be followed by a more conventional one.

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SPEC SPOTS (Don Keyes, Home Office, Dallas)

Here are some copy slogans that might trigger further thinking on a spec spot:

- 1.) Card on batteries in garage: "Wanna start something?"
- 2.) Sign in window of candy store: "20 degrees sweeter inside."
- 3.) In Seattle garage: "Autopsies performed on all dead motors."

#

HALLOWEEN PROMOTION (Bob White, Program Director, KILT)

"Halloween Money Mask" -- We ask listeners to send in cards stating which deejay they think is hiding behind the "KILT Halloween Money Mask". Each hour one is drawn and a cartridge is played. A witch announces which deejay is behind the mask. If they are right, they win a prize; if they are wrong, they lose. The production is real cute and it sounds good on the air.

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COMPETITOR'S COMMERCIAL (Al Lurie, Sales Manager, KLIF)

"Industrial National Bank, the hardest bank to find, the easiest to do business with."

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npl

COMPETITOR'S PROMOTION (Charlie Payne, General Manager, KLIF)

KIXL outdoor billboards -- picture patient on psychiatrist's couch.
Doctor asks, "Got a music problem? KIXL Adult Radio, 104 on both dials."
(This could be of special interest to KABL and WYSL).

###

NATIONAL REP (Charlie Payne, General Manager, KLIF)

KLIF will soon start a "Did You Know?" series of mailers. Every two weeks these will go to Blair. These sheets will be in the form of conversation starters and one-liners for Blair salesmen to remember and use (verbally) for just that purpose, "conversation starters". For example:

"Did you know -- that KLIF,
in the latest Pulse, delivers
44% more adult men than KRLD
in morning drive time?"

"I feel it's another angle that will keep Blair boys thinking of KLIF.
Each mailer will contain at least four "Did You Knows?"

###

STATION BREAK (Bob White, Program Director, KILT)

"KILT...for all football scores first...huddle up
with KILT..."

###

HALLOWEEN

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

Sales idea developed and sold to have stores stay open until midnight on Halloween and turn heavy saturation from 4 PM to 12 midnight featuring their "Spook Sale" on Russ Knight's show. This was presented to Globe Discount City.
Good additional expenditure resulted.

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Five sponsors will be selected as the mystery sponsors of the day. A very small portion of their jingle will be played on the air.

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

Get a restaurant to sponsor a mashed potato eating contest during National Potato Week.

Each day having five winners each day. The five daily winners will be drawn from correct portions submitted. Then at the end of the

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"KILT... Houdini's complete collection of cards!"

"KILT... All the good sports are on KILT!"

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CREATIVE SALES IDEA (Bob White, Program Director, KILT)

"Spot The Sponsor Contest" -- This is designed for listener interest and to please the sponsors. Each day five sponsors will be selected as the mystery sponsors of the day. A very small portion of their jingle will be played on the air followed by a station jingle. The listeners must determine from this small portion of jingle the name of the mystery sponsors. The contest will run for five days, using five different sponsors each day and having five winners each day. The five daily winners will be drawn from correct postcards submitted. Then at the end of the contest one of the 25 daily winners will become the grand prize winner of about \$200 in cash. The sponsors used, for the most part, will be local.

###

STATION BREAKS (Bob White, Program Director, KILT)

"KILT...Houston's complete sports center!"

"KILT...All the good sports are on KILT!"

###

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

Sold to Gulfgate Shopping Center -- "The KILT Halloween Mystery House Promotion" -- The center has come up with \$200 worth of prizes that will be distributed evenly among the four mystery houses. Clues will be given over the air as to the locations of the mystery houses and KILT was also able to get help from the merchants as they will put up window displays to help in the promotion.

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nyb

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

Proposed promo for late night movie on Halloween for some of the deejays to be dressed in costumes and attend the movie scaring the kids. Have prizes for the first few who guess who each deejay is.

#

COMPETITOR'S COMMERCIAL (Earl Hawthorne, Sales Manager, KTSA)

J&J Motors sold with different types of sound effects to demonstrate that the Japanese Toyota Auto will go anywhere.

#

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

In San Francisco, there is a good sized cafeteria chain which is trying to stimulate family dining. To date, most similar businesses have directed their efforts to single people and the occasional couple. They like the idea of the whole family dining out as the new theme. KABL is working up some copy for the owner's children to do. This will have the fresh sound of a young voice, plus the obvious ego value.

#

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

Looking toward the Spring, KABL is planning a real estate solicitation which will take advantage of the large amounts of coop money made available by plumbing, electrical and appliance manufacturers. Entirely too much of these funds are diverted to newspaper; the papers are loaded with it and most of the ads are so much alike that the impact must be nil.

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Halloween

This sounds like it would be excellent for all the stations to follow not only because it fulfills a definite need in the community, but also is well tailored to your "Talk" category. Actually, if the program as outlined on the attached could be segmented, there are parts of it which could be logged as "Discussion" as well.

#

PUBLIC SERVICE IDEA (Johnny Borders, Program Director, KTSA)

Johnny points out that many High Schools have Career Seminars in the Spring and it would be advantageous for us to write the various schools which offer such programs and volunteer a speaker from the station who would counsel with the students on careers in broadcasting.

#

CREATIVE SALES IDEA (Jim Hamby, Sales Manager, KTSA)

"The Great KTSA Pumpkin Hunt--proposed to Handy Andy Stores.
KTSA hides 100 pumpkins in all sections of city on Halloween. Marked and coded. Each worth prize minimum of \$1.00 up to TV set upon presentation at KTSA before midnight Halloween. Each pumpkin hunter must have KTSA pumpkin hunting license obtainable only at Handy Andy Supermarkets."

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SALES DEPARTMENT POLICY (Jim Hamby, Sales Manager, KTSA)

Each KTSA salesman is now required to present 3 spec spots weekly in conjunction with the copywriters.

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TRICK OR TREAT PUMPKINS

As the name implies, this is a Halloween promotion which is just a little bit different from other promotions involving pumpkins. It's a bit cumbersome to set up but should receive a lot of comment. The idea is that you purchase approximately a thousand small pumpkins. On the bottom of each pumpkin you place some sort of tag with a number on it. The number corresponds to a prize which you have at your studio. For example, # 538 might check out on your prize list to be an iron or a toaster; on the other hand, # 212 might turn out to be a free record or a movie pass. Obviously, of all these pumpkins, very few will have any worthwhile value, most of them will be redeemable for the small inexpensive prizes.

Your problem is that you must obtain the pumpkins, put stickers on them and distribute them around town the previous night to Halloween. Obviously, you cannot do this during the day. You should say nothing about this promotion until the day of Halloween, at which time you disclose what you have done and start broadcasting your promos.

The rule is that the pumpkins are redeemable only until midnight that night. Perhaps you can think of some ways to create interest in this promotion ahead of time without tipping your hand. If so, feel free to make the necessary revisions with advanced promotions.

This should be a gimmick that will result in much comment. A thousand pumpkins place in one city is certainly an unusual promotion, whether you actually have a thousand or not. Perhaps you'll wish to do it with 500.

Don Keyes

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